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"The best way to predict the future is to create it."



For dealers of the high-quality products from Federal Premium, FUSION, CCI, Speer, RCBS, Outers, Ram-Line, Shooters Ridge, Alliant Powder, Estate Cartridge, Gauslick, Champion Traps & Targets, Nitrex, Intensity and Weaver Optics/Mounts/Rings/Bases

THE PROFILE

KEY CONTACTS ON THE DEALER SERVICES TEAM

NAME: John Huse
POSITION: Product Line Manager - Gunslick, Outers, Shooters Ridge, Ramline and Non-Reloading RCBS WORK

EXPERIENCE: Before coming to ATK I worked for Scheels for 13 years as a sales associate and assistant line leader for reloading and shooting accessories. I also helped with new store setups.

HOMETOWN: Fergus Falls, MN

EDUCATION: I have a two year degree and am about 3/4 finished with a degree in civil engineering.

HOBBIES: Benchrest shooting, Bullseye Pistol shooting, IDPA Pistol Shooting, Reloading and Varmint Hunting.

FAVORITE FOOD: A good steak

WHEN I WAS A KID I WANTED TO BE A: Architect

MOST PRIZED POSSESSION: My Benchrest Rifle

FAVORITE QUOTE: Knowledge talks, wisdom listens.



John Huse

A Positive Sign of the Times 31st SHOT Show Paints Promising Picture for Industry

The 2009 SHOT Show returned to Orlando, Florida January 15-18 and once again attracted large crowds and plenty of enthusiasm. The event was filled with the excitement, energy, innovation, new product intros and high-profile gatherings that have made this show the highlight of the year for the industry.

At a time where trade shows in all industries have seen a steep decline in attendance, SHOT Show brought the masses to this smorgasbord of everything outdoors. And those that showed up weren't just casual attendees on vacation, or taking in the show for entertainment. They were motivated owners, buyers, media members and industry professionals.

Over 48,000 people attended this year's event, including over 1,800 exhibitors. The show covered more than 715,000 square feet and overall attendance was up three percent compared to the last time it was held in Orlando (2007). In addition five percent more buyers were present at the 2009 show.

ATK's presence was acknowledged by the full spectrum of show attendees. Several industry celebrities made scheduled appearances that



The RCBS R.A.S.S. Bench interactive game gave shooters a chance to try this unique product.

drew large crowds. And a new interactive RCBS game helped create a steady buzz at booth #3139. ATK also received several awards and very healthy media attention. Overall, the show was another example that the future is bright for both the industry and ATK.

NEW PRODUCT SHOWCASE

HOT PRODUCTS TO SELL IN YOUR STORE

Keeping Target Shooters Involved and Active

Put a smile on the faces of young and old alike with the new DuraSeal™ Spinner Targets from Champion® Traps & Targets. In response to last year's introduction of the wildly popular DuraSeal Varmint Spinners, Champion now extends the DuraSeal line with four new shapes for target shooters. Available in crow, gong, hanging and diamond shapes, these designs feature the same hole-sealing material that absorbs hundreds of rounds from even the largest rifles and handguns while still keeping its

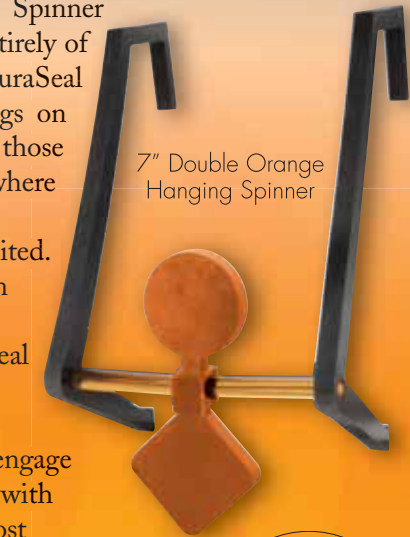
shape. The diamond, crow and gong spinner are all ground mounted targets that perform in the same manner as the original varmint spinner while the Double Hanging Spinner is constructed entirely of the innovative DuraSeal material and hangs on a target board for those shooting ranges where ground mounted targets are prohibited. Now available in a total of nine offerings, DuraSeal targets are Champion's way of helping you engage your customers with some of the most interactive and fun targets on the market.



