



## JULY 2017 NEWS



Dear Valued ESS Customer:

We hope you are enjoying your summer. If you have not made Elite Shooting Sports a part of your summer plans, be sure to do so! We have a variety of activities available for your entire family. Come spend time on our climate-controlled ranges, shoot ducks or zombies in our Ti-Training Simulator, attend a class, or bring a friend to our Ladies Night every Wednesday from 3:00 to 9:00 p.m.

**Save the date!** Elite Shooting Sports will be celebrating our Third Anniversary on **Saturday, November 4, 2017**. From 9:00 a.m. until 4:00 p.m., we will feature a variety of giveaways, prize drawings, and complimentary food. Representatives from leading firearm industry manufacturers will be on-site. [Click here to RSVP](#).



Keep reading to learn more about our latest news, new retail product updates, and a monthly section highlighting an interview with an Elite Shooting Sports member.

As always, if you have feedback or suggestions, please drop us a line at [info@eliteshootingsports.com](mailto:info@eliteshootingsports.com). Enjoy your Independence Day weekend!

## INDEPENDENCE DAY WEEKEND

Exercise your right of freedom to keep and bear arms on this holiday weekend.

We will be open for normal hours of operation 9:00 a.m. to 9:00 p.m. on **Saturday, July 1**, **Sunday, July 2**, and **Monday, July 3, 2017**. We will be closed on **Tuesday, July 4, 2017** in observance of Independence Day.

Happy Fourth of July!



# WMZQ FEST 2017

Thank you to all the country music fans for spending time with us at this summer's WMZQ Fest at Jiffy Lube Live last weekend.

Check out this short [video](#) for highlights from the event and photos of our biggest fans.



## TRAINING

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

### 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.

## 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, 9:00 AM to 5:00 PM.

## HORNADY RELOADING SEMINARS

They are back! Elite Shooting Sports is excited to host another weekend of Hornady reloading classes, beginning **Friday, July 21, 2017 through Sunday, July, 23, 2017** (times vary). Our Guest Instructor Bill Hassig will take students through the entire process of reloading ammunition. Price per class: **\$35** (non-refundable). At the conclusion of each seminar, participants will receive a voucher to be used toward any Hornady equipment or supplies purchased in our store. To register, [click here](#).



**ABOUT THE INSTRUCTOR:** Bill has over 30 years of reloading experience. He has competed in Benchrest, Military Match, and Civilian Marksmanship Programs. In addition, Bill has 7 years of law enforcement duty. He enjoys hunting and shooting sports. His passion is reloading for accuracy and sharing this knowledge with others.

## GUEST INSTRUCTOR SERIES

Dr. William Aprill's Unthinkable: Concepts and Techniques for the Gravest Extreme AND John Murphy's Concealed Carry: Skills Beyond the Gun

**ONE WEEKEND, TWO CLASSES:**

**[Dr. William Aprill's Unthinkable: Concepts and Techniques for the Gravest Extreme](#)**

**Saturday, July 22, 2017**

"Unthinkable" is, in brief, a tour of the dark side of criminal violence. In one very full day, attendees will undertake a fast-paced and interactive overview of how dangerous aggressors think as they decide whom to victimize, and we'll review target demeanor and behavior for cues that we appear easily victimized. Hands-on training will introduce robust, effective techniques for disarming an assailant armed with a pistol and the day will finish with an in-depth survey of the best processes and methods to establish a powerful and adaptive defensive mindset. **Price: \$200** (non-refundable).

**[John Murphy's Concealed Carry: Skills Beyond the Gun](#)**

**Sunday, July 23, 2017**

"Concealed Carry: Skills Beyond the Gun" goes in-depth on the aspects and perspectives of concealed carry that aren't addressed in basic permit courses or advanced shooting classes. Learn pepper spray use, pre-incident indicators, concealed carry tactics, critical negotiation skills & more! **Price: \$200** (non-refundable).

[Click here](#) to register. For questions, contact [John@FPFTraining.com](mailto:John@FPFTraining.com).



