

Power of Perception

WHEN IT COMES TO MARKETING, THE POWER OF PERCEPTION IS CRITICAL TO SUCCESS – WHETHER IT'S PRODUCT QUALITY, VALUE OR EVEN THE SIZE AND STANDING OF A COMPANY IN THE MARKETPLACE.

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But the power of perception is not restricted solely to marketing – it's equally important in sport. For sporting clays, perception plays an important part when it comes to target setting. Angles, speed and distance are conventional weapons for the target setter, but making a target look easy when it's not, or creating the perception that a target is tough when it's straightforward is what sets the best target setters apart from the average.

The success of such perceptions depends on the skill of the shooter – with the best shot gunners not being fooled into misreading a target. For the rest of us mortals, the best target setters

use perception (degree of difficulty, or not) to create indecision at the time of viewing the targets – which target should I take first, what choke do I need, gun up or down and should I use maintained lead, pull away from maintained lead or come from behind.

With the season in full swing, the target setter's tricks of the trade feature strongly in this issue. Technoid's column this month departs from the technical and interviews Roger Gascoigne (Deer Creek Sporting Clays) who gives an interesting insight into the skills of target setting. Regular columnist, Nick Sisley, was set the task of asking our top target setters 'What's your favorite pair' – it makes fascinating reading.

CONGRATULATIONS

Not surprisingly, the US Open is perceived by most shooters to be the ultimate sporting challenge – and the standard of difficulty of this year's targets in the Main Event proved the point. 'Open' to all comers (including non NSCA members) it is not – but for many competitors the championship title or a class win outweighs the kudos of a National title. This year's event, held at Cajun Elite over the last weekend of May, is fully reported in this issue.

Congratulations go to Anthony Matarese Jr, the 2008 US Open Champion and all class and concurrent winners.

Congratulations also go to George Digweed. In her June 'Honors List', Her Majesty the



Queen of England awarded GD the MBE medal (Member of the British Empire) for his contribution to clay target shooting (15 times World Champion) and to charity.

Late in May, Digweed successfully defended his title as World All Around Champion. Pirate Lanford was at the Dallas Gun Club and Prairie Creek Sporting Clays in mid-May to report on this unique four day Championship across 900 targets covering each and every shotgun discipline. It was a real marathon, and for the second year running GD can lay claim to being the 'best in the world'. This unique championship, with a prize fund of \$100,000 funded by the \$5000 entry fee from each competitor, was promoted and organized by Scott Robertson. But is this the first Championship of its sort?

Dave Holmes thinks not, and in

this issue, he looks back in time to the late 1800's and the challenge matches between a small group of 'professional' shooters – including Doc W. C. Carver and Captain Adam Bogardus – that drew huge crowds to watch the 'Champions of the World'. Modern day challenge matches don't draw the crowds, but do get coverage in this issue – with reports on the Lear Jet Classic, Gamaliel Cup, National FITASC Championship, Seafood Blast, Masters Cup and more.

In addition to our Big Blast reports, this issue features articles on forcing cones, our regular Gun Test and Mind Games columns, Q & A's from the experts, a trip to Lanber in Spain, home security for firearms, the introduction of the first ³/₄oz factory loads for sporting clays and our regular new products and news roundup. Enjoy. ■