



The Journal  
900 Ehlen Drive  
Anoka, MN 55303  
866-223-9388  
Fax: (763) 323-2506  
http://premiumpartners.atk.com

PSRT STD  
U.S. POSTAGE  
PAID  
MINNEAPOLIS, MN  
PERMIT #4190

© Copyright ATK 2007, printed in the U.S.A.



"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, Gunslick, Champion Traps & Targets, Nitrex and Weaver Mounts, Rings & Bases

## THE PROFILE

### KEY CONTACTS ON THE DEALER SERVICES TEAM

**NAME:** Michael Kinn  
**POSITION:** Accessories Communications Specialist  
**WORK EXPERIENCE:** 12 years in marketing/advertising/public relations  
**HOMETOWN:** Ottertail Lake, MN  
**EDUCATION:** BA Journalism, University of St. Thomas  
**FIRST JOB:** Selling concession food  
**HOBBIES:** Reading, Hunting, Golf, Boating with family  
**FAVORITE FOOD:** Asian  
**WHEN I WAS A KID I WANTED TO BE A:** Stunt man  
**MOST PRIZED POSSESSION:** Family & U.S. citizenship  
**FAVORITE QUOTE:** "The most important thing about a first draft is that you finish it."

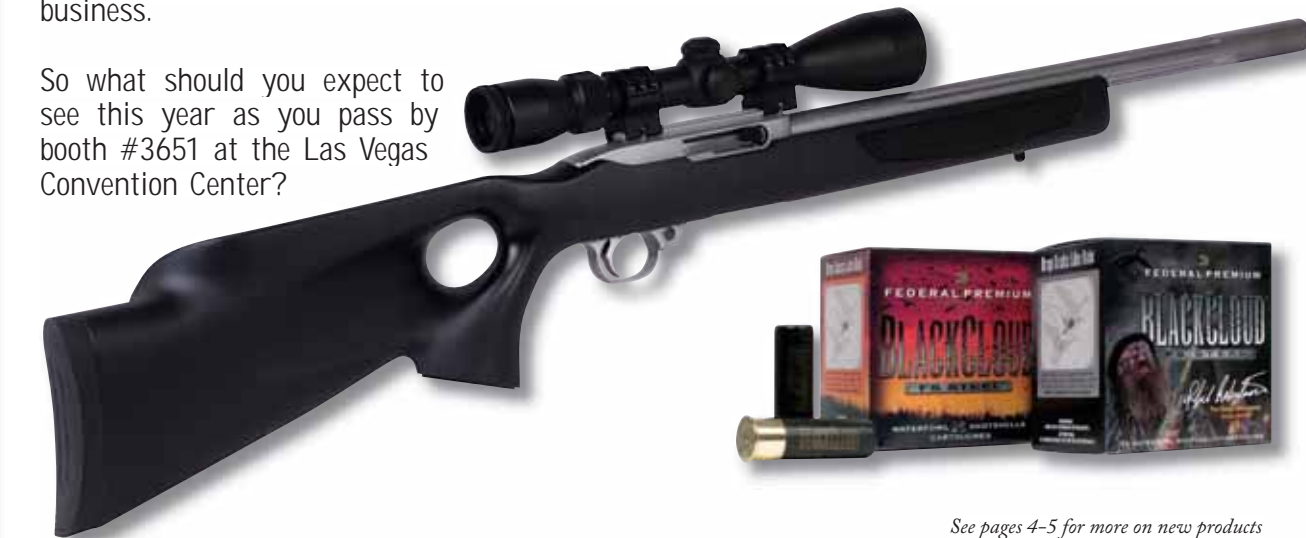


Michael Kinn

## A New Year Brings New Products

This time of year we're all in high gear preparing for our industry's great celebration—the SHOT Show. The ink is starting to dry on another edition of the 17 ATK brand catalogs and we're tweaking the final display items for our show season. It's an exciting time here at ATK and the industry as a whole is showing signs of another healthy year for business.

So what should you expect to see this year as you pass by booth #3651 at the Las Vegas Convention Center?



See pages 4-5 for more on new products

As ATK has become famous for, you'll see new brand names, and fresh product ideas complete with videos, new product information and friendly, smiling faces ready to talk shop. ATK has again expanded its portfolio of brands and products and is as committed as ever to bringing you the most technologically advanced ammunition and a full array of top-quality optics and shooting accessories. You'll find evidence of this in a full set of dynamic new products across multiple brands. Be sure to stop by early to visit with our TV show host Tim Abell, shooting great Tom Knapp and industry staple Jim Scoutten. We look forward to seeing you there.

