

L.E.A.D.

LAW ENFORCEMENT ACTIVITIES DIVISION



NRA Announces Law Enforcement Officer of the Year

The National Rifle Association has named Officer James D. Niggemeyer, of the Columbus (Ohio) Division of Police, as its 2005 Law Enforcement Officer of the Year.

Officer Niggemeyer was one of several officers who responded to a violent, chaotic situation on the night of December 8, 2004. A little after 10:00 p.m., 911 operators began receiving multiple panic-stricken calls from a local nightclub. During a concert, a man had rushed the stage and fired shots at the band. In moments, seven people were wounded, four fatally.

Officer Niggemeyer, patrolling just blocks away, was the first officer to arrive on the scene, less than three minutes after the first 911 call was received. Niggemeyer entered the building through the rear; five more officers arrived momentarily and entered through side doors. Dead and wounded citizens lay on the floor, shots were still being fired, and several hundred people were trying to escape.

Despite the chaos, Officer Niggemeyer was able to spot the gunman quickly, near the rear of the stage. Retreating from the other officers, the suspect had grabbed a hostage, immobilized him in a headlock, and was holding a gun against the man's temple. Positioning himself about 20 feet from the suspect, Niggemeyer, armed with a 12 gauge Remington 870, was able to get off one well-placed shot, killing the gunman instantly and ending the carnage. The gunman still had 35 rounds of ammunition when Niggemeyer shot him.

Commenting on Officer Niggemeyer, NRA 1st Vice President John C. Sigler, a retired police captain and now an attorney practicing in Maryland and Delaware, said, "It isn't every day that an officer is faced with a decision like



Officer James D. Niggemeyer
Columbus, Ohio, Division of Police

this. NRA's Officer of the Year made the right decision under the most adverse conditions and relied on his training and experience to save the life of an innocent civilian victim. No one can doubt his dedication to duty or his willingness to take responsibility for his actions. In today's society, law enforcement officers of this caliber must be recognized and commended. NRA commends this officer for a tough job well done."

Adding to his accolades, Officer Niggemeyer's immediate supervisor, Columbus P.D. Sergeant Jeff Leesburg said, "There is no greater example of police service than placing oneself between the threat and the innocent."

The Officer of the Year award is just one of many programs directed by NRA's Law Enforcement Activities Division and supported by the Davidson's Law Enforcement Endowment and the Law Enforcement Training Endowment of The NRA Foundation, as well as over 100 firearms and equipment manufacturers and businesses.

The NRA Law Enforcement Officer of the Year Award was established in 1993 and recognizes exceptional valor, public service, and dedication to the principles of our Constitutional heritage.

All nominations for the 2006 NRA Law Enforcement Officer of the Year Award must be submitted on the official form and be postmarked by September 1, 2006. Nominations may be submitted by the nominee's agency head or by an NRA Member. Nominations must also be endorsed by an NRA Life Member.

For more information, or to obtain an entry form, please contact Patty Zollman at (703) 267-1632 or pzollman@nrahq.org.

NRA
Law Enforcement Activities Division
11250 Waples Mill Road
Fairfax, VA 22030
www.nrahq.org/law

Special Offer to Law Enforcement

Find out how law enforcement officers can get **FREE Eddie Eagle GunSafe®** materials! See page 5 for details.



The Unintended Consequences of Well-Intentioned Training

By Kenneth R. Murray

It happens every year. Reality Based Training (RBT) participants are killed during training. Such incidents are deemed *accidental* – and I guess they are, to the extent that they were not *intentional* – but each and every one of these deaths was preventable. In 2005, we lost three.

Ultimately, their fate was in the hands of the training staff. Sadly, most trainers who enter the realm of RBT are not experienced in this complex field. They might have specialized knowledge in areas that *appear* similar, but the art/science of RBT is extremely specialized and it requires specialized knowledge and skills.