5 1/2" Orange Diamond

10 1/2" Double Black Gong

7" Black Crow



7" Double Orange Hanging Spinner

American Rifleman
2009 Accessory of the Year



Contact your sales rep or dealer services for information on how to get these products in your store.



Volume 8, No. 2

IMPORTANT DATES

Gold Dot®/Personal Defense® Dealer Buy-in	1/1-12/31 2009
Mag•Shok® Consumer Promotion	2/15-5/31 2009
Shooters Ridge® Dealer Buy-in	1/1-12/30 2009
Gunslick® Dealer Buy-in	1/1-12/31 2009
Champion® DuraSeal™ Dealer Buy-in	1/1-12/31 2009
Champion® EasyBird® Trap Dealer Buy-in	1/1-12/31 2009
Champion® DSP™ Dealer Buy-in	1/1-12/31 2009

FUSION STRENGTHENS BRAND PRESENCE WITH BROCK LESNAR

Fusion Ammunition recently signed international super-star Brock Lesnar. The current UFC champion won a national championship as a collegiate wrestler and is also an ex-WWE Heavyweight Champion of the World. However, long before he was ever in the public eye, he was a hunter. This cross-over star exemplifies everything Fusion and will literally add muscle to this aggressive brand.

Lesnar is a South Dakota native who grew up on a farm and hunted every chance he could. He has spent years amassing the mind and body of a champion and demands a bullet of the

same construction—built for extreme toughness, hammering accuracy and lethal energy.

His Fusion debut at the 2009 SHOT Show drew the attention of showgoers. In the two days he was in the ATK booth people waited in longer-than-usual lines to shake hands, get an autograph or snap a pic with "The Champ."

Look for this superstar to help promote Fusion in print ads, online, on TV and in your store.



Champion® Launches Backyard Promotion

Champion® Traps & Targets unveils a new consumer promotion designed to grab the attention of target shooters everywhere. Beginning in April 2009, the Champion Backyard Promotion awards a grand prize package of Champion products to one lucky winner looking to create their very own shooting range. Participants simply submit a 200 word essay stating why they are the best candidate for a fully-outfitted range. From an EasyBird® Auto-Feed trap, DuraSeal™ Spinners and VisiChalk™ targets to eye and ear protection and trapshooting pouches, this promotion brings the power of Champion to the backyard. With an aggressive print media campaign and a dedicated website (www.championbackyard.com), this



Champion's Backyard Promotion builds excitement and awareness for the Champion brand.

promotion will increase interest for Champion products and drive consumers to your store. Second and third prizes awarded as well. Promotion begins April, 2009 and runs until December 31, 2009.

George Frashier Named Sales Rep of the Year

ATK Commercial Products recently announced their choice for 2008 Sales Rep of the Year at the 2009 SHOT Show. George Frashier of Gibson City, IL was



George Frashier's outgoing personality and dealer relationships earned him ATK's Sales Rep of the Year.

selected from among 49 ATK sales representatives for demonstrating superior integrity, leadership and results when working with his dealers and retailers.

ATK presented the award to Frashier for his unparalleled sales growth, rapport with dealers, dedicated focus on ATK co-op advertising practices and positive attitude. "When it comes to hard work, honesty and going the extra mile, George is at the top of his game," said Michael Halleron, director of domestic sales. "His ability to connect with retailers is amazing and he knows how to build the relationships that are successful and enduring. Congratulations George, you certainly earned this award and are truly an asset to our team."

Jones and Company Wins Rep Group of the Year

ATK named Jones and Company their Rep Group of the Year at the 2009 SHOT Show. Jones and Company has represented this line in the southeastern states for over 15 years. ATK honored them with this award because of their superb attention to detail, excellent market awareness and overall sales efforts.

"Jones and Company goes above and beyond most rep agencies," said Michael Halleron, director of domestic sales. "The relationships they have built with the customers really promote winning at retail—for both ATK and the customer. Both of

the retailers that won our 2008 Dealer of the Year award came out of their territory. They are very professional and are driven to succeed."

Ohio 4-H Shooting Sports Recognizes Federal Cartridge Company

At the 2009 SHOT Show, the Ohio 4-H Shooting Sports honored Federal Premium® Ammunition for its contributions to the 2008 Ohio 4-H Summer Shooting Education Camp. As one of the largest camps of its kind, the 6-day learning experience focuses on the safe, responsible and ethical use of firearms and archery equipment.



