



SEPTEMBER 2017  
NEWS



Dear Valued ESS Customer:

Make plans to spend part of your Labor Day weekend here at Elite Shooting Sports. We're open for normal hours of operation (9:00AM to 9:00PM) all weekend, including **Monday, September 4, 2017**.

A big thanks to all who participated in the inaugural [National Shooting Sports Month](#). Elite Shooting Sports was honored to join in this NSSF celebration by offering a variety of activities and events open to the public.



Autumn is upon us, which means it's time to prepare for hunting season. Whether you're looking for a place to zero in your scope or simply want some target practice, we are ready for you. Stay tuned for some big announcements regarding Elite's upcoming plans for expansion!

Keep reading to learn more about our latest news, new firearm rentals, and a monthly section highlighting an interview with a couple of Elite Shooting Sports members.

As always, if you have feedback or suggestions, please drop us a line at [info@eliteshootingsports.com](mailto:info@eliteshootingsports.com). Have a safe and happy holiday!

## THIRD ANNIVERSARY EVENT

You are cordially invited to our Third Anniversary celebration on **Saturday, November 4, 2017**.

From 9:00AM until 4:00PM, we will feature a variety of giveaways, prize drawings, and complimentary food. Representatives from leading firearm industry manufacturers will be on-site. More details will be



released in the coming weeks, so be sure to [RSVP to our Facebook event](#).

Don't miss this opportunity to celebrate with some of the finest in the industry!



## SAVE THE DATE: WMZQ FEST IS OCTOBER 7

Come join the Elite Shooting Sports team at the 2017 WMZQ Fall Fest on **Saturday, October 7, 2017** at Jiffy Lube Live, featuring Thomas Rhett, Dan + Shay, Walker Hayes, as well as other red-hot up-and-comers!

As a part of this year's fall festival, ESS will be hosting several exciting raffles, using our state-of-the-art Ti Training simulator. For ticket information and details, [click here](#).



## TRAINING

Don't miss out on these exciting training opportunities. [Register today!](#)

### CONCEALED CARRY COURSE

Elite Shooting Sports holds a Concealed Carry Course that is a five-hour class, which includes marksmanship, holster selection, survivor preparedness, a law enforcement perspective, and legal considerations. Students will also have one hour of live fire exercises one on one with a certified instructor. This meets the requirements for the Virginia Concealed Carry Permit.

**Price: \$125** (non-refundable). If you do not already have a Range Card, there is an additional \$10 fee for range orientation. [Click here](#) to register.



### LADIES DEFENSIVE READINESS AND CONCEALED CARRY METHODS

This is a three-hour course for women taught by our amazing all-female instructor staff. The program focuses on the awareness and techniques necessary for developing an alert mindset to recognize risks and dangerous situations to avoid becoming a victim. Included is an overview of different use of force options and how to prepare for disaster. This course also offers an extensive review of various methods of concealed carry, specifically tailored to the unique needs of female shooters.



Here's what our customers who have taken this course say:

*"Great fun and very informative!"*

*"All of the concealed carry methods would be handy for year round wardrobes. Fascinating to see the possibilities and options!"*

*"The presenters were outstanding. They made the class fun and easy to learn."*

**Price: \$75** (non-refundable). Note: This course does not meet the requirements for the Virginia Concealed Carry Permit. [Click here](#) to register.

## PRACTICAL CARBINE COURSE

This is a two-day, eight-hour course that will focus on the fundamentals of shooting the AR-15 rifle platform and the more advanced concepts of practical rifle handling, multiple shooting positions, and shooting on the move. Improve your speed and accuracy and learn basic defensive concepts. Additionally, this course will provide an overview of rifle accessories, equipment, and proper care and cleaning.