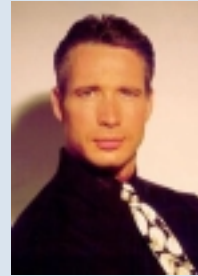
I have studied this topic for over 20 years. An extremely experienced RBT colleague of mine, Larry Tully from FLETC, once said, “We ran out of ways to do things *wrong!*” There is often a lot of value that can be gleaned by stumbling one’s way to success, but with RBT such a path is fraught with grave danger. In the early days, before any guidelines for safety existed, the mistakes that were made were more understandable. Now that there is extensive information on how to conduct safe and effective training, ignorance of the safety issues is inexcusable.

The major problem for agencies new to RBT is that it appears much easier than it is. Inexperienced trainers attend RBT exercises put on by experienced trainers and they leave fired-up, thinking, “I want to do that at *my* agency.” That’s great; but such a trainer hasn’t got a clue as to the complexities of conducting such training. They have seen the façade, but not the underlying architecture. The major danger of RBT is enthusiastic amateurs attempting to conduct it.

Another danger is well-intentioned trainers implementing drills without an understanding of the consequences of their methods. Two recent examples include an incident that occurred in Texas, and another that occurred in Georgia. In Texas, a recruit died during a “boxing” drill from head injuries. Boxing is a highly specialized form of fighting. Simply putting on gloves and headgear and then pitting people against one another is not “boxing.” It might be well-intentioned, in that it sought to prepare officers for the “realities” of the street; but it was short-sighted, in that much of the preparation and many of the safeguards that are built into

About the Author

Ken Murray is the original co-founder of SIMUNITION®. He lectures nationally and internationally on the topic of simulation training and is considered



the leading expert on Reality Based Training issues. His articles appear monthly in major law enforcement publications. Mr. Murray is also the author of the book, *Training at the Speed of Life: The Definitive Textbook for Police and Military Reality Based Training*, which is available at the Armiger website, www.armiger.net.

actual boxing training programs were simply not there. Well beyond this, I question the validity of boxing as a viable law enforcement technique. If it doesn’t ingrain useable skills – or worse, it programs people for future failure – why do it?

The recruit killed in Georgia died during an exercise where the students were required by the instructor to face each other with “unloaded” conventional weapons. Inert cartridges were to be used. Recruits were to point their weapons at their partner, pull the trigger, do a malfunction drill that included a magazine exchange, and then pull the trigger again. Unfortunately, the instructor’s second magazine contained a live round. While such drills should *never* be undertaken with fully functional firearms, the instructor thought that the use of inert cartridges was sufficient to ensure student safety. Obviously, it was not. He didn’t know what he didn’t know. Do I blame either of the responsible trainers directly? No. The system was broken, and probably still is.

It is important following any such incident that we not simply discard the training concepts out of a knee-jerk reaction. DPS, rightly so, understands the necessity to provide trainees with some experience in hard-hitting physical interactions. The instructor in Georgia, rightly so, understands the necessity for trainees to have experience in pointing guns at people and pulling the trigger. Conceptually, both drills will contribute to the safety of these officers during high-risk encounters. The concepts were sound. Their methods were not.

We must ensure that effective and realistic training continues – it is saving lives. But there is no room for shortcuts. No room for enthusiastic amateurs. If trainers aren’t prepared to make the commitment to understand how to get it right, then please, *don’t do this!* People can die. People *have* died.

Reality Based Training is a complex endeavor. There is much to learn before you jump in. Do the work – there are lives in the balance.

IALEFI Conference: June 11-16

Join NRA in supporting the International Association for Law Enforcement Firearms Instructors at their annual conference June 11-16 in West Palm Beach, Florida. NRA’s Law Enforcement Training Department will be there with presentations and our information booth. Make your plans and reservations now! For more information, visit www.ialefi.com.

NRA'S NATIONAL POLICE CHAMPIONSHIPS MOVING TO NEW MEXICO

It's official – the National Rifle Association will hold its 45th National Police Shooting Championships (NPSC) at Shooting Range State Park in Albuquerque, N.M., October 1-5, 2006.

