

May 1, 2010

DeVault Industries LLC

Custom Engineered Shooting Solutions

Finally Spring seems to have arrived. I wake up to Ghetto Blasters thumping in the still morning air and the faint sounds of birds chirping all around. Yes I do unfortunately live in the inner city. After 55 years you just get used to certain things that are a part of what makes you whole and able to cope with the world around you. This month I will attempt to cover the mental side of the game. The “Double D Shooting Clinics” are going well and DeVault Industries is enjoying a busy time like we have never had since the company has been open. We hope that you enjoy this month’s letter and good shooting to everyone.

Dennis DeVault & Dean DeBow

“DeVault Winners Box”

Tom Moore ~ Silver Seitz DeVault Custom Stock, On Sunday April 18, Tom took his Christmas present with a new stock and broke a 99 x 100 in his first shoot of the year. Tom told me that during the shoot he was thinking about calling me to tell me he broke his first 100 straight, then he woke up and missed one. Good shooting Tom.

Kathy Erdely ~ Browning BT-99 Devault Custom Modifications, Kathy broke her first 25 straight on Sunday April 18. Good shooting and she will have many more I am sure.

Lisa Isom ~ DeVault Custom Shotgun, Perazzi for doubles ~ DD Shooting Clinic ~ Lady Handicap Champion at winter chain Triple B, Ca. 91 x 100 winter chain singles 98 x 100 singles

Remember that the winner’s box is for everyone but you have to let us know. If you are shooting any of the products from DeVault Industries or have taken a Double D Shooting Clinic let us know your scores and we will post your results to share with all of our readers. At this time our little letter is being viewed by over 4,000 people. So don’t be shy let us know.

The World According to Me ~ "Dennis DeVault"

The mental side of the game is a great subject for this month. Although I have not taken college courses on Psychology, I have learned from many friends who I talk to from month to month and it is amazing what the mind will do to us in general. It is also amazing what we as shooters are willing to accept when we go to a shoot.

I had a customer send me an e-mail this month and tell me that he got a new gun. He went out to shoot some practice, not really expecting too much. After the first two days he was 150 straight with this new gun. The next part was great; he e-mailed me again to explain his excitement and stated that he was just waiting for his first miss but didn't know when it would be. Of course I wrote back and said that the miss was not in the too distant future if he maintained that kind a mental outlook. This is an example of a self sabotage approach to shooting. Just because you have never broken that many targets straight, you should never revert to a mental state of thinking "when will I miss". With that mental set-up you are telling yourself to plan for the disappointment now so it won't be a surprise when it happens. This is the body's way of using failure, to relieve pressure and anxiety.

In March I spent time with my good friend Ernie Ross. Ernie came up to the shop and we fitted a new stock to his Kreighoff. As often happens Ernie and I got into a conversation with regards to shooting. We chatted about the mental side of the game and we both had very similar outlooks. Ernie told me that he used to rodeo years back. Ernie said he knew all the greats and that all of the good rodeo guys had the same mind set. "Think positive and never allow negative thoughts to enter in". Ernie also said something else, "You are what you run with". Now that was a statement that really hit home.

Years ago I traveled with a guy that was a good shot but from the time I got into the truck until we got to the shoot his whole outlook was negative. I remember one particular day we got to the shoot and when I got out of the truck I wanted to hurt someone. The conversation that day really got to me and it was the last time I ever rode to a shoot with this person. I went as far as to explain to him what he was doing to himself and me in the process but he failed to see my side. After that trip our friendship suffered but my shooting really improved. After that weekend I sat down and analyzed my shooting over the previous year. I had good shoots except when this friend and I had traveled together. I have always thought of myself as a very strong willed person but this really made me realize that when surrounded by total negative thoughts the bad stuff just creeps in. As soon as Ernie told me "you are what you run with" I just smiled because I knew he was right. That statement helped me remember to never let that situation become a part of my shooting again.

Many of us look at the glass as half empty but if you are going to be successful in shooting, as well as life, you need to see that glass as half full. When Dean and I travel setting up and teaching the "DD Shooting Clinics" we try and promote that positive mental image. Remember it takes 21 days to break and old habit and development a new one. This is why we tell every student that comes to a class, when we leave and go home the weeks to come are very important to your development. It is also why we leave phone numbers and e-mail addresses with everyone to call or write when they run into a snag.

When shooting think about the positive approach to breaking a target. Such as how hard you break targets, close your eyes and visualize the smoke that you leave in the air when crushing a target. There are times I watch some shooters go to a post and stand there and miss target after target and never move. I never encourage standing at a post and practice missing. Walk off the post and try to analyze why you are missing a target. Go back to your notes, check your set-up, check where you are holding your eyes to see the target leave the house. More times than not it is something simple and a small correction is all that is required. Make that small correction and then go back out and start again. If the missing continues pick up the phone and make a call. Usually the doctor is in, Dean and I have made many corrections over the phone and make the corrections

without the caller flying into a thousand pieces.

Years ago and old timer gave me a piece of advise; “There is nothing in this world that can’t be corrected if you know where and who to ask and never be too proud to ask for help”. I am very lucky that I have Dean for a friend. Over the past 7 years we have spent many hours talking about shooting and we have been fortunate enough to be a coach for each other. We travel well together and the last trip out to California shows that we get along and think a lot alike. This target game is really very simple. Remember to just get out of the way and let your natural talent do the work.

Keep a good mental outlook in everything that you do and stay focused in all the projects and problems that come along. Remember that help is only a phone call or e-mail away.