## STOCK UP HOT PRODUCTS TO SELL IN YOUR STORE

### Display Power

As you well know, ATK is home to some of the most trusted and respected brands in the industry—brands that are leaders in their categories and known for dependable service, rugged construction and undeniable performance.

But did you know that ATK also offers product displays that are custom designed to showcase the power of these brands? Displays that require little floor space but deliver big profits?



From space-saving countertop displays to impressive, product-packed endcaps, ATK offers retailers a broad range of ways to promote (and sell) our products. Stop by the ATK booth at the 2008 SHOT Show and meet with our display expert Jackie Gamez. With more than 10 years of retail experience, and owner of her own store, Jackie has devised many unique ways to make our displays work to your advantage. Her creative solutions are all geared toward maximizing the visibility of ATK products without sacrificing precious retail space—resulting in increased sales for you.

Look for the all-new 2008 ATK Display Catalog coming soon.



Volume 7, No. 1

### INSIDE

Shot Show	1
Dealer Services Profile	1
.327 Federal Magnum	1
Quick Shots	2
On Target	2
Dealer Success Story	3
New Product News	4
New Product News	5
From the Wire	6
Intensity Optics	6
Field Feedback	7
Stock Up	8

## Impressive Power, Small Package

Federal Premium® has partnered with Ruger® to introduce a new personal defense revolver cartridge designed for use in lightweight, small frame revolvers like the proven Ruger SP101 platform. The .327 Federal Mag delivers .357 Magnum ballistics out of a .32-caliber diameter platform—and with 20-percent less recoil. Initially this new offering will be available in three loads: Federal Premium 85-gr

Hydra-Shok™ Low Recoil, 100-gr American Eagle® and Speer® 115-gr Gold Dot®. Contact Dealer Services to find out how you can get this little powerhouse on your shelves now.



## Nitrex Optics™ Launches Website

Get your customers in the hunt with Nitrex Optics' new hunter-friendly website. Designed to walk outdoorsmen through the entire line-up of premium Nitrex™ products, this new website is easy to navigate, easy to reference and contains all the information your customers need to make an



informed buying decision. When it comes to selling quality optics, let Nitrex help you close the deal and win the sale. Check it out at the new Nitrex Optics™ website at [www.nitrexoptics.com](http://www.nitrexoptics.com).

## Federal Premium® Takes Home NASGW Award

Federal Premium® was recently bestowed with Ammunition Manufacturer of the Year honors at the annual NASGW show. "Federal works very hard to design true industry leading products that aren't necessarily price point engineered," said Ammunition Brand Manager Rick Stoeckel who was there to receive the reward. "We have a strong Premium Partners Dealer program where we meet annually with our partners and have in-depth discussions asking them what we can do to help them enhance sales. Their

feedback is extremely valuable to the success of our company." This year's record-breaking show drew 150 exhibitors and 1400 attendees.

## New Look of Speer® Bullets Unveiled

If they haven't hit your shelves already, they will soon. Speer® Bullets now has a fresh look to accompany their proven components and bullets. When reloaders want a quality big game, competition, varmint or practice bullet—they look to Speer. We combine unmatched quality with unbeatable performance to give reloaders the best option possible. Our new look in 2008 will make Speer even more prominent in the reloading game, especially at the retail level. Short, easy-to-read call-outs on rich new packaging will help your customers identify Speer bullets quickly and easily. Stock up today by calling dealer services.



## New Law Enforcement Website Now Live

ATK's Law Enforcement website, which contains headliners Speer® LE and Federal Premium® Law Enforcement Ammunition, was recently revamped. On the site that also houses LE Accessories, and the new Force-On-Force, users will see a cleaner, more appealing site that is a lot easier to navigate. The new site boasts an interactive ballistics tool,

comprehensive product information and all of our wound ballistic seminar information to date. [www.le.atk.com](http://www.le.atk.com).



## Federal Premium® Grabs Two Platinum MarCom Awards

Earlier this fall, Federal Premium® was awarded two Platinum MarCom awards for their *Black Cloud Duck Commander* and *Every Shot Counts* commercials. The MarCom Awards is an international marketing competition that has been around since 1995. This marks the first time Federal has earned such honors for one of their commercials.