NRA chose Albuquerque for several reasons. Shooting Range State Park is one of the few facilities in the country with a range large enough to accommodate hundreds of competitors. The range management was also willing to build new backstops, undertake construction for a vendors' area, and install the specialized turning targets used in NPSC shooting events. Support from state and city officials, including \$1.37 million to finance the range improvements, was another reason for NRA to come to New Mexico.

"Governor Bill Richardson and Albuquerque Mayor Martin Chavez were instrumental in bringing this championship to New Mexico," said NRA Executive Vice President Wayne LaPierre. "By hosting this event, Albuquerque is helping law enforcement officers hone their skills and keep our streets safer. We are certain that the state and city will be proud of this prestigious police championship."

"New Mexico is proud to partner with the NRA to host the National Police Shooting Championships," said Governor



Bill Richardson. "I am committed to law enforcement and believe officers deserve the best facilities to test their skills. We've invested in Albuquerque's Shooting Range State Park to make it the premier facility in this country."

Held in Jackson, Mississippi from 1989 to 2004*, NPSC draws close to 500 competitors from five countries, plus several hundred additional visitors – NRA staff, sponsors, vendors and competitors' families. More than \$250,000 in prizes, including over 130 firearms, will be awarded at the tournament, which is considered by many to be the world's most prestigious police shooting match.

NPSC differs from conventional shooting competitions in that it tests *police* shooting skills. The tournament involves revolvers, semi-automatic pistols and shotguns. Competitors start with guns holstered, for example, and have a time limit to draw, fire, and reload. Some events require firing with the weak hand, and other events are shot from behind a barricade. Multiple distances, turning targets, and changing shooting positions are other challenges competitors face.

* NPSC was cancelled in 2005 due to Hurricane Katrina.

NATIONAL POLICE SHOOTING CHAMPIONSHIPS PLANNING INFORMATION

HOUSING:

Fairfield Inn University,
1760 Menaul Boulevard, N.E., Albuquerque, NM 87102
(800) 228-2800 (reservations)
(505) 889-4000 (hotel direct line)

Rate: \$59 plus tax nightly
Includes Continental Breakfast (daily)

For additional information, visit
<http://www.nrahq.org/law/competitions/npsc/npsc.asp>

CAR RENTALS: Budget Rental Car is the official car carrier for the NPSC. To take advantage of our special rates, you will need to call (800) 527-0700 or visit www.budget.com. The NPSC Convention Code must be used in order to get our discount: U064821.

PRE-SHIPPED AMMUNITION: Ammunition may be shipped, in advance, to the Albuquerque Police Department (APD) Range for the NPSC. *The range can only accept ammunition shipped by UPS. This is the only mail service that delivers to the range complex.* We are delighted to say that there will be NO charge for this service. The APD range is located at Shooting Range State Park and will be open daily prior to and during NPSC. If you want to take advantage of this fine offer, please confirm your arrangements with:

Mr. James Duran
Albuquerque Police Range
16001 Shooting Range Access Road, Albuquerque, NM 87120
(505) 836-8783

ADVANCE PURCHASE OF AMMUNITION: We are pleased to announce that a local Albuquerque gun store has agreed to sell ammunition to NPSC competitors at a discount. They will hold the ammunition, at no extra cost, for you to pick up prior to or during NPSC. To take advantage of this fine offer, contact:

Ron Peterson's Guns
Ken Mathieson (contact person)
4418 Central S.E., Albuquerque, NM 87108
(505) 260-4790 or (505) 255-8695

SHOOTING DEMONSTRATIONS:

John Satterwhite

John is a three-time U.S. International Skeet Champion, former Olympic team member and two-time gold medalist at the Pan American Games. John will perform two demos during NPSC scheduled for: Tuesday, October 2nd at 10:00 a.m. and 2:00 p.m.