(from left to right) Tom Johnston, Ohio 4-H Shooting Sports; Mark DeYoung, President, ATK Armament Systems; Ryan Bronson, ATK Conservation Specialist

Federal's contribution to the camp enabled 151 boys and girls to safely shoot more than 25,000 rounds of 12 and 20 gauge shotgun ammunition and 7,500 rounds of .22LR ammunition while learning firearm instruction. "Federal Cartridge has been a major supporter of the 4-H Summer Shooting Education Camp for many years," said Tom Johnston, Ohio's Pistol Coordinator. "Their continued support makes it possible for us to reach out to youth from across the United States, teaching the basics of the safe and ethical use of firearms"

DEALER SUCCESS STORY:

OASIS OUTBACK

UVALDE, TEXAS

It's said that everything is big in Texas. Big country. Big hunts. Big adventures. And in Uvalde, Texas (pop: 15,000), there's a place that proves it—Oasis Outback. When we spoke with Brad Farr, public relations and marketing manager for Oasis Outback, we discovered the store was established 4 years ago by owner Randy Klein. As a native son, Randy had big ambitions of opening a hunting store in his hometown. A store that would be a gathering place for the town, a clearinghouse of information, a place to greet old friends and make new ones; a store that stood apart from the big-box retailer down the street. As owner of the town's feed mill/farm store, Randy has lived in Uvalde for more than 30 years and knows firsthand the challenges—and opportunities—his town offers. Keenly aware that



Oasis Outback has a knowledgeable staff who know hunting and shooting adventure and share that information with others.



A wide variety of product satisfies a diverse array of outdoor enthusiasts. Oasis Outback is proud of their inventory.

...our customers see our close relationships with our manufacturers and think 'wow, they must know what they are doing...'

~Brad Farr, Marketing Manager

complete in-house taxidermist service and an enormous selection of home décor items for the outdoor/ranching customer. But according to Farr, one of the biggest draws isn't what's on the shelf but rather the store itself. After just one year of business, Klein incorporated a restaurant into the store. Comprising about a quarter of the floor plan, and with seating for 160, the restaurant ensures a constant flow of business from both hunting and non-hunting customers. This move seems to be paying off since Klein has experienced incredible growth and sales in four short years of business.

Federal, CCI, Champion, RCBS, Alliant Powder, Shooters Ridge, Gunslick, Outers, Weaver Optics & Mounts, Fusion, Nitrex Optics, Blazer and Estate can all be found on the shelves and at the checkout counter. That's because hunting gear—primarily deer and predator



Gifts, apparel and accessories fill the floor of this attractive retail environment and offers something for just about everyone.

hunters drive the local economy, Klein's vision was to establish a store that is a destination for both the local hunters and those who doubled the town's population from the September dove season through the fall deer season. He wanted hunters to know that if they forgot a piece of gear or weren't prepared for the diverse climate and terrain, they could easily pick up the right gear for the right price at Oasis Outback. So Randy Klein dreamed big, took the leap and never looked back.

With savvy advertising, Oasis Outback soon gained a reputation as the place to visit in Uvalde. In addition to yellow pages, circulars and mailers, Farr says Oasis Outback stays in the public eye with the "Oasis Outback Outdoor Show," a weekly radio show strategically aired during the Saturday 10:00 am slot. With little competition on the airwaves, Oasis Outback uses radio to reach listeners with promotions and events while distributing general information about the town and the outdoors. Farr says the store also sponsors television shows and leverages their location as a prime hunting destination to get outdoor personalities to Uvalde for free hunts in exchange for filming "behind-the-hunt" lifestyle segments in the store. This trade-out has proven highly effective for the past three years and, according to Farr, will continue to be a source of "outside the box" advertising.

Today Oasis Outback is a 25,000 square foot, 60 employee store that caters to locals and visitors alike. From fishing, kayaking and Western casual wear to shooting supplies, reloading, firearms and hunting apparel, Oasis Outback satisfies a diverse clientele. They even have a

Oasis Outback also actively partners with manufacturers in the effort to maximize rebates, stay current on product innovations and cultivate the idea that Oasis Outback is the local hunting expert. Farr clarifies the point. "We want to form customer perceptions. And one way is having our customers see our close relationships with our manufacturers and think 'wow, they must know what they are doing since these quality manufacturers trust them.' It's the perfect way to gain credibility." So it comes as no surprise that Oasis Outback stocks virtually the entire line of ATK products.