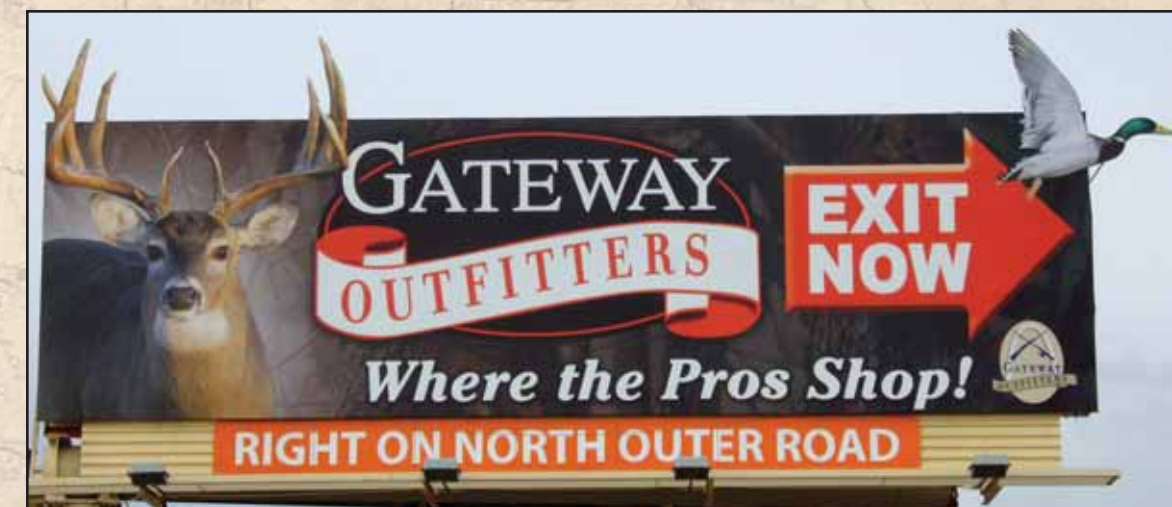
Federal's *Every Shot Counts* commercial stars Benelli exhibition shooters Tom Knapp and Tim Bradley as they burn through Federal Premium shells honing their extraordinary shotgunning skills. The *Black Cloud Duck Commander* commercial features Phil Robertson unleashing the steel ammunition that took waterfowlers by storm this fall. Both commercials were produced by Benelli's in-house marketing department and can be seen at [www.federalpremium.com](http://www.federalpremium.com) and [www.blackcloudammo.com](http://www.blackcloudammo.com).

# DEALER SUCCESS STORY: GATEWAY OUTFITTERS

ST. CHARLES, MO

Taking a retail store to the next level isn't for the faint of heart. It takes careful planning, knowledge of the local consumer base and a vision of the future. That's why when Jon Kercher bought Gateway Outfitters in July 2005 he had his work cut out for him. Jon immediately set to work revamping the store's interior and replacing outdated merchandise carried by the previous owners. Finally, with millions of dollars of new inventory and a floor plan that made it easy for consumers to navigate the store and access product, Jon had laid the foundation to take Gateway Outfitters to the next level.

Now, three years later, Gateway Outfitters enjoys being among the elite of outdoor stores in the St. Louis area. With 40,000 square feet and an impressive sales staff of 55 people, Gateway Outfitters is a family-owned retailer that handles an



Experienced? In our opinion Doug is being quite modest. Gateway Outfitters offers some of the most qualified sales staff around. Counted among their 55 employees are former law enforcement personnel, competition shooters, international hunters and accomplished trap shooters. If there's a shooting passion, trust Gateway Outfitters to have an expert

the most dividends is Gateway Outfitters "Preferred Customer Discount Card" which gives shoppers immediate savings without the need to build up points in order to receive discounts on merchandise. These card holders also serve as qualified leads for direct-to-consumer mailings and will be critical to Jon's upcoming venture into online e-commerce.

*"Although there's a Cabela's and Bass Pro Shops right down the road, we believe it's our inventory that wins at the retail level..."*

~Doug Smith, Buyer  
Gateway Outfitters



extremely high volume of traffic from the St. Louis area and points beyond. Known from Springfield to Des Moines for their specialty high-end rifles, optics, shotguns (both sporting & field), and a wide variety of shooting gear, Gateway Outfitters has built a reputation of being a one-stop hunting/shooting supplier.

to guide customers and help them make educated purchasing decisions. That's why it's not uncommon to see a sales person visiting with a customer for a ½ hour just to learn their needs before recommending a product or placing an order. This personal touch is a cornerstone of Gateway Outfitters. And so is the education of the customer. Whether it's teaching about bullets, upselling through product demonstrations or simply encouraging customers to take advantage of rebates and promotional offers, Jon Kercher and his team are always in "teach-n-sell" mode.