Smith & Wesson

Smith & Wesson[®], long known for its dedication to military and law enforcement, has strengthened that commitment by expanding the Military & Police Series with new firearms engineered specifically for defending freedom at home and abroad.

Following on the heels of more than a century of success with the Military & Police Series, the new Smith & Wesson M&P15 rifles are based on the popular semi-automatic AR-15 rifle. Demos on this new rifle will be done on October 2nd and 3rd at Shooting Range State Park.

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According to Smith & Wesson, "These rugged, lightweight rifles chambered in 5.56 mm NATO are built to perform flawlessly under varied conditions. The standard M&P15 offers both the professional and sporting shooter the ideal top-of-the-line semi-automatic rifle. Featuring a removable carry handle and adjustable front and rear sights, the M&P15 offers quick sight acquisition and convenient handling. As tough as it is effective, the rifle comes standard with a chrome-lined 16-inch barrel, bolt carrier and gas key while its six-position adjustable stock easily accommodates varied shooters and shooting positions.

"The M&P15 is shipped with a hard carry case. The M&P15A is equipped with a rear folding battle sight in place of the removable carry handle.

"To meet military and police needs, Smith & Wesson also offers a tactical model, the M&P15T. This semi-automatic rifle features folding front and rear battle sights along with a MIL-STD 1913 Picatinny Modular Rail System (MRF) supplied by Troy Industries™. The Modular Rail System features Smith & Wesson rail covers and exceeds U.S. Military Rail Adapter System requirements. The free floating design provides superior accuracy, reliability and cooling. As with all M&P15 rifles, the M&P15T also features a chromed-lined barrel, bolt carrier and gas key and comes with a hard carry case."

A specific location and time for the demo have not yet been determined. Check the NPSC website for further updates.

SPECIAL FUNCTIONS:

Tim Joseph, director of marketing and media at Woolrich, Inc., announced, on behalf of the Woolrich Elite series tactical apparel, that they would become a major sponsor of the National Police Shooting Championship.

This will be the first sponsorship by Woolrich for the Elite Series, and they intend to be an exhibitor at the event as well. Woolrich, Inc. has had a long-standing relationship with the NRA and has been involved in many programs that benefit both the association and its members.

"We're proud to be involved with this NRA event," said Tim Joseph. "We've been partners with the NRA on a variety of projects, including their Youth Hunter Education Program, for decades. Sponsorship of this event is a logical next step as we introduce our tactical line to the market. The NRA events are always professionally run, well attended, and fun. We look forward to yet another long-running cooperative program with the National Police Shooting Championship with our Elite Series tactical line."

Woolrich will sponsor a reception, with the timing to be announced at a later date. In addition, Joseph, along with Fernando Coelho of Backyard Outfitter and Ron Bernstine of the Woolrich Elite tactical apparel division, invite all attendees to visit the Woolrich booth during the championship.

Police Pistol Combat Program Frequently Asked Questions

Here is a list of frequently asked questions concerning NRA's Police Pistol Combat Program. If you have a question that needs to be answered, don't hesitate to send it to us at lead@nrahq.org!

How do I know if I'm eligible to compete in Police Pistol Combat?

You must be a full-time law enforcement officer (or retired officer) meeting Police Pistol Combat Rule 2.4 in order to be eligible. Beginning in 2006, PPC was opened up to Military Police.

How do I get a copy of the Police Pistol Combat Rulebook?

The most current version of the Police Pistol Combat Rulebook in print is the 2005 edition. Changes for 2006 can be downloaded from our website or sent to you from our office. To order a rulebook online, visit <http://www.nrahq.org/law/index.asp>. To download the 2006 rule changes, visit <http://www.nrahq.org/law/competitions/competitions.asp>.

Are there separate classification ratings for the revolver and semi-automatic pistol?

Yes, NRA keeps separate records for both disciplines and officers may earn a classification with either or both.

Where are PPC matches conducted?