items—is the hottest thing going right now. Farr is quick to point out that Oasis Outback keeps tabs on outdoor trends and then builds programs to maximize sales. For example, with the rise in predator hunting, Oasis Outback created a March predator hunting contest with as many as 20 four-person teams competing in the 2-day tournament. Attracting hunters as far away as Houston (a four hour drive), this custom tailored event demonstrates Klein and Farr's ability to convert trends into sales. But not all events are sales driven. Sometime it's just community goodwill. Twice a year, Oasis Outback hosts the Outdoor Expo. This event attracts 4,000 people to the one-day event and features family activities such as rock climbing, helicopter rides, live music, food and appearances from pro athletes and outdoor celebrities. Registration forms help Oasis Outback build a database of qualified leads for future advertising efforts. Big Ideas. Big Efforts. Big Results. Just another day in the Lone Star State.



Oasis Outback is a sprawling 25,000 sq ft retailer that draws big crowds and stays involved in the local community.

N TARGET

With the SHOT Show, distributor and buy group shows behind us, we are excited to hear that business is going well for the dealers. Most of the gun and ammunition manufacturers are having a great year. We are excited to say that our accessory category, with the help of innovation and new products, has seen significant growth too.

Don't forget that all of your purchases through distribution count towards co-op accrual. Call your favorite distributor and ask them for a print out of all ATK products and send it to Co-Optimum at ATK@Co-Optimum.com or

ATK Co-op Advertising
C/o Co-Optimum, Inc.
16000 Ventura Blvd., Suite 1200
Encino, CA 91436

As usual if you have any questions you can contact Dealer Services at 866-223-9388.

We are excited to announce that we will have two Dealer Support Trailers for 2009. Please contact your ATK representative with potential dates for store events. This is one more way we can help drive business to your stores and create some pull through.

Spring is in the air and it is time to practice turkey calling and pattern your guns. Try the HEAVYWEIGHT® in #7 shot, they have the same density as lead #5's and significantly add to your pellet count. Good luck and safe hunting.



Bob B.

2009 MEDIA DAY: GETTING THE MESSAGE OUT

Great products. Ready retailers. Eager public. What's the missing ingredient? Product exposure. But after the 2009 Media Day at the Range, that shouldn't be a problem. That's because this annual event—hosted by Bass Pro Shops®—attracted more than 400 outdoor writers and media personnel to the Orange County Sheriff's Range to field test the latest and greatest products in the outdoor industry. Historically held the day before the SHOT



An outdoor writer enjoys the power and performance of Federal's 327 Magnum.



Jason Nash (left), ATK communication and events manager, walks a writer through pistol velocities.

Show, this event signals the first time writers and media can experience, up close and hands-on, the new products for 2009. According to Aaron Carter, senior associate editor, NRA Publications, "Media Day is indispensable to the outdoor writer. Not only does it provide invaluable insight into a company's latest merchandise, through handling and field testing, writers form impressions about whether a new product deserves exposure during the current calendar year."

With more than 50 manufacturers exhibiting, ATK was a significant force at this year's event with banners, flags, nine shooting bays and a dozen personnel on hand to help guide writers through ATK's newest products. ATK further sponsored the event by donating Champion® eye and ear protection to all attendees and stocking the trap range with Champion clays. Based

on booth activity, hot new items were the Sasquatch™ Ground Blind from Shooters Ridge®, Federal Premium's new Coyote Load as well as the personal defense load designed for the Judge revolver from Taurus. Champion Traps & Target's line extension to the popular DuraSeal™ Spinner Targets and the new Super Slam™ series of optics from Weaver® also received tremendous attention from writers. There was even considerable interest in some of last year's introductions such as the .327 Federal Magnum, Shooters Ridge's Voyager™ Shooting System and the award-winning R.A.S.S. Bench from RCBS®.

As the day ended, it was clear that ATK had set the groundwork for yet another successful year of print, television and online product exposure. This coverage is certain to translate into customer awareness and action as writers begin covering all the great new products from your team at ATK.



Michael Kinn (right), ATK accessories communication specialist, discusses the features and benefits of ATK products with an outdoor writer during the 2009 Bass Pro Media Day.

The Public Face of ATK

In 2009, you will see some familiar faces representing the various ATK brands. As ATK leverages these celebrities in the media, we encourage you to do the same in your advertising and marketing messages.

