



Wolverine Rangers Epitaph



Volume 22, Issue 6

October, 2019





WOLVERINE RANGERS' EPITAPH



★ Captain's Corner ★

Howdy pards,

Range War for 2019, our twenty-first, is now in the can. Thanks to all of the volunteers who made Range War a success this year. It is definitely a team effort. Congratulations Overall Winner Cowboy Carty and to Michigan State Champions Deuce Stevens and K.J. Stevens. Congratulations also to all of the category winners. The results are posted on the Wolverine Rangers Website at www.wolverinerangers.org. We had a total of 220 registered shooters.

During the banquet on Sunday night we were also presented with the Woolly Award from SASS for having the best Cowboy Action Shooting State Championship in the country in 2018. A photo of the Woolly Award is included on the cover of this edition of the Epitaph. This is a great honor and is a credit to the hard work of all of the volunteers who have helped to make Range War a success over the years. I say over the years because the foundation for the Award was the work that many people have done at previous Range Wars. We could not have won the Woolly Award but for the tireless work of our volunteers over the years who helped establish the process that enabled us to win the Award.

We have a Wolverine Rangers Board Meeting scheduled Saturday October 12th. We are hoping for a good turnout. Please let me know if there are any issues that any of you would like for us to address at the Board Meeting. I will be back in touch after the Board Meeting. That is about all that I have for now. Please take a minute and say a prayer for all of our service men and women who have given the ultimate sacrifice.

Be sure to give your kids and grandkids a hug and a kiss and tell them that you love them every day.

Best regards,

R.J. Law – Captain
Wolverine Rangers

★ Shooting News ★

Rocky River Regulators of DSC (Utica)

The 2019 Wolverine Ranger's Range War is in the books and Deuce Stevens set the match to be fast and furious and it lived up to its billing. Congratulations to all the Michigan State Category Champions and a special salute to our Michigan State Champions K.J. Stevens and Deuce Stevens.

D.S.C. had five cowboys compete at Range War and we had a blast. Jack Holladay was 3rd in Senior Frontier Cartridge (and a clean match), J.J. Longley was 7th in Elder Statesman, Camptown was 5th in Senior, Coyote Claxton was 7th in Cattle Baron, and John Weston was 9th in Silver Senior.

Saturday, September 7th was our 3rd and final Wild Bunch match for 2019. Sixteen competitors came out and shot 5 fast and furious stages of Wild Bunch action. When the dust settled and the scores were posted Camptown was first in the SASS Men's Modern division and Attica Jack was first in the SASS Traditional division. Shooting the only clean match was Tres Hombre.

September in Michigan was supposed to be cooler but on match day at DSC it was muggy and threatening rain. Hot is the way to describe the shooting action as twenty-two cowboys and cowgirls competed for top honors at this match. Finishing first overall was Lead-

foot Luke as he edged out J.J. Longley and Camptown. Shooting clean matches were Attica Jack, Clint Chisum, Cody Wales, John Weston, Longshot Lillian, and Rochester Kid. It was nice to welcome back two of our Canadian cowboys, Clint Chisum and Cody Wales. Not only was it fun to shoot with them once again but also they added an "international" flare to our monthly match.

Sunday, October 20th is the date for our monthly Cowboy Match in October. Besides having some wonderful cowboy stages this is our annual Chili Cook Off Match. This is an opportunity for all the competitors to bring a pot of their best chili to wow our judges. [We have chili that is the hottest, no bean, best bean chili, no beef chili, and best overall.](#) Bring a pot and throw your hat into the ring to be crowned chili champions. We have two gift certificates to Cabelas for the top chilies selected by our judges.

There still is plenty of shooting at DSC this fall, so come out and have some fun.

See you on the range.
J.J. Longley

Butcher Butte Bunch - Fenton

September 8 was the final match for 2019 at Butcher Butte. Twenty-one cowboys and cowgirls competed. Top honors go to Sinola Kid. There was only one clean match which was claimed by Andy Horshurodinon.

It was nice to see some folks who hadn't been at the Butte for a while and it was particularly nice to welcome a new face—and a young one at that. J Bird Regulator placed first in the Buckaroo category. J Bird is the son of Wolverine Regulator who we see now and then.



Here we see J Bird getting some last minute advice from his dad at the loading table.



The match itself offered some challenges as it used some stage scenarios that were different and required some thinking. Everyone seemed to enjoy it.

That's about it for 2019 at the butte. We look forward to seeing our old friends and we are hoping to welcome some new friends in 2020.

The Eagleville Cowboys - Central Lake

Well our 2019 Annual Two Day 'Eagles Revenge' is now history. We had a nice crowd both days, and the weather was mostly good except for some light rain when we were almost finished. We were pleased to have so many shooters from other parts of the state.

Our new match director, TN Tina, did a great job of putting everything together, with help of course from several of our club go getters.

The two days scores are separate as some could not come both days. Following is a list of each days 'top in class'

Saturday: SS - Faygo Kid, Sr - Card shark Charlie, GF - Leadfoot Luke, L49r - Hey Sugar, ES - Mohawk Scout, LSS - T.N. Tina, L SR, Lainy Mae, SGF - Andyhorsurodinon, Wgr - Dangerous Ken, 49er - Bar Gun Hunter, FCGF - Marlin Matt, SD - Petoskey Pete, CTBN - Black Silver Ric, LFCD - MaMa Vaquera, LFC- P K Brimstone. Clean Shooters were: Faygo Kid, Card Shark Charlie, Mohawk Scout, Bar Gun Hunter, and MaMa Vaquera.