NRA sanctions over 800 tournaments annually nationwide. Upcoming tournaments are featured in *Shooting Sports USA* and on our website at <http://www.nrahq.org/law/competitions/competitions.asp>. You can also simply call our office at (703) 267-1635, 1632 or 1621.

How do I get classified in Police Pistol Combat?

Once 300 shots from NRA sanctioned tournaments are received, you will automatically receive a classification card.

What scores are used for classification purposes in Police Pistol Combat?

Scores from 1500s, team matches, service revolver, off-duty pistol and stock semi-automatic pistol matches are used to establish a classification. All semi-auto scores are applied to your semi-automatic pistol classification rating and the same rule applies to revolver scores.

How am I moved up in class or reclassified?

Once you fire two scores above your current rating, within a two-year period, you will automatically be reclassified upward.

How do I request to be declassified?

If you feel your classification rating is too high, you may request to be declassified. This request must be sent in writing to the NRA's Police Competitions Department, 11250 Waples Mill Rd., Fairfax, VA 22030. Staff will review the competitor's shooting history to determine if a declassification is necessary.

How do I request permission to compete using an alternate position or artificial support?

Simply send a letter to NRA requesting permission to compete using an alternate position. These sorts of requests require a letter from your doctor describing the medical issue. In some cases, further information may be requested. Additional information may be found in Section 13 of the Police Pistol Combat Rulebook.

REFEREE'S CORNER

By Dwight Van Horn

As you know by now, the National Police Shooting Championships (NPSC) are moving to Albuquerque, New Mexico. This will be the fourth home of the NPSC since its inception in Bloomington, Indiana in 1962. Larry Mead of the Columbus, Ohio Police Department won the first NPSC back in 1962. Larry is still involved in the event and will serve as Match Director this year. Larry will tell you, "Those were simpler times, you shot one 1500, a team match and you were done." After Bloomington we went to Jackson, Mississippi at the Mississippi Highway Patrol Academy, then onto Des Moines, Iowa for eight years of the mud bowl, then back to Jackson at the Jackson Police Department's range. Now, onto Albuquerque!

Weather conditions in Albuquerque should be better than either Des Moines or Jackson. Their average temperature for that time of year is high 70s, low 80s, with low humidity. As you may know they have a huge hot air balloon festival in Albuquerque. Balloons can't take off in high winds; the festival starts the day after NPSC, which would seem to indicate wind should not be a factor. The elevation there is over 5000 feet so make sure that you hydrate yourselves regularly!

The footprint at the range will look familiar. It will look exactly like the Jackson Police Department Range with the addition of a sidewalk at the three-yard line for the short gun matches. The 25-yard line sidewalk has been widened as well, I believe to six feet, providing a little more room for coaching there. The targets will not be in a pit; they will be at ground level with a stem wall in front of them to protect the turning target mechanisms. The range complex that will host the NPSC is 4200 acres, one of the nicest shooting facilities I've seen. The Albuquerque Police Department Range is close by and is where we will shoot the shotgun match. Good news here, we'll be able to run four competitors at a time. That should cut down on the wait to shoot shotgun and get you done at a decent hour.

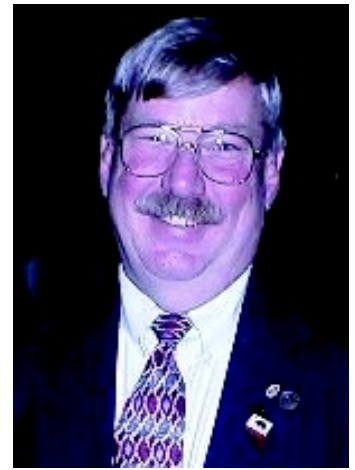
There will be an increase in NPSC fees, the first one since 1997, the inaugural year for the 1500 Semi-auto. You can visit the NPSC website to see the increases. Possibly the biggest change this year will be the format for shooting the 1500 Revolver and Semi-auto. You'll take seven targets and 150 rounds of ammo to the line and shoot Match 1 through Match 5 all at one time. No more treks to the parking lot between matches. I have no idea why, but this is referred to as "California Style." I shot this format when I was shooting on the East Coast in the late 1970s. It's usually not a good thing to follow California when it comes to

firearms issues, but this may be the exception.

