
From: Hill, Marc
Sent: Thursday, August 20, 2009 9:22 AM
To: Russo, Alfred D.; Trull, John; Vogt, Dean; Murdock, Phillip G.; Scott, Thomas J.; Boehnen, Patrick W.; Chisnall, John; Hanes, Scott; Tanker, Tim; Lasley, Brian; Fink, John; Martinez, Carlos; Schirmacher, Bill; Smith, Ryan; Looney, Tim
Subject: RE: Information Sources & Questions
Attachments: Hunter Survey report - Remington - firearms ammo bowhunting '08.doc; HS Feb 09 final report.doc

Attached are few Southwick reports.

Dean, please review, and reach out to Rob and see where he can help.

Regards

From: Russo, Alfred D.
Sent: Wednesday, August 19, 2009 10:03 AM
To: Trull, John; Vogt, Dean; Hill, Marc; Murdock, Phillip G.; Scott, Thomas J.; Boehnen, Patrick W.; Chisnall, John; Hanes, Scott; Tanker, Tim; Lasley, Brian; Fink, John; Martinez, Carlos; Schirmacher, Bill; Smith, Ryan; Looney, Tim
Subject: RE: Information Sources & Questions

Rob Southwick

Frank Berganti @ NSSF

SMRG Ash Jaising Has done studies for us in the past and wants to continue \$80,000

I will forward some items and emails.

Al Russo
336-548-8572 Voice
336-548-7772 Fax

From: Trull, John
Sent: Wednesday, August 19, 2009 9:18 AM
To: Vogt, Dean; Hill, Marc; Murdock, Phillip G.; Scott, Thomas J.; Boehnen, Patrick W.; Russo, Alfred D.; Chisnall, John; Hanes, Scott; Tanker, Tim; Lasley, Brian; Fink, John; Martinez, Carlos; Schirmacher, Bill; Smith, Ryan; Looney, Tim
Subject: Re: Information Sources & Questions

Dean

We have the first document at no charge to us. Marc picked up disks last week when he was up there.

I am not familiar with either of the other documents. Al, could you check with Tom to see if he has any knowledge of them?

Dean, you may want to ask Scott Yaw about any experience he may have had with these sources.

My guess is they will be broad, sweeping impressions based on FET collections, NICS checks and BATFE data, but you never know.

JT
John C. Trull
Vice President
Firearms Brand Management
Remington Arms Company

From: Vogt, Dean
To: Hill, Marc; Murdock, Phillip G.; Trull, John; Scott, Thomas J.; Boehnen, Patrick W.; Russo, Alfred D.; Chisnall, John; Hanes, Scott; Tanker, Tim; Lasley, Brian; Fink, John; Martinez, Carlos; Schirmacher, Bill; Smith, Ryan; Looney, Tim
Sent: Wed Aug 19 09:13:08 2009
Subject: Information Sources & Questions

Guys,

I've been devoting most of my time in two related areas – immersing myself in the industry (mostly through what I'm finding on the web) and trying to identify data/information sources that we can use to help make marketing/business decisions.

There are three sources I wanted to share with you to determine (a) if we already have access to the information and (b) if you think they're worth obtaining. The sources are:

I. National Shooting Sports Foundation "2009 Industry Reference Guide"

- <http://www.nssf.org/IndustryResearch/IRG.cfm>
- I assume someone from here is a member, right? If so, the cost is only \$30 for a CD copy.
- NSSF also publishes other reports that might be valuable.

II. "Gun Manufacturing" report by First Research, Inc. (8/10/2009)

- <http://www.marketresearch.com/product/display.asp?productid=2406845&SID=81610965-454968580-532876753&kw=gun>
- \$129 (download)

III. "State of the US Firearms Market" report by Koncept Analytics (Jan 2008)

- http://www.reportbuyer.com/industry_manufacturing/defence/weaponry/state_us_firearms_market.html
- \$797 (pdf)

Please let me know what you think about these sources; I don't want to spend the money if we already have them or don't think they'll add value.

In addition, would you please email me copies of the documents you presented last Wednesday and Friday? I realize those documents aren't final, but they would be helpful for me to learn more about the key products in each segment.

And finally, any other thoughts, suggestions, advice, etc. would be much appreciated!

Thanks,
Dean
x8945