Day Two scores are as follows:

SS - Faygo Kid, GF - Lead Foot Luke, SS - Riverview Rattler, L49r - Hey Sugar, Sr - Card Shark Charlie, ES - Mohawk Scout, LSS - T.N. Tina, 49er - Bar Gun Hunter, SSGF - Andyhorsurodinon, LS - Lainey Mae, GF - Scotty Two Shotty, L49r - Horsemans Trouble, W - Dangerous Ken, SD- Petoskey Pete, LDst - MaMa Vaquera, CTBN - Black Silver Ric, GD - Mercantile Annie.

Clean Shooters were: Faygo Kid, and Bar Gun Hunter. The most surprised shooter when the winning 'playing Card' was pulled for the nice give- a- way gun this year was LSS - T.N. Tina. congratulations.

We have one more shoot for this year on Oct 26th. Y'all come see us.

And that's the view from my saddle.

Ol one armed One Son of a Gun..

Hidden Valley Cowboys - Sturgis

Well, guess what? We had rain this morning! It started raining when we got there, about 7 AM. It sprinkled a couple of times but no thunder or lightning and we finished the last stage the sun came out. We had 12 shooters today, one new shooter today, Richard Worley, he told me at the end of the shoot his cowboy name is going to be Mother's Nightmare. Welcome Nightmare!

Like to thank everyone who helped Mike and I set up for the shoot today: Diamond Jim, Ka Adik Krista, Naughty Nellie, Tommy Two Fingers, and Triple Threat.

We had 1 Clean shooter today, Woody Tinker! Congratulations!!!

Thank you also to Ka Adik Krista and Tommy Two Fingers for bringing and serving lunch today. They brought, smoked chicken, homemade baked beans, homemade potato salad, deviled eggs and cookies!! AWESOME!!!

Our next shoot and last shoot of 2019 will be October 20, 2019. Registration opens at 8:15 AM, side shoots start at 8:30 AM, and the mandatory safety meeting starts at 9:45 AM, preceding the main match. October will be our final match after 11 years, hoping someone will want to take over the Valley!

Stubby, Mike & Ms. Blazin



Straight Shots from Saginaw

Range War 2019. All we can say is it was another great weekend and we all had a “Yee Haw” good time!

We’d like to send out a special thanks to the Gillary family and their endless efforts and countless hours put into this event every year. This match just doesn’t come together with a snap of your fingers. There are many aspects involved to make it a success. Some come to shoot and expect everything to run “perfectly”. Well, we think the Gillary family has come purt-near-perfect in giving you the best-of-the-best, and from Saginaw, (and we’re sure many of you will join in) we tip our hats to a job well-done.

We also compliment Match Director, Deuce Stevens and K.J. for all the work they did with

well-designed stages and great target placement. Also, congratulations on being our 2019 Michigan State Champions!!

Shucks, we don’t want to miss anyone so here’s another shout-out to ALL OTHERS who did their part in making this an awesome event. And, of course, the banquet and awards ceremony finished off a great weekend of fun. Congratulations to the many winners in all the categories and events. May you be blessed with many more years of shooting fun and “yee haw” moments.

Until next time, remember to live life and give it your best shot.

Happy Trails from Bad River Marty & Katie Callahan



The Shooter's Stance

Content Is King

Howdy, my name is Jeff, and I volunteered to take over as the Wolverine Rangers webpage manager, but my SASS handle is The Lost Egg, literally and figuratively. Some of you may have noticed I've made several pitches for more pictures and videos to post on our web page. By the time you read this, hopefully some of the pictures and possibly even a couple videos from Range War 2019 will be live. My goal here is to explain a little of the why, and hopefully convince you to join in the digital fun.

Although I'm a Mechanical Engineer by education, I currently work as a Product Manager (PM) for engineering software used in design & manufacturing. Part of being a PM is working with marketing and figuring how to get the word out about your product.

About a decade ago, some of that meant having a web page, with landing pages that were optimized for particular keywords. I taught myself how to do the web page optimization, and as test I made a webpage for the martial arts school I taught some lessons at, and managed to get it on page one of Google ranking. For those that don't know, page one is the goal, and you hide your dead bodies on pages three and up.

The problem is people have no problem finding the Wolverine Rangers webpage, and there really is no other CAS competition in Michigan we have to rank higher than. The real competition is the opportunity cost of whatever people are giving up to shoot at a CAS match. Today, marketing a brand, activity, or piquing someone's interest in something usually involves social media, and the single most important way of promoting

something on social media is content. Content is king! Content usually means articles, images, and videos.

Back in 2015, my then employer wanted to expand the social media marketing, so I had to dig into it. Our mission was called "Area 51", where we were tasked with having our software's engagement be at least 51% of the total engagement for our market, or put another way, our engagement needed to be more than all the competitors combined. Engagement in this case is a like, a share or if someone leaves a comment.

Currently the three most popular