A move of this magnitude is bound to experience some growing pains. Fortunately the staff is basically the same that has been running NPSC for a number of years now and that should cut that to a minimum. We are trying to look at every aspect of this move to make the transition as seamless as possible. We are asking you to help. If you see something that isn't working, or needs improvement, let us know, in writing. The overwhelming majority of changes to the rules at NPSC and the Rulebook come from you, the competitors. Be a "team player." The staff and the competitors working together can continue to make the NPSC one of NRA's most successful National Championships.

Remember your first PPC match? I do - 1976, a rather intimidating event. I showed up with a stock nickel-plated S&W Model 19, rear sight blade painted orange, front sight blade painted white. It was pretty! I saw all these "funny guns" with the bull barrels and sight ribs with smudgy stuff on the sights and thought; "What the hell am I doing here?" Of course when I quit shooting in 1998, I asked myself the same question. What kept me going in those early matches were my fellow competitors. You'd have a little brain spasm on the line and the guy next to you would help you out. Then while scoring or after the match you'd be talking to a fellow competitor about equipment, shooting positions, or sight black!! Cops helping cops. We expect there to be some local agencies that will be participating for the first time. Take a minute to talk with them, and make them feel welcome at NPSC. I know we already do that - we're cops, and we take care of our own. Some of you will remember the 4 Queens match in Las Vegas where many casino security officers competed against one another for bragging rights. We are trying to recruit some of the security folks from the local casinos. Tribal Police have a large presence in New Mexico; we are trying to recruit them as well. For you patch collectors, Tribal Police patches are usually very ornate. So bring some trading stock.

This should be a fun event, new venue, new shooting format and hopefully a fist full of new shooters. Let's all work together to make this one of the best NPSC matches yet. Until next year's.



Keep Kids Safe With FREE Eddie Eagle Materials from NRA

New funding for 2006 allows the National Rifle Association to offer FREE Eddie Eagle GunSafe® materials to law enforcement officers throughout the country.

NRA's Eddie Eagle GunSafe® program teaches children in pre-K through third grade that, if they see a gun: "STOP! Don't Touch. Leave the Area. Tell an Adult."

Among children, fatal firearm accidents in the Eddie Eagle age group have been reduced more than two-thirds since the program's inception, according to the National Center for Health Statistics. NRA feels that gun accident prevention programs such as Eddie Eagle are a significant factor in that decline.

The program's curriculum materials include a colorful animated video, activity workbooks, posters, reward stickers and instructor guides. Both English and Spanish versions are available. Free materials are available while funding lasts to law enforcement officers who teach firearm accident prevention to children.

Call (800) 336-7402 to request your free Eddie Eagle materials. For more information about Eddie Eagle call (800) 231-0752 or visit www.nrahq.org/safety/eddie.



2006-2007 Law Enforcement Firearm Instructor Development Schools

www.nrahq.org/law/training
lead@nrahq.org • (703) 267-1640



Range Fee, if any, is payable to some hosting agencies; amount varies.
NRA Tuition = \$495

HANDGUN & SHOTGUN INSTRUCTOR

May 15-19	Jackson, NJ - FULL
May 15-19	Reno, NV
June 5-9	Cañon City, CO
June 5-9	Tuscaloosa, AL
June 12-16	Trinidad, CO
July 17-21	Pittsburgh, PA
July 17-21	Vancouver, WA
July 31-Aug 4	Trinidad, CO
Aug 14-18	Gillette, WY
Sept 11-15	Del Valle, TX
Oct 9-13	Las Vegas, NV ¹
Oct 16-20	Defiance, MO
Oct 30-Nov 3	Knox, TN
Nov 13-17	Pearl, MS