Customers are raving about this course:

*"The instructors were well-prepared and knowledgeable. They spent time as needed with students. The course had info for new rifle users and experienced."*

*"Used nearly all 1,000 rounds. Great instructor attention but not overbearing."*

*"I most appreciated the professionalism, courteousness, and camaraderie of the instructors. Learning a new skill like this can be intimidating, but the instructors' attitude made it approachable."*

Price: **\$250** (non-refundable). If you do not already have a Range Card, there is an additional \$10 fee for range orientation. Must be 18 or older to take this course. [Click here](#) to register.

## DEFENSIVE SHOOTING SIMULATOR COURSE

This three-hour intermediate level simulation-based course utilizes our state-of-the-art Ti-Training Simulator. The program focuses on a range of concepts including threat assessment, shooting on the move, shooting multiple targets, and shooting moving targets. There are no prerequisites for this course; however, basic shooting experience is recommended. (Note: Some simulation scenarios contain graphic images and/or profanity.)



Some of the reviewers' feedback includes:

*"Great course. Great instructors. Great experience."*

*"Make class longer... Can't tell you how much I really enjoyed this course."*

*"The real life scenarios at the end were great!"*

Price: **\$85** (non-refundable). [Click here](#) to register.

## VIRGINIA FIREARMS LAW EXPLAINED

This is a two-hour class, taught by Dan Zavadil - Virginia Attorney and Former NRA Assistant General Counsel. Participants will learn everything they need to know about Virginia firearms law.



Learn where you can and cannot carry. Open carry vs. concealed carry; interstate travel with firearms; when can you use a firearm in self-defense. How to handle a traffic stop if you have a concealed carry permit. What to expect if you have to use your firearm. And much more.

Price: **\$35** (non-refundable). [Click here](#) to register.

## PRIVATE INSTRUCTION

We offer private firearm instruction here at Elite for all levels of experience and firearm platforms. To inquire, send an email to [training@eliteshootingsports.com](mailto:training@eliteshootingsports.com). Currently, we have instructors available **Monday through Friday, 9:00AM to 5:00PM**.

## RETAIL UPDATES

Visit our [retail area](#) to check out our new merchandise by Magpul, Leupold, Trijicon, Birchwood Casey, Peltor, Howard Leight, Hornady, Drago Gear, Bulldog Cases, G.P.S. Outdoors, Sticky Holsters, SOG, Kershaw, CRKT, Sabre, and many, many others.



## NEW PRODUCT SPOTLIGHT: Hornady® Rapid® Safe AR Gun Locker

This gunlocker provides the same convenience and tamper-proof security as Hornady's other rifle RAPID® Safes, but in a fully enclosed design. Its front-end spring loaded door makes it a perfect companion under a bed, in the back of an SUV or mounted in a closet. Foam inserts accommodate up to two tactical length rifles and/or shotguns.

### Product Features:

- Fast and Dependable Touch-Free Entry
- Convenient Keypad Access
- Certified Child-Resistant
- Safe and Ready
- Heavy-Duty, Tamper Proof Construction

Contents include: RAPID® Safe, Wall Power Supply, RFID Wristband, two RFID Stickers, RFID Key Fob, two Circular Barrel Keys, Security Cable.

Price: **\$279.99** (plus tax)



## CHAD DUKES' VETERANS DAY JAMBOREE

Elite Shooting Sports is honored to sponsor the First Annual Chad Dukes' Veterans Day Jamboree! The event will feature music by Jesse Dayton, Swamp Candy, and Reverend Peyton's Big Damn Band. 100% of all proceeds will go to benefit [Stop Soldier Suicide](#) Charity. Enjoy a silent auction, extra special guests, prizes, beer, and barbecue.

Show your patriotism by purchasing tickets today. This will be a great event for a great cause! [Click here](#) for ticket information.



## MEMBER SPOTLIGHT

### Q&A with Steve and Debra Larkin

Mr. and Mrs. Larkin have been members and regulars since November 2014. We sat down to learn a bit more about them.