Jerry Miculek

What's left to say about this master pistolero? The only things Jerry does faster than rack up wins is load and fire his faithful S&W revolver. Renowned as the fastest revolver shooter on earth, Jerry is now the official spokesperson for Gunslick Pro™. As an experienced gunsmith, and a guy who knows a little something about dirtying a handgun, Jerry will be promoting the use of Gunslick products at his exhibition events, on the Gunslick Pro website and at tradeshow.



Tom Knapp

This exhibition shooter has been wowing audiences across the nation and throughout the world with unbelievable shooting skill and stage presence. Tom has been doing this for several years and has built quite the following. His live shows amaze hunters, shooters and non-shooters alike. He is not only blessed with tremendous skill, but great showmanship as well. Whether it's on stage, on TV (he hosts Benelli's American Birdhunter and American Safari) at your store or on the floor at SHOT—Tom draws quite the crowd.

Jim Scoutten

This industry main-stay keeps us all updated on everything related to guns with his show Shooting USA. Jim is a one-of-a-kind



personality that this industry knows well. He and his crew get out and cover all of the big events, and also dig up some pretty neat stuff to feature on their show. His viewers are your customers, and they definitely listen to what Jim has to say.

The Duck Commander

Phil Robertson and his gang need no introduction. They've carved out a niche all their own, and continue to add more "Duckaholics" every day. These guys live and breathe duck hunting. What you see is what you get. Talk to them on the show floor, or watch one of their TV shows, and you know they are the real deal. When the Duckmen of Louisiana are in town the masses gather.



ATK PRESENTS TWO WITH 2008 DEALER OF THE YEAR AWARD

At the 2009 SHOT Show, Larry's Pistol and Pawn and Sportsman's Headquarters were recognized with 2008 ATK Dealer of the Year honors. This marks the first time two retailers have received the award at the same time.

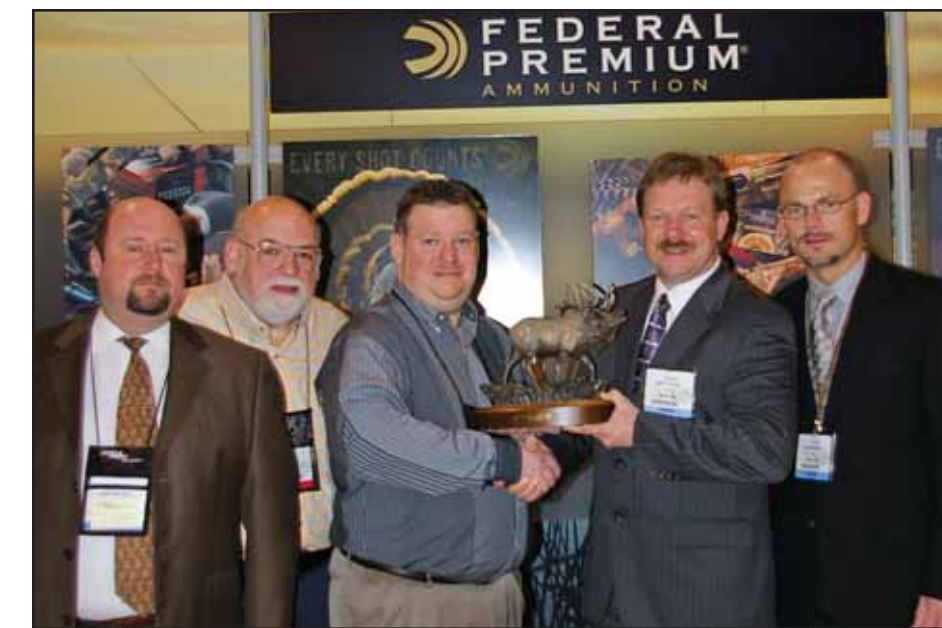
Two dealers were picked because of their performance on both sides of the business. Larry's Pistol and Pawn is located in Huntsville, Alabama and made tremendous strides in ammunition sales by pairing ATK product with the large number of guns they sell every year.

"We just want to say thanks for the honor. With the support of ATK, and our Jones and Company rep Todd Wilson, we have been able to introduce more than 10,000 new shooters at no charge," said Larry's Pistol and Pawn owner Larry Barnett.

