



TRIP RECAP

## BERETTA EXPERIENCE



“Regardless of whether Evan and I will be fortunate enough to do another event, this was truly a once in a lifetime experience and I am so happy I was able to spend it with my son.” – Nathan S., Illinois

Beretta has been an outstanding partner of ours for many years. In fact, they were among some of the very first international Experience trips we did. CLUB Members were treated to all that Italy has to offer while enjoying the history of Beretta. Years later, we still do this trip, but the idea came about to bring an additional Experience stateside. And so, the Beretta USA Experience was born.

Each guest was able to pick out a brand new Beretta shotgun as part of the gear package. However, since we couldn't see how these guns were made at the factory this time, we thought the next best thing to do would be to train on how they're to be used. And since we couldn't build in the allure of Italy, we needed to pull out all the stops for the instruction side. Beretta secured six-time Olympic medal winner, Kim Rhode and, NSCA Hall of Famer, Diane Sorantino to give this group two-days of world-class training.

We hosted this Experience at Big Cedar Lodge as it was the perfect venue to give these CLUB Members a time they wouldn't forget. From the lodging and food to all the activities, guests were busy from sun up to sun down. Most of the day was spent at the Bass Pro Shops Shooting Academy – a world-class shooting facility with trap, sporting clays and skeet located at BCL.

From fit and fundamentals to even the most advanced shooting tips, these CLUB Members learned it all. It was especially neat as we had two father and sons on this Experience and watching them learn together was impactful. Kim and Diane did a wonderful job of really leveling the playing field for everyone in the group. Also, there was definitely a fair share of competition and some good-natured fun while out on the range. The weather was gorgeous during this Experience. So one sunny afternoon, we went down to the Bent Hook Marina and rented a couple of Regency pontoons, loaded the coolers with ice-cold drinks, and cruised around Table Rock Lake for a few hours. It was a great way to unwind after a long-day on the range.

At the final dinner, the group went around the table one by one, reflecting on what stood out the most over the last couple days. For most it was the training with Diane and Kim, but many couldn't help but comment on the facilities at Big Cedar Lodge. Overall, the first Beretta USA Experience was a huge success, and we look forward to repeating it again someday.

Adam Bender  
CLUB Event Coordinator