#### Q: What got you into shooting?

**Debra:** "I started shooting with my father who was a Marine and my brother. We used BB guns in the backyard. Then, I met Steve who took me shooting again. Five years ago, we applied for our Concealed Carry Permits and took on firearms training on a weekly basis to hone our skills."

**Steve:** "My dad was in the Korean War, and he taught my twin brother and I how to shoot. So, we did it as a family a lot. Then, I met Debra and took her shooting on a first date."



#### Q: What is your favorite firearm to shoot?

**Debra:** "Browning Buck Mark for plinking and target practice. Rock Island 1911 for serious work."

**Steve:** "Ruger Mark II for plinking, and then 1911."

#### Q: What is your favorite caliber to shoot?

**Debra:** "Again, it depends. .22 for practice and to hone the skills, and 9mm."

**Steve:** "9mm"

**Q: What is your Everyday Carry?**

**Debra:** "1911."

**Steve:** "Smith & Wesson M&P9 Shield."

**Q: Do you have any other hobbies outside of shooting?**

**Debra:** "I enjoy creative cooking."

**Steve:** "And I enjoy eating!"

**Q: What do you like best about Elite?**

**Debra:** "It's a great Friday night date spot!"

**Steve:** "It's bright and clean. The staff is always helpful. And it's close to home."

## FIREARM RENTALS

Elite Shooting Sports has over 60 firearms in our rentals program. These guns are available for rent to: (1) customers with a valid Concealed Carry Permit; (2) active duty military; or (3) current or retired Law Enforcement with valid credentials. In addition, firearms are available to rent with ESS instructional supervision for classes, one-on-one instruction, and corporate events.

Choose handgun rentals from a variety of major firearm manufacturers such as FNH USA, Glock, Heckler & Koch (H&K), Ruger, Sig Sauer, Smith & Wesson, Springfield, and Walther, as well as firearms in the AR-15 rifle platform by Armalite, H&K, Smith & Wesson, and Springfield.

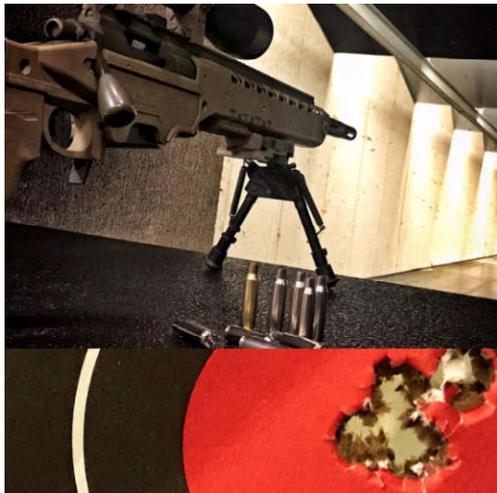
Our latest arrivals are **GLOCK 17 Gen5** and **GLOCK 19 Gen5**. GLOCK Gen5 pistols are the latest example of GLOCK's constant pursuit of perfection. Gen5 pistols feature over 20 design modifications from their Gen4 predecessors. These changes deliver improved accuracy, durability, performance, control, and flexibility.



So, don't delay - try them out today! The handgun rental fee is \$10.00/hour for a single firearm and \$15/hour for two firearms in the same session. Rifle rental fees range from \$15 to \$25/hour for a single firearm. All ammunition for rental firearms MUST be purchased at Elite Shooting Sports.

For a complete listing of available firearms, [click here](#).

## FOLLOW US



Are you on [Facebook](#), [Twitter](#), or [Instagram](#)? We want to see photos of your visit to Elite Shooting Sports. Use the hashtag #eliteshootingsports and you could be featured in our next monthly newsletter!

This month's featured photo is from [charles king](#) on Instagram, with the following caption:

*"So new stuff today, I got my hands on an @ashburyprecisionordnance #precisionrifle. Precision #shooting is definitely new to me but I think I'm in love! #longrifle #pewpew"*

Nice shooting, Charles!

Forward this email

STAY CONNECTED