The Montgomery, Alabama based Sportsman's Headquarters capitalized on promotions and a diverse product line to move a large number of accessories in 2008. Leading the way for their success was Nitrex Optics. Overall they grew their accessories business over 40 percent in brands like Outers, Weaver, Champion, Shooters Ridge and RCBS.

"Three or four years ago we sat down and made an aggressive plan that included the full line of ATK products," said Len Hale of Sportsman's Headquarters. "We stayed with the program and updated it and improved it however we could. It has been a success year after year and we're honored to receive this award."

"When we looked at the numbers, two retailers stood out," said Michael Halleron, director of domestic sales. "We felt that they both deserved our highest honor, and are proud to give two dealers this award for the first time. Larry's Pistol and Pawn and Sportsman's Headquarters are always among our top performers, and they clearly took their business to the next level in 2008."



Larry and Robert Barnett (2nd and 3rd from left) accept their Dealer of the Year Award. They also were honored with SHOT Business Magazine's Retailer of the Year.

ATK Accessories—Gearing Up for a Successful 2009

With more than 200 new SKU's for 2009, retailers can expect our 10 accessory brands to bring a renewed interest to all things shooting. From optics, mounts and shooting rests to reloading, targets and gun care, ATK has taken the steps necessary to keep your shelves stocked with premium new products. In the last edition of The Journal, you saw a sneak peek at several of these upcoming products but there's so much more! Here are additional new products designed to help you reach out to your consumers with new gear for a new year.

Alliant Powder®

Alliant continues to be a leader in the propellant industry with several new powders for 2009. In this issue we would like to introduce you to Pro Reach™. This new powder—developed for long range 12 ga clay target shooting—gives shooters the ability to reach out and dust clays at remarkable distances. It's perfect for clay games such as Back Porch, Protection, Buddy and Annie Oakley and also a solid choice for reloading 12 gauge hunting loads. When your customers need to get out there and connect with a target, point them to Alliant Powder's new Pro Reach. Available in both 11lb. bottle and 8lb. canister.



Champion™ Eyes & Ears

ATK Commercial Products is a strong advocate of safe shooting. Nothing is more important than keeping your customers—and our fellow shooters—safe at the range and in the field. Champion demonstrates this commitment with an expanded line of shooting glasses for both adults and youth. Available in a variety of colored frames and lenses and featuring scratch-resistant, image-enhancing lenses,



these glasses are OSHA compliant with a maximum Z87.1 safety rating. Choose from among full frame, curved adjustable frame or interchangeable lens options.



Shooters Ridge®

In response to our 2008 introduction of the Shooters Ridge® 10/22® thumbhole stocks and target barrels, this brand ventures deep into the 10/22 market with four new stock patterns, a hi-capacity 50-rd magazine and a pull-style magazine release tab. Shooters Ridge even gives your customers the ability to buy a 10/22 stock & barrel combo in one handy package. Widely regarded as the most popular rimfire rifle in production, Shooters Ridge offers plenty of ways to trick out the Ruger® 10/22.



As you can see, ATK's accessory brands have been hard at work following industry trends, monitoring the needs of shooters and creating the products that will translate into success at the register.

From the Wire: GUNS & AMMO Magazine

The new .370 Sako Magnum delivers safari-grade smash from a .30-06-length action.

By Craig Boddington, GUNS & AMMO Magazine, March 2009

Professional Hunter Andrew Dawson had picked out a suitable candidate on the edge of the herd, and Mukassa was setting up the sticks. I hung back a few steps; it was none of my business—yet. The shot belonged to Federal's Anthony Acitelli, but I had more than an impartial interest. This would be the first buffalo taken with Federal's new .370 Sako Magnum, an innocuous-looking little cartridge that, quite frankly, I was skeptical of for game as big as Cape buffalo.

Anthony took the shot with a slightly quartering-to presentation, and the buffalo took it hard, the on-shoulder clearly broken. Recovering quickly, it ran a few steps and I figured things would now get interesting. Then the buffalo fell over, finished, without even the slightest necessity for a follow-up shot.

.370 SAKO MAGNUM = 9.3x66

The 9.3mm (.366) is a European standard, though it is little known in the United States. Europeans tend to use the 9.3mm for larger, tougher game, considering it a metric alternative to the .375. There are several 9.3mm cartridges, with the 9.3x62 Mauser being one of the better known, a wonderful old cartridge with a long history in Africa as well as Europe.