## 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.



LEARN MORE

## NEWEST ARRIVALS



Get optimized protection, clear communication, easy operation, and a low-profile design with **Peltor Sport Tactical 500 Electronic Hearing Protector**.

This active hearing protector uses SMART technologies to suppress harmful gunshot noise and amplify low-level sounds. It's easy to use, lightweight and comfortable enough to wear all day. Plus, it seamlessly syncs with Bluetooth enabled devices - so you can stay connected and protected.

**Dynamic Suppression Time** adapts to firearm and environment for optimized shooting experience.

**Clear Voice Tracking** seeks voice within noise for improved speech intelligibility.

Our Price: **\$158.99** (List Price: \$200.00)

## MEMBER SPOTLIGHT

Q&A with Rickey Greene



Rickey is a Marine Corps veteran, who has been an ESS member and a regular since December 2014. We sat down to learn a bit more about him.

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

"I grew up in Georgia, I'm a country boy! And 26 years in the Marine Corps."

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

"Any Glock or Sig Sauer pistol, and Daniel Defense M4s."

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

"9mm."

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

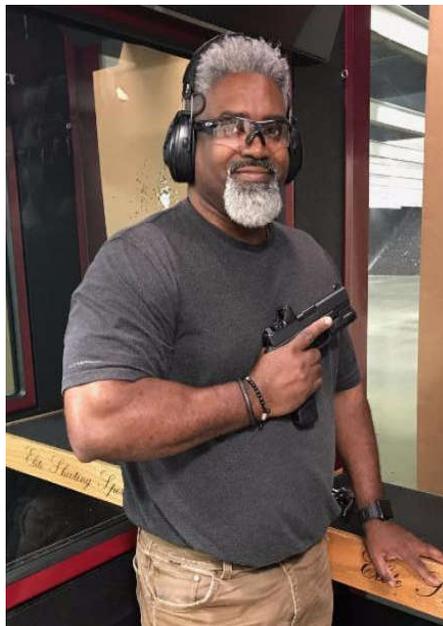
"Glock 43."

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

"I'm a computer geek, flying drones, nature watcher and a member of the Urban Sharp Shooters Gun Club."

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

"Everything! Great atmosphere and great staff. As a minority, I feel very welcomed here."



## AIMING FOR ZERO: WIN A SIG SAUER

Elite Shooting Sports has been chosen as an official local participating range for the 2017 "Aiming for Zero" Go-Slow SIG P320 Challenge.

The competition is a 50-round slow-fire course that is shot at 5 yards with a center-fire handgun of 9mm, or larger. To join in, simply follow these steps:

STEP 1. Purchase your official competition target for \$1/ea (available at our Range counter).

STEP 2. Complete the course of fire.

STEP 3. Go online to: [tetreastraining.com/2017-sig--aiming-for-zero.html](http://tetreastraining.com/2017-sig--aiming-for-zero.html)

STEP 4. Take a photo of your target, register, and upload your file.

STEP 5. Make your \$10 donation to Aiming for Zero and submit your entry.



There is no limit on the number of entries per participant; however, a \$10 donation must be made for each separate entry. All entries must be submitted and received by **September 4, 2017**. Drawing will be held at the USPSA Area 7 match on **September 8, 2017**. The highest score will win the SIG P320 X-5. A random drawn entry will win the SIG P320 RX.

All proceeds will be distributed to Active Heroes organization, a 501c(3) charity with a mission to support U.S. military service members, veterans, and their families through physical, educational, and emotional programs, providing coping skills in an effort to eliminate veteran suicide.

Go to [tetreastraining.com](http://tetreastraining.com) to learn more and enter for your chance to win!

*Join Us on Ladies Night!*



**Every Wednesday**  
**3:00–9:00pm**  
**Half Off Range Time**  
**Free Use of Our Training Simulator**



## 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 [oldmauserman](#) on Instagram, with the following caption:

*"The good news: These two cousins got out for some range time today at Elite Shooting Sports. The bad news: I left the camera/phone at home, so there is no record of how absolutely terribly I shot."*

We are certain you did good, Ron!

Forward this email

STAY CONNECTED