But Gateway Outfitters isn't interested in just maintaining the status quo. Jon has big plans for expanding his store to attract more customers and enhance their shopping experience. This includes plans for a 15-station pistol range, a 4-station 100 yard rifle range, a 10-station 5-spot archery range and a 10-station 3D archery range. Ambitious to say the least. But Jon sees it as the natural progression of his store. "If you meet a customer's needs, and then offer services that make them want to come back, then you've created a shopping destination rather than just another retail store. As a result, our customers are eager to return and feed their outdoor passion." We couldn't have said it better. And that's why ATK is committed to helping Jon and his team grow their sales. Because this same philosophy drives the family of ATK brands—brands that can be found on the shelves at Gateway Outfitters. Federal, Estate, CCI, Champion, RCBS, Gunslick, Outers, Shooters Ridge—as a buyer, Doug Smith has discovered ATK products are among the top sellers in the store.

According to Doug Smith, buyer for Gateway Outfitters, "we strive to have something for just about anyone who walks through our doors." And this format is definitely working. Sales are up and projections are looking good. "Our commitment to a well-rounded inventory has certainly translated into attracting customers who are 'buyers' rather than just 'lookers,'" stated Doug. "Although there is a Cabela's and Bass Pro Shops right down the road, we believe it's our inventory that wins at the retail level...that and having an experienced staff."

In addition to great inventory and a top-notch sales staff, Jon's savvy use of marketing and advertising is another factor in the success of his store. From billboards and radio to direct mail brochures and valuable ATK promotions and displays, Jon's convinced that getting the message out is critical to keeping happy customers. Jon even credits the flashing sign outside his business for capturing traffic. But the one marketing effort that has paid

It goes without saying that since Jon Kercher bought Gateway Outfitters he's done just about everything right. From inventory decisions and sales staff to customer care and marketing, Gateway Outfitters is poised to continue its meteoric rise as one of the industry's premium shooting suppliers.



# ON TARGET

Greetings from the cold and snow covered Midwest. I hope that you and yours enjoyed a safe, happy and successful 2007, and of course a wonderful holiday season. We're in the middle of another famous Minnesota winter, but despite what the thermometer reads outside, things are starting to heat up. As it does every year, the arrival of the new year brings about a lot of excitement in our industry. We've definitely got some new products that are sure to create some of this excitement and we hope to see another great year for manufacturers and dealers alike.

From everything we can tell, the ammunition market will stay stable for quite some time. And although our political environment may change, our outdoor industry shows great promise and is as solid as ever. The last few years have been record-breakers for many of us, and we expect continued success. As you'll see in

this issue, our new product development team has done another superb job of bringing tremendous new products to market. These items aren't simply line extensions or fill-ins, but truly innovative products that are sure to garner the attention of consumers nation-wide. And as always, we have an innovative and comprehensive marketing campaign to support these great new products.

As you begin to make purchases and stock your shelves for 2008, remember we're always available to help you out. One of our field-sales staff or Dealer Services reps are just a phone call or email away. If we haven't seen you yet, we look forward to seeing you on the road at SHOT or one of the other shows. Best of luck for the start of 2008.



Michael McKenna

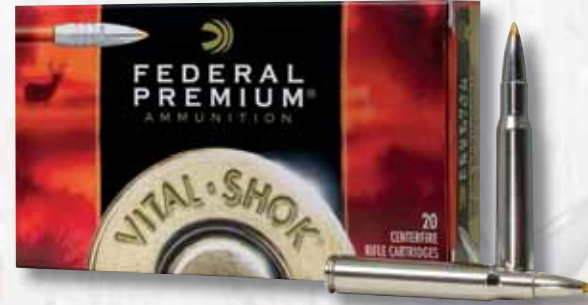
# New Product News



Help your customers get the latest hunting and shooting gear with this inside peek at the newest products from ATK. New for 2008, these items are certain to be hot sellers among your most avid outdoor customers.