To read the full article, see March 2009 issue of GUNS & AMMO Magazine. For more information regarding GUNS & Ammo Magazine, and to learn how to stock this publication in your store, visit www.gunsandammomag.com.



This excerpt from GUNS & AMMO Magazine was reprinted with the permission of the publication and is a great example of how effective marketing, product placement and media relations can translate into success at the retail level. By generating interest, and supplying third-party credibility, this editorial coverage has the power to drive customers to your store and demonstrates the value of having quality partners in the media industry.

ATK to Add Another Dealer Trailer

Excellent Results and Positive Feedback from First Year Mean Bigger and Better for 2009

In its first year, ATK's Dealer Trailer headlined by Federal Premium saw a great response from dealers and consumers alike. The 48-foot trailer made it to almost 50 different locations across the country in 2008. It was well attended, and also led to an increase in sales. An estimated 35,000 people stopped by to see what it had to offer at locations in over 15 states.



Two updated trailers headlined by Federal Premium will travel the country in 2009. They'll help draw more people to your store.

"We are always looking for ways to help our dealers move product at the retail level," said Michael Halleron, director of domestic sales. "We were very happy with the response we got from the trailer in the first year.

"Not only did dealers appreciate the extra effort, and the attention the trailer drew, but they saw an increase in business. Because of this success, we've decided to build another trailer. With two trailers traveling the country, we'll make it out to even more locations in 2009."

The trailers that hit the road in 2009 will do so with plenty of updates. For starters, the latest and greatest from ATK's new product lineup will grace the inside and out. There will also be several other products that will be displayed outside of the trailer.

This will allow your customers to touch and feel even more products they can buy in your store. Finally, both trailers will have much more curbside appeal and will work harder to draw customers. Those visiting the trailer can look forward to new paint jobs, additional interactive applications and a bigger presence overall.

Contact Dealer Services or your ATK rep to discuss getting one of the trailers to stop by your store.

FIELD FEEDBACK

How Do You Market? WAYS RETAILERS DELIVER THEIR MARKETING MESSAGE

While each retailer has their own ideas on how to get their message out and attract customers to their store, there are some tactics that have proven to be critical to a successful marketing effort. Below are several examples of savvy advertising and marketing methods that get results.



Barry Perry
Perry's Gun Shop
Wendell, NC



Brad Farr
Oasis Outback
Uvalde, TX



Adam Womble
ProActive Rep Group
Cuero, TX

"Dealers need to keep track of who they are buying through to ensure they are getting invoices and credit for all their purchases. The best form of marketing that seems to be working right now is radio and print. Shop around, because most of these agencies are in need of the advertising and would be more willing to cut rates and make a deal. Ask for 'added value' like sponsoring a radio morning show by donating gift certificates (i.e. \$50 gift certificate every morning for a week). This advertises your store as well as brings customers in, all for \$250."

"ATK sponsors the Oasis Outback radio program by featuring Premium Ammo/Nitrex Optics. Ultimately, through this form of cross promotion, it allows us (the Oasis Outback) to align ourselves with a nationally recognized company, thus adding to our credibility as a retailer that is in the 'know'. And we've found that without a doubt, in our region of South West Texas, radio is the most effective way to advertise, and use our co-op dollars. As a retailer, it is important for our customer to have faith in the store they shop. We believe, by partnering with companies like ATK, we can instill that comfort. If Federal/ATK believes in us and 'endorses' the Oasis Outback, then [people will think] they must be a quality store."

"Dealers have used Co-op successfully through special events, branded radio advertising and print advertising. Utilization of ATK's Co-op programs, sales training, premium partner program, and in store consumer rebates equal success. All of these methods are flexible enough for dealers at any level to utilize. Once the customers are aware of the dealer and all that is offered through ATK brands this yields greater profits."

Have an example of how you moved a lot of ATK product? Want to be featured in Field Feedback? Send an email to Dealer Services at premiumpartners@atk.com that describes what you did (event, end-cap, product giveaway, etc.) to be so successful.

Don't forget to send along a high-res mug shot and we'll get you in an upcoming issue.

THE ATK PREMIUM PARTNERS TEAM

Have a question or input on the Premium Partners program? Give us a call at 866-223-9388 or e-mail one of our team members below. We'd love to hear from you. We're dedicated to providing dealers with the tools they need to succeed.

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