HANDGUN INSTRUCTOR

May 15-19	Aberdeen, WA
May 22-26	Panama City, FL
July 24-28	Castle Rock, CO ² (public LE only)
Aug 21-25	Castle Rock, CO ² (public LE only)
Sept 18-22	Fairbanks, AK

TACTICAL SHOTGUN INSTRUCTOR

May 22-26	Brandywine, MD
Aug 14-18	York, PA
Aug 28-Sept 1	Castle Rock, CO ² (public LE only)
Oct 2-6	Castle Rock, CO ² (public LE only)

TACTICAL SHOOTING INSTRUCTOR

May 15-19	Columbiana, AL
July 10-14	Brandywine, MD
Aug 14-18	Meridian, MS
Aug 14-18	Prescott Valley, AZ
Aug 14-18	Vancouver, WA
Oct 23-27	Las Vegas, NV ¹
Nov 6-10	Decatur, AL

PATROL RIFLE INSTRUCTOR

May 8-12	Muscle Shoals, AL
May 22-26	Cañon City, CO
May 22-26	Jackson, NJ
June 12-16	Grants Pass, OR (public LE only)
June 26-30	Erie, PA
July 10-14	Lincoln, NE
July 17-21	Douglas, WY
July 31-Aug 4	Castle Rock, CO ² (public LE only)
July 31-Aug 4	Kennedy Space Center, FL
Aug 28-Sept 1	La Junta, CO
Aug 28-Sept 1	Memphis, TN
Sept 11-15	Evansville, IN
Sept 11-15	McKinney, TX
Sept 11-15	Riverton, UT
Sept 18-22	Defiance, MO
Sept 25-29	Castle Rock, CO ² (public LE only)
Sept 25-29	Brandywine, MD
Sept 25-29	Blountville, TN
Sept 25-29	Fairbanks, AK
Oct 2-6	Columbiana, AL
Oct 16-20	Pearl, MS
Oct 23-27	Pittsburgh, PA
Nov 6-10	Las Vegas, NV ¹
Nov 27-Dec 1	Panama City, FL
Dec 4-8	San Angelo, TX

PRECISION RIFLE INSTRUCTOR

May 8-12	Pearl, MS
May 29-Jun 2	Amherst, VA (near Lynchburg)
June 26-30	Cañon City, CO
June 24-28	McKinney, TX
Aug 21-25	Modesto, CA
Nov 27-Dec 1	Las Vegas, NV ¹
March 26-30 2007	Columbiana, AL

SELECT-FIRE INSTRUCTOR

May 15-19	Lincoln, NE
July 24-28	Rock Hill, SC
Oct 30-Nov 3	Columbiana, AL
Nov 6-10	Meridian, MS
Dec 4-8	Panama City, FL

**Apply early,
before school FILLS!!**

To apply to footnoted Instructor Schools, call:
1 Las Vegas, NV - Vern Zuleger (702) 229-4291
2 Castle Rock, CO - Audra (303) 660-7593

Brownells Launches Military, Law Enforcement Supply Group

By Daniel Feldbusch
NRA Communications Department



Sometimes when your company is so big, it can be somewhat difficult to reach all of your customers.

Frank and Pete Brownell found themselves in this situation a few years back.

Frank and Pete, the father-and-son team who are a part of three generations of Brownells - the major supplier of firearms accessories and gunsmithing tools since 1939 - had their very successful 500-page catalog going for quite some time.

However, owning a company with an inventory of more than 32,000 items for shooters and gunsmiths worldwide, the two realized that there was a very important group that was being overlooked.

"This was a straight-old opportunity for us to get into a market that we were not targeting," Frank said from the Brownells' home office in Montezuma, Iowa.

Brownells had military and law enforcement personnel coming to them asking for more specific equipment geared to keeping the United State safe from today's modern criminal.

"There was a realization that domestic law enforcement needed more support," Pete said. "We took a look at the current situation of today's police force and we realized that they are dealing with bad guys who have gotten badder."

