

The WFSA at the IWA 2013

PRESS RELEASE

The annual Plenary Session of the World Forum on Shooting Activities was held in conjunction with IWA, The International Trade Fair for Hunting and Sport Shooting, on March 7, 2013, under the title: **“GETTING THE WORD OUT”**.

Keynote speaker

Mr. Andrea Luminati, keynote speaker, spoke on **“Getting the message across – Guidelines to effective communications”**. Andrea Luminati is an expert in marketing and communications and owner of Andrea Luminati Marketing Communications Consulting. Luminati is a graduate from Pepperdine University who began his career in Los Angeles (1991), where he honed his craft working for companies such as the Los Angeles Times, MacTech, and Reveal/Packard Bell. An entrepreneur, Luminati launched a virtual advertising agency called the Beehive Creative Group, an innovative concept that was warmly received by both the press and clients alike (Technicolor, Bond Street Capital and VisionTek). In 2002, Luminati was hired as Creative Director for CCRA where he handled Marketing Communications efforts for over 30,000 travel agents worldwide. Returning to his homeland, Italy, in 2004, Luminati started his own consulting firm, and he currently works as a consultant for numerous companies. Additionally, Luminati teaches university-level marketing communications and advertising classes at the University of Urbino, at the Istituto Superiore di Arti Grafiche in Urbino, and at the Istituto Salesiani in Bologna.

WFSA Vito Genco Shooting Ambassador Award

Mr. Herbert Keusgen – WFSA President, opened the WFSA Plenary Session and welcomed all participants, inviting the to observe a minute of silence in remembrance of Dr. Vito Genco.

The WFSA Vito Genco Shooting Ambassador Award 2013 was granted to the professional biathlete **Mr. Ole Einar Bjørndalen** from NORWAY.

Ole Einar Bjørndalen is often regarded as one of the greatest athletes of all time. In 1992, he won his first career medal at the junior world championships. A year later In 1993, after winning a record three junior world championship titles, Bjørndalen made his Biathlon World Cup debut. His breakthrough came in 1994 when he featured on his first World Cup podium in a Sprint race held in Bad Gastein, Austria.

Bjørndalen's first participation at the Olympic Games was during the Lillehammer 1994 Winter Olympics, which were held in his home country of Norway.

At the Salt Lake City 2002 Winter Olympics he won 4 gold medals, becoming the only biathlete to win every event during the same Winter Olympic Games. This makes him one of only three Olympians to win four gold medals during the same Winter Games.

At the Vancouver 2010 Winter Olympics, Bjørndalen became the most successful biathlete in Winter Olympic history by surpassing the previous record of 9 career Olympic medals.

With 48 medals he is the most decorated World Championship athlete of all time, and one of only two athletes to win 11 medals at the Winter Olympics.

Panel discussion on “Hunting and Firearms Legislation and Regulations”

A panel discussion followed on “**Hunting and Firearms Legislation and Regulations**”, chaired by WFSA Chairman of the Manufacturer Advisory Group (MAG) Mr. Ted Rowe. The panel included:

Theodore R. Bromund (USA) – Senior Research Fellow in Anglo-American Relations

Thierry Coste (France) - Secretary General of Guillaume Tell Committee

Thierry Jacobs (Belgium) - Strategic Analysis & Relations Executive for FN Herstal

Thomas Saldias (Peru) – Regional Representative of SCI Central, South America and the Caribbean

Panel discussion on “Lead”

Thomas Mason, WFSA Executive Secretary for the Americas, chaired the panel on “**Lead**”. The panel included:

Mario Ge (Italy) - Secretary General of the European Association of Sporting Ammunition Manufacturers (AFEMS)

Christer Holmgren (Sweden) - Author, journalist and firearms expert; Consultant to Swedish Environmental Agency investigating for the consequences in use of lead ammunition for hunting

Rick Patterson (USA) - Managing Director of the USA’s Sporting Arms and Ammunition Manufacturers’ Institute (SAAMI)

Joachim Streitberger (Germany) - Secretary General of the Association of European Manufacturers of Sporting Firearms (ESFAM)

Call to action

The closing Call to Action address was given by WFSA President, Mr. Herbert Keusgen (Germany) , who first of all thanked IWA for hosting for the 16th year the WFSA Plenary Session. In his speech, addressed to the legal gun owner community in general, Mr. Keusgen presented the current situation and the big challenges coming from several fronts that the firearms community is facing nowadays, giving advices and guidelines on how to respond and grow stronger. In this regard, Mr. Keusgen highlighted the key role played today by communications, not only to be able to communicate to those beyond the firearms community, but also among members of the same field.