Until next month,

Rodeo Man out

Nothing like an old friend to share your problems with



From the Mind of ~ Dean DeBow

Staying in the “Now” One at a time.

Ladies and Gentleman it is here. The season has started for most of you. Some may just be starting and others still only thinking about getting ready to start. The weather is so up and down in many areas; it is hard to keep everything in order and caught up. But, we should all be thinking about “Staying in the Now” so we can break targets “One at a time”.

I recently had the pleasure of working with a man, one on one. He had a different mindset, but he thought, it was the correct mindset towards the game. He is not a registered shooter (yet), however shoots frequently with some of his friends. He was breaking 19-20 every time out. He wanted to feel he could at least be competitive with his friends who were two or three birds ahead of him. By trade, he was a retired engineer; that alone had me a bit up tight. Some people, like engineers, who have worked with lines, angles, geometry and calculus, can be very difficult to help sometimes. They tend to over analyze the game, especially a miss. He was not at all that way.

He was very willing to try whatever he was ask to get his scores into the upper 20's, consistently. His concern was 25 straight. To most of us, 25 targets, is a “sub-event”. Whether it is 25 or 100 targets we all should keep our minds on the job at hand. Not the possibility's or end result. His concerns were no different from any of the rest of us. Many of us walk out thinking about the 100 or 200 bird race we have just entered, instead of working the station we are on, and each one of the five birds (in order) from the post we are on. That should be what the concern is about, which will lead us to the final score of the 100 or 200 bird race.

Let me tell you a little story about my first 200 straight, it is very relevant to the point. It was at a small club in Tennessee. Four of us walk out to take the line in a Saturday 200 bird 16 yard even. We were then told to wait since there was a fifth man joining us to fill the squad. We turned to see a young man headed to our field in a hurry. He had a Wal-Mart bag in one hand containing four boxes of ammo and a Bob Allen pouch w/ belt, 303 Beretta, new in the box under his arm, a yellow ATA receipt in his teeth. We proceeded to help him put his new gun together, explain how and what to do, safety rules and so on, he adjusted the belt and put some shells in his pouch and we took the line.

Now at this point we were all a bit concerned to say the least. He pointed his gun almost straight up in the air, bouncing it against his shoulder 3 to 5 times to find the right spot, and then eased the barrel down over the house; let his eyes focus for a few seconds, then called for a target. Just before the target hit the ground he made his move and took the shot.

This was, without a doubt, the longest Singles race ever shot. He was a very nice person, just inexperienced, and really did not do that bad at all. But we all watched every move he made, particularly me, since we were shooting side by side. He kept most everyone from thinking about their score. All we wanted to do was live through this event! Well when we finished one of the squad members shook hands with me, and said “Good shooting”. He knew I broke the first 100, although very distracted for safety reasons. It was only at that time, that I realized there were no losses {0's} on any of my last four score sheets. We were watching and waiting on the new shooter, we didn't have time to think, only what we were supposed to do; shoot the next target when it was your turn. It was a very good lesson and one that we teach in DD Shooting Clinics. We just use a little bit of a different method than this. {LOL}

The point to this is something I know we have all heard many times over and over again, which is, “Shoot one target at a time”. However, putting this mind set into play is the hard part, but doing it is essential to breaking a good score or being consistent.

Now back to the first shooter mentioned above who was averaging 20. He broke at least six 23's in a row

before missing his 24th target for a 24. When he started being careful on his 18th and 19th target I was almost certain he was going to miss. He was no longer trying to break the target, he had then started trying not to miss them. Lo and behold, target number 24 flew off without a scratch. After a discussion on trying not to look ahead and put the score on the board, and trying not to miss, he then proceeded to break his first 25 straight!

Think about this; when his focus was on the target at hand and not 25 which to him, (was similar to 100 or 200 to most of us) he broke 25 straight “One at a time”. You can hear the same thing repeatedly, then all of a sudden, it will take on a different meaning and click, you’ve finally got it. Sometimes all it takes is to be worded differently, or the application clearer or a setting changed. Even your frame of mind can make things have a new and different meaning. No matter what, take responsibility for your own score. Only you have control over the outcome. Mother Nature can affect it some at times, but nothing can affect your score as much as mindset.

Practice breaking one bird at a time, until you get to the end of the line.

Until next month,

Remember there is a Champion

In Each and Every one of you.

Dean DeBow

Learning the little details from a seasoned pro !!





We have clinic dates already scheduled for 2010. Go to the web site below and see if there are openings at a clinic near you. If anyone wants to schedule a clinic at their favorite club let Dean or Dennis know so we can set you in the schedule. Watch the web site for the dates and locations as we post the schedule www.ddshooting.com Contact Dean @ 270-886-2095 or Dennis @ 330-456-6070. We look forward to seeing everyone this year.

We are now accepting Profile sheets and Deposits for the Clinic in Indiana at the Fulton County Gun Club and also in Ohio at the North Lawrence Fish & Game Club.

Fulton County is June 5th & 6th and North Lawrence is June 12th & 13th. You can sign up by going to the above web site, click on the shooter profile page, fill out and submit the shooter profile and at the bottom of the same page you can click into the on-line store and pay your deposit. Your deposit secures your spot for the clinic. If you are not comfortable with the paying of your deposit on-line call the shop and we will take your information for the deposit and put in the information manually. Thank you and we look forward to seeing everyone at the clinic.



In keeping with the letter this month this fellow on the left demonstrates the proper attitude. Laid back not a care in the world.

This is not a good photo, it reminds me of a lot of shooters. Uptight pissed off at the world and in serious need of an attitude adjustment.



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