



## 4-H Volunteers Join With Industry for a Day of Work and Fun

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The Shooting, Hunting, Outdoor Trade Show and Conference (SHOT Show) is most comprehensive trade show for all professionals involved with the shooting sports industries. This year the show was held in Orlando and it gave 4-H a chance to participate. This is an unusual opportunity and honor for the 4-H community because the trade show is not open to the public, but only manufacturers, vendors and the media.



On Wednesday, January 14, 2009, the day before the opening of the SHOT Show, a day was devoted to "Bass Pro Shops Media Day at the Range" held at the Orange County Sheriff's Office firing range. Shooting events were organized to allow selected gun writers to have "hands-on" experience with the various manufacturers' product lines and new (or experimental) products, and to have fun shooting and trying out the new products. Hopefully the media of over 360 writers will write glowing reports about the products tested from the near 50 different mostly national, but some international vendors, thus promoting sales.

The Media Day event coordinators Triple Curl Inc. and CMG Marketing contacted the National and Florida 4-H Shooting Sports Committee and requested that they supply the volunteer workforce to help manage some of the logistics at the range. In return, the state shooting sports program would have an opportunity to network with the attendees and raise some money for the state program. This networking opportunity is vital for these adult leaders so as to keep up with this rapidly evolving industry and learn of special deals and incentives for the leaders of youth shooting sports programs. It also gave the participants a chance to meet some of our outstanding senior 4-H youth and ambassadors.



The real success story of the event is that the organizers and sponsors were able to contact Florida 4-H, knowing that they were capable of providing a cadre of trained, safe volunteers to work from dawn until dusk with a cheerful attitude to help host this international event. This SHOT Show being in the top twenty-five of the nation's largest trade shows contributes a significant economic benefit to our region and our county programs. Many thanks are given to all 50 plus volunteers from Brevard, Hernando, Highland, Levy, Orange, Osceola, Polk, Volusia, the Florida 4-H office,

National 4-H Shooting Sports and to the event sponsors for this opportunity. *For more information on this and similar programs, contact Gus Koerner, Tel: 321-633-1702 or by email: gkoerner@ufl.edu or your local County Extension Office. Photo caption above: National 4-H Shooting Sports Youth Ambassador, Keegan H. from Colorado demonstrating to the media how to use a slate turkey call.*