Thus began the new division of Brownells MIL/LE Supply Group. This division was focused on the special needs of the people that make our nation safe.

The department was designed to help maintain and upgrade service and tactical weapons and equipment for departmental procurement personnel, armorers and associated gunsmiths.

Pete said this was a small way for their company to give back for all of the things that today's police and military do for us.

"These are the people who make the ultimate sacrifice to help fulfill our mission as a country," Pete said. "We wanted to help out the people who were helping us."

The division included the creation of the MIL/LE Supply Group to stay focused on the emerging law enforcement and military product trends and a web site, www.brownells.mil-le.com, where police could go to stay up-to-date on current products. Brownells also completed a special classroom for law enforcement training use, plus new range facilities near the company's headquarters.

The Brownell family also gave financial support to NRA Foundation programs like the Law Enforcement Training Endowment and the Youth Education Endowment. With over \$1.3 million given to The NRA Foundation, Pete said his family is just trying to do their part in keeping this nation safe.

"It's been a part of our family values to lend support when needed," Pete said. "In this case, we found it to be helpful to provide what the law enforcement agencies were looking for."

The most recent installment of the Brownells' project was to produce what Pete called a "test publication" that offered the tools needed for law enforcement and military agencies. Pete said their catalog gives law enforcement the hard-to-find equipment while their competitors were into finding the best uniform.

"This catalog is a response to what the customer wants," he said.

The consumer responded, too, so they came out with their second catalog.

"It's now going be something that we'll put out on a regular basis," Pete said. The catalog pulls in the needed items for the military and law enforcement to about 14,000 of the over 30,000 items that Brownells stocks.

"The catalog offers the products that they want," Pete said. "We can also find some things that they might need."

Pete said this catalog and division will not disappear anytime soon and will continue to offer what will keep officers safe on the streets.

"It's expanding right now," Pete said. "It's a budding center of business and we're staffing up to it. It's going to be here for a while."

2006 NRA-Hosted Tuition-Free Law Enforcement ARMORER Schools

NRA Headquarters • Fairfax, Virginia

SCHOOL DATES	MFR.	TUITION-FREE ARMORER SCHOOLS	ENTRY DEADLINE
July 13	Glock	Pistol Armorer	June 1
July 24-26	Beretta	90 Series & 8000 Series Pistol, CX Storm Rifle Arm	June 9
July 24-26	FNH	Five-SeveN Pistol Armorer	May 12
Aug 10	S & W	M&P Pistol Armorer	June 23
Aug 21-23	Remington	870 & 1187 Shotgun, 700P & 7615 Rifle Armorer	July 14
Sept 6-7	Benelli	Super-90 Shotgun Armorer	July 21
Sept 25-29	H&K	MP-5, Burst Trigger Groups, USP Pistol Armorer	Aug 11
Oct 3-5	Ruger	"P" Series Pistol, Mini-14/30 Rifle Armorer	Aug 18
Oct 16-20	Colt	1911 Pistol, AR-15, M-16 Armorer	Sept 1
Nov 2	Glock	Pistol Armorer	Sept 15
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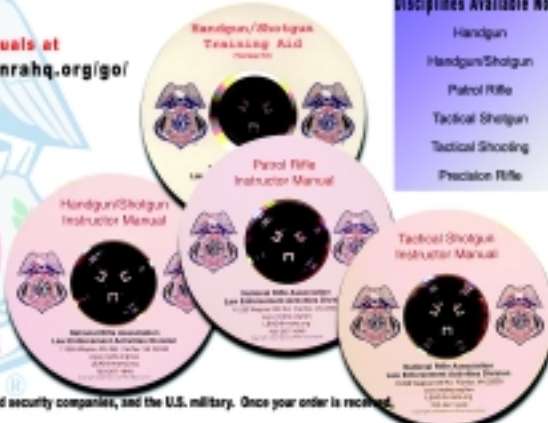
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