## Federal Premium® Vital-Shok® Trophy Bonded® Tip

Federal Premium® brings shooters the future of Premium® bullets. The Vital-Shok® Trophy Bonded® Tip utilizes superior technology to give hunters the ultimate big game bullet. This new offering, built on the heralded Trophy Bonded® Bear Claw® platform with several improvements, will appeal to your devoted Trophy Bonded customers and other Premium consumers alike and features eye-catching packaging. This year, stock up in several common calibers (.270 Win-.300 Weatherby).



## Federal Premium® V-Shok® TNT® Green™

TNT® Green™ brings the latest in non-toxic technology to the Federal Premium® V-Shok® line. This totally lead-free bullet couples explosive expansion with match-grade accuracy to provide shooters with a tremendous varmint option. It gives the performance of some of today's most popular tipped rounds, but does so in an environmentally friendly bullet. Give your customers devastating lead-free performance on varmints by carrying the .222, .22-250 and .223 TNT Green options.

## Federal Premium® Black Cloud™

Black Cloud™ stormed onto the scene last year with steel shot technology never seen before. This year, Federal Premium extends the product line at the request of the Duck Commander. Phil Robertson was so impressed by Black Cloud he wanted to endorse a load—the special edition #3 Black Cloud load. With the Duck Commander's image on every box, they're sure to grab the attention of your most die-hard waterfowlers.



## Champion DuraSeal™ Varmint Spinners

Champion's new DuraSeal™ Varmint Spinners feature the revolutionary DuraSeal™ material, a non-metal, self-sealing target that weighs 80% less than metal targets and lets bullets pass through with minimal damage. DuraSeal is simply the most rugged and durable target material on the market today. These auto-resetting targets handle the largest rifles and handguns while the innovative DuraSeal material dramatically prolongs the life of the target and extends your shooting fun.



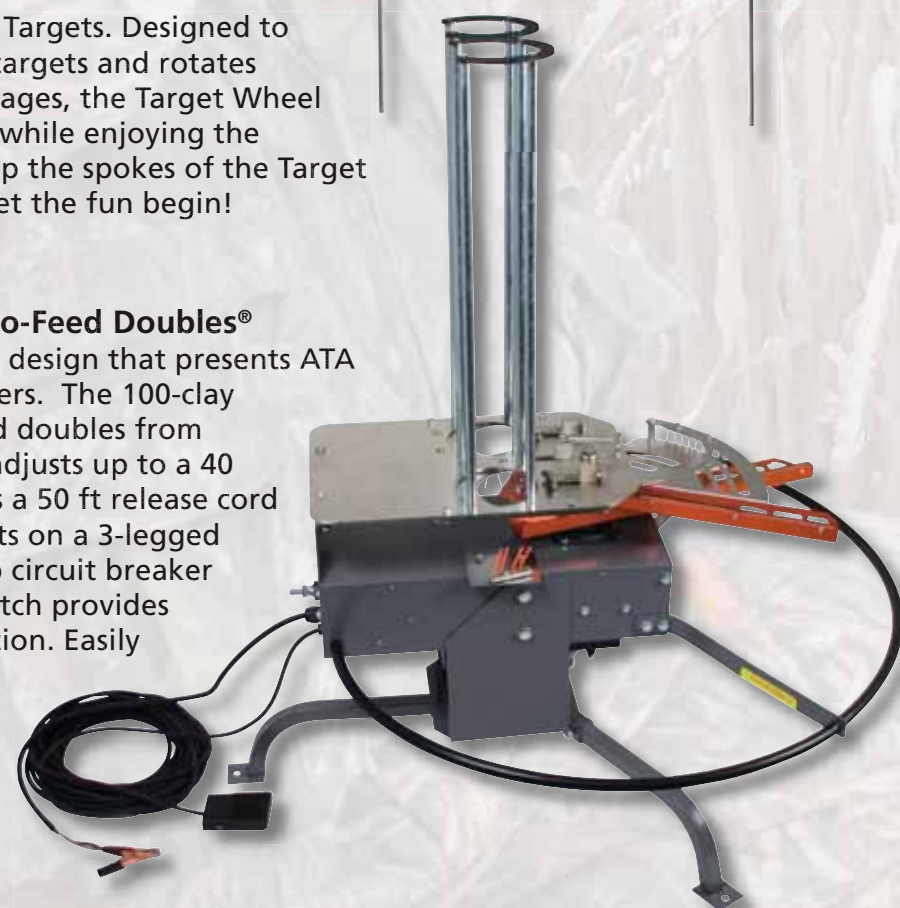
## Champion Target Wheel

Introducing the VisiChalk™ Target Wheel—new from Champion® Traps & Targets. Designed to provide hours of shooting fun, this dynamic target holds nine VisiChalk targets and rotates when you shoot it. Fun for shooters of all ages, the Target Wheel is a challenging way to hone your skills while enjoying the innovative VisiChalk targets. So load up the spokes of the Target Wheel, find a comfortable rest and let the fun begin!



