

CEO BREAKFAST SESSIONS

CEO Breakfast Sessions Available on Tuesday from 7:15 - 8:15 am Only!

Start The Business Conference Off Right!
Attend Enlightening Informational Sessions
Led by Top Industry Executives.



Hornady Ammunition Updates and State of the Industry



Hornady Manufacturing
President

Session Time: Tuesday 7:15 - 8:15 am **Conference Room:** 204

Mr. Steve Hornady has been a lifelong shooter, avid hunter and advocate for the shooting sports industry. Steve's career with Hornady Mfg. began in 1971, when he joined Pacific Tool Company. In 1981, he assumed leadership of the company. Today the company produces more ammunition in a single day than the entire first year of their existence. Steve continues to drive innovation into the organization as they respond to the demands of their customers; launching new products to support the shooting sports and law enforcement industries. In recognition of Steve's efforts, the Shooting Industry Academy of Excellence named him the Shooting Industry Man of the Year in 2005.



Savage Firearm Updates and State of the Industry



Savage Sports Corporation
Chairman & CEO

Session Time: Tuesday 7:15 - 8:15 am **Conference Room:** 201

Mr. Ronald Coburn is the Chairman and CEO of Savage Sports Corporation. Mr. Coburn joined Savage Arms in 1987 as Senior Vice President and was challenged with delivering the company from bankruptcy, which was successfully completed in 1989. Under Mr. Coburn's guidance, Savage has become the number one rifle manufacturer in the industry. And Savage's leadership position in this field is not based on sales alone. Innovations such as the revolutionary AccuTrigger, AccuStock and AXIS rifle have changed the way factory rifles are made forever.



Smith & Wesson Updates and State of the Industry



Smith & Wesson Corporation
President & CEO

Session Time: Tuesday 7:15 - 8:15 am **Conference Room:** 202

Mr. Michael Golden & Co-Host Mr. James Debney oversee the company's core firearm business.

Mr. Golden has led major corporations throughout his career. He led the sales team at Kohler Corporation before becoming the President of the Cabinetry Division. He also led innovation at Black & Decker Corporation as their Vice President of Sales & Marketing before assuming his role as President & CEO of Smith & Wesson Corp.

Mr. Debney is the President of Smith & Wesson's Firearms division, overseeing the day-to-day business. James provides over 15 years of management experience in multinational consumer and business-to-business environments.



How Ruger Has Changed to Better Serve the Firearms Market



Sturm, Ruger & Co., Inc.
President & CEO

Session Time: Tuesday 7:15 - 8:15 am **Conference Room:** 203

Mr. Michael Fifer has been Chief Executive Officer of Sturm, Ruger & Co., Inc. His experience prior to joining Ruger include, President of North American Operations of Watts Industries, Inc. from 1998 to 2002, Executive Vice President and President of Engineered Products of Mueller Industries, Inc. from 2003 to 2006, and member of the Board of Directors and Audit, Compensation and Special committees of Conbraco Industries from 2003 to 2006. He has been with Ruger since September 25, 2006, and President and Chief Executive Officer of the Company since April 23, 2008, and a member of the Board since October, 2006. Mr. Fifer is also a member of the Board of Governors of the National Shooting Sports Foundation.

EDUCATIONAL SESSIONS



Social Media for Retailers - How to Get Started

Session Times: Tues.: 8:30am | Wed.: 7:15 & 8:30am | Thurs.: 7:15am
Location: Conference Room 202

Speaker: Jason Falls Jason is one of the leading thinkers, consultants and speakers in the digital and social media marketing industries. He is the author of the internationally-recognized industry blog, SocialMediaExplorer.com. Walk away with an understanding of facebook and Twitter and the opportunities each represent in social media marketing, as well as a to-do list for turning the web into a business driver.



The Edge Training Solution - Customized Training On Demand

Session Times: Tues.: 8:30am | Wed.: 7:15 & 8:30am | Thurs.: 7:15am
Location: Conference Room 204

Speaker: Andy Kindler specializes in sales, management and customer service training. Experience advanced Sandler Training through AcuSport's Edge solution, providing retailers with access to advanced training and coaching techniques. Reinforce new, productive behaviors in your employees, bringing them closer to their personal and professional goals and dreams, resulting in improved sales for you!



ATF Compliance - Forces Affecting Your FFL

Session Times: Tues.: 8:30 am
Location: Conference Room 201

Speaker: Christopher Chiafullo and his expert guest panel of Jim Zammillo and Scott Braum get you current on the latest developments within ATF and in the world of compliance inspections; pick up tips to help stay ahead of the legal curve regarding your FFL; learn what options are available to help your store be in sync with the legal environment, and how best to preserve the sanctity of your FFL.



California Gun Law Updates - For Retailers Who Sell Products in CA

Session Times: Wed.: 7:15 & 8:30am
Location: Conference Room 201

Speaker: Christopher Chiafullo & Guest Speaker Chuck Michel Chuck has the largest firearms law practice in the country, and has been representing the NRA, firearms manufacturers, wholesalers, and retailers for 20 years. This session provides an overview on CA litigation and legislative issues, including AB 962 and other relevant topics; a must for those who sell products in California.



The Law of Selling Silencers - What You Need to Know

Session Times: Thurs.: 7:15 am
Location: Conference Room 201

Speaker: Christopher Chiafullo & Guest Speaker Mark Barnes deliver a special seminar to help address many of the legal nuances and misconceptions regarding how to sell NFA firearms, most notably the sale of silencers and suppressors; don't be the last to sell product in this growing area because the laws seem too difficult to manage.



Financial Solutions & Succession Planning

Session Times: Tues.: 8:30am | Wed.: 7:15 & 8:30am
Location: Conference Room 203C

Speaker: David Ray is the Chief Operating Officer for EBS a leading asset management firm in Dayton, OH. He brings more than 17 years of corporate management experience and is responsible for maintaining the organizations finances and day-to-day business operations. Retailers will learn how to improve cash returns and take steps to protect the investments made in their business. Attendance in this session is a must for any business owner!



Debunking the Silencer Myth - Insight from the Experts at AAC

Session Times: Tues.: 8:30am | Wed.: 7:15 & 8:30am
Location: Conference Room 203A

Speaker: Kevin Brittingham Kevin Brittingham is the President and Founder of Advanced Armament Corporation (AAC), a leading manufacturer of Firearms Silencers in the World, providing cutting edge Silencers to the U.S. Military, Law Enforcement, U.S. State Department and U.S. Citizens in 37 States. Learn more about this advanced technology, how to sell them and increase profits with the sale of Silencers.



Retail Branding - Build Your Brand & Drive Sales

Session Times: Tues.: 8:30am | Wed.: 7:15 & 8:30am | Thurs.: 7:15am
Location: Conference Room 203B

Speaker: Bill Espy is the Director of Sales & Marketing for eComSystems, Inc. in Sarasota, FL. He brings over 20 years of experience, focused on sales, marketing and operations. This session will provide retailers with innovative best practices to display and merchandise products, market their brand and take advantage of manufacturer programs to drive sales growth with the AdVantage Marketing Solution.

Please plan to arrive early for the educational session of your choice, seating is limited!