

Dear Shooters,

It's not "Hand- Me -Downs" any more! So often in the past when the ladies start shooting they get the husbands or boyfriend's hand me down old glasses, even with some lens that show some wear.

Usually they are ill fitting and uncomfortable because of their size but they never complain because now they are outfitted to shoot, or they don't realize that the glasses are as important as the BT-99 they picked up on a deal.

Would they wear the husband's old vest?

Times they are a changing, and should, if we are going to keep people interested in our sport we need to make them feel comfortable in what they are doing and give them the best chance of doing well. Many a shooting instructor has finally realized that the shooters eyewear is as important as the gun fit. If they can't easily see the target through good optics they will never improve, less the lessons are useless. We and other companies have special products that make the ladies more comfortable, something less to think about, and allow them to see as good as possible to give them the chance to be successful.

One of the most often asked question is "What is the most universal tint that I can use for everything". Boy, does this open the door for me to become a used car salesman, very tempting, but not always wise or useful.

I like to educate or get people to think for themselves, so we invest the time to take an inventory of their needs, what games they shoot, location they mostly are at, try not only to sell them something they won't often use. One thing I stress is that pick the best possible tint available so they can see crisp and clear in the weather conditions, of course Mother Nature helps me, she keeps changing.

Like most outdoor enthusiasts I like to watch the "Hunting" channels in my spare time. Next time we will talk about them and what I see for entertainment.

Too good shooting, Mike Rinard