## Champion EasyBird® Auto-Feed Doubles®

Experience a revolutionary design that presents ATA doubles to backyard shooters. The 100-clay capacity throws singles and doubles from 35 to 50 yards (and easily adjusts up to a 40 degree elevation), includes a 50 ft release cord with foot pedal and mounts on a 3-legged stand (included). A 30-amp circuit breaker and on/off/safe release switch provides the ultimate in safe operation. Easily attaches to Trap Taxi™ (not included).



## Nitrex Optics™

From the hi-tech expertise of ATK, the world's leader in advanced weapons technology, comes a fresh new choice in the optics game—Nitrex Optics™. The tough and rugged riflescopes feature TruCoat™ fully multi-coated lenses and the recoil-resistant Trex™ 3-Point Precision Adjustment System. The phase-coated, roof prism binoculars deliver a sleek, rugged housing for maximum light transmission. Whether it's for the scrapbook or the record book, Nitrex guarantees your customers are *Always in the Hunt™*.



## Gunslick® Universal Roll-Up Cleaning Kit

Now serious shooters have a handy way to clean all their firearms whether in the field or at home. Introducing the Universal Roll-Up Cleaning Kit from Gunslick®. Simply unroll the mat and have the ability to clean virtually any gun, anywhere. Rifles, shotguns, handguns—this fully outfitted 26-piece cleaning station is perfect for the active shooter on the go and rolls up for easy storage.



## Shooters Ridge® 10/22 Barrels & Stocks

Your customers can now trick out their 10/22® with Shooters Ridge® custom barrels and stocks. Available in either stainless steel/blued and fluted/non-fluted, these new 18" barrels feature recessed target crowns with 45° break for consistent downrange accuracy. The new carbon fiber 10/22® thumbhole stocks use computer enhanced designs and a steel pillar to provide the ultimate in repeatability. These weather proof, synthetic thumbhole stocks come with a soft recoil pad and swivel studs.



## Shooters Ridge® Deluxe Bi-pod

Introduce your customers to the new Shooters Ridge® Deluxe Bi-pod. An innovative mounting system makes this one of the easiest and fastest attachments available. Up to 30% lighter than conventional bi-pods, the Deluxe Bi-pod features twist lock aluminum legs that allow super-stealthy deployment. Dual thrust bearings allow hunters to swivel and cant their gun to stay on moving game. Use with or without a sling.



## Shooters Ridge® Gorilla Bag™

The Gorilla™ Range Bag is an ideal tool for the active shooter. Able to be used in a variety of shapes and configurations, this shooting rest actually grips your gun while sighting in and reduces recoil when used in the "X" position. Unzip and roll out the bag to give yourself a solid shooting platform. The handy carrying strap makes the rest ideal to take to the range or out to the field.



## Shooters Ridge® Voyager Shooting System

Finally, a shooting bench that's the ultimate in portability. The Voyager™ Shooting System functions as a handcart to get your gear in and out of the field and easily converts into a mobile shooting bench. This portability gives active shooters a great way to pull up stakes and reposition for a continuous day of shooting action. When success strikes, the Voyager quickly converts back into handcart mode to haul your game out with ease.



Contact your Dealer Services Representative to find out how you can get information on the complete lineup of ATK products and don't forget to visit us at SHOT Show booth #3651.

# From the Wire: Guns & Ammo Magazine

## "METALLIC MECCA"

By Steve Gasb, GUNS & AMMO Magazine, December 2007

We've all heard about the kid in the candy factory. Well, I'm not too fond of comfits, but I think I know how he felt. I've been a serious reloader for many years, so when I was invited to visit the RCBS facilities to see how they make their bonbons, I jumped at the chance. RCBS is short for "Rock Chucker Bullet Swage." The company was founded and so named by Fred Huntington because Fred's first dies (produced in 1943) swaged bullets used to take the local yellow-bellied marmot, or "rock chuck." Since then, the company has expanded and refined its product line into a variety of reloading disciplines, Product line manager Kent Sakamoto summed it up by saying "We try to give the customer what he wants." Everywhere I went in the plant, skilled craftsmen were on watch over sophisticated machinery, making sure all was well. Engineering manager Alan Schufeldt said that continual (and random) QA checks are made to ensure that everything is within spec. The company's current motto is "Precisioneered Shooting Products," and the moniker seems to fit.

RCBS has made reloading dies in over 3,300 calibers, and they are the company's bread and butter. The production of dies is impressive. A massive magazine feeds long pieces of 7/8-inch round bar stock into a spiffy Myano CNC drilling and turning lathe. The specs to make about 660 cartridges are stored in the main computer, and the change-over of tooling and software from one caliber to another takes about 15 to 20 minutes.



To read the full article, see the December 2007 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](http://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.

# FIELD FEEDBACK

## Getting the most out of SHOT Show

### How to be productive at the industry's biggest trade show.

As anyone who has been to SHOT Show knows, there is never a dull moment. To say there is a lot going on is an understatement. There's always a meeting to make, someone to meet for lunch, several other engagements and a few receptions you want to attend. Truth be told, there just aren't enough hours in the day to get in all that needs to be done. Understanding that it's just impossible to be in five places at one time, determining a tentative schedule and setting priorities ahead of time can help you get the most out of SHOT, or any other trade shows you may attend. Each show presents its own challenges, and mapping those out ahead of time can be a big help. We understand that our dealers need to meet with far more companies than one or two ammunition or accessories manufacturers. So we asked a few people how they tackle the always impressive, never boring SHOT Show. Hopefully you can pick up a few pointers that make this year's show in Las Vegas a successful one for you.



Devon Harris (right) accepts an award for Federal's support of the Scholastic Clay Target Program (SCTP) from the NSSF's Zach Snow at last year's SHOT Show.

Devon Harris  
ATK Shoot Promotions Manager

"I tackle SHOT a little different every year. In general, I put together a schedule before I leave. But I also factor in how the previous year went. I make notes of things I want to do different this time around. If you've never been, it's best to get a little structure for the show by setting up a few meetings. However, remember to keep some time open, because there will no doubt be spur-of-the moment things you'll want to be free for."



Dan Gray  
Gene Taylors  
Grand Junction, CO

"I have always tried to make an itinerary prior to SHOT Show. I get a copy of the show book and highlight the booths that I need to visit. Then I go through the list and prioritize the booths and finally I mark them down on a SHOT show map and fit it to my schedule. It's a lot of work but that's what helps me get the most from SHOT."

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](mailto: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.

- |   |   |
|---|---|
| Ben Lewis, Dealer Services Representative .....ben.lewis@atk.com                    | Jason Nash, Communications and Events Manager .....jason.nash@atk.com             |
| Chris Laack, Dealer Services Representative .....christopher.laack@atk.com          | Tim Brandt, Public Relations Specialist .....timothy.brandt@atk.com               |
| Debbie Deibel, Director of Customer Service .....debbie.deibel@atk.com              | Michael Kinn, Public Relations Specialist .....michael.kinn@atk.com               |
| Michael Richie, Creative Supervisor .....michael.richie@atk.com                     | Melissa Juneski, Ammunition Product Manager .....melissa.juneski@atk.com          |
| Mihai Moldoveanu, Web Supervisor .....mihai.moldoveanu@atk.com                      | Raluca Simian, Accessories Brand Manager .....raluca.simian@atk.com               |
| Tom Knudtson, Product Manager, Shooters Ridge/Weaver .....tom.knudtson@atk.com      | Rick Stoeckel, Ammunition Brand Manager .....rick.stoeckel@atk.com                |
| Jack Christnovich, Product Manager, Gunslick/Champion.....jack.christnovich@atk.com | Michael Halleron, Director of Domestic Sales .....michael.halleron@atk.com        |
| Tom Mara, Marketing Operations Manager .....thomas.mara@atk.com                     | Kyle Tengwall, Marketing Director .....kyle.tengwall@atk.com                      |
| Michael Holm, Business and Market Analyst .....michael.holm@atk.com                 | Anthony Acitelli, Vice President, Sales & Marketing .....anthony.acitelli@atk.com |

# INTENSIFY THE PASSION.

What your customers bring to their outdoor passion is what they take home.  
Get more. Go Beyond.™ Coming January 2008.



GO BEYOND™

