

PAUL LAFRANCE JOINS MGM TARGETS TEAM

Mike Gibson, President of Caldwell ID based MGM Targets announced today that Paul LaFrance, a well known and respected name in the industry, will be joining the MGM Targets team as Director of Business Development. Gibson stated, "This is a tremendous hire for the company. Paul will be instrumental in taking MGM Targets to the next level. With his years of experience in sales and marketing we look forward to making major strides in the industry. This is an extremely exciting time for us."



Paul LaFrance started his career as a Special Forces Officer in the U.S. Army in the late 60's and served tours of duty in Vietnam as a member of the 5th Special Forces Group and MACV-SOG. Paul went on to serve as a Patrol Officer in the Merrimack, NH Police Department, where he was the SWAT Team Commander and Principal Fire Arms Instructor. Following his law enforcement career, Paul worked in several sales and marketing positions, all in the law enforcement market. Recognizing an opportunity when he sees one Paul went to work for Range Systems in 2000. At Range Systems he was instrumental in that company's dramatic growth. Paul quickly outgrew his responsibilities within the borders of the United States and subsequently took responsibility for expanding their reach into the International arena. His expertise in shoot house design and construction made him a highly sought after Subject Matter Expert (SME) by both military and law enforcement agencies. As such, his name is recognized as one of the leading experts in training facilities for both market groups.

"Paul's experience and contacts here in the United States and in International markets opens a vast area of opportunity for MGM Targets that we have not previously pursued." Gibson stated. "While we have built many shoot houses and rappel towers around the world it, has not been a primary focus of our marketing strategy. With this piece of the puzzle now in place we are confident that this market will open up for us as never before. LaFrance will be working closely with our equally well qualified project manager, Paul Harward, in moving forward with our pursuit of this business. Paul and Paul are two of the finest, most qualified people in the industry. A team like this is seldom seen, and like the Boise State Broncos, almost never beat," he continued.

MGM Targets is expecting that their military and law enforcement market penetration will be impacted quickly with the hiring of LaFrance. He expects the same stating, "I am very pleased to be joining a team that already has a great reputation for high quality products and superior customer service in the shooting industry. While we are already the first tactical target choice for both military and law enforcement agencies, I am looking forward to bringing a new prospective as part of the great team that Mike has put together at MGM Targets."

Paul will be with us at the Shot Show in booth number 20226 and he looks forward to renewing acquaintances, meeting old friends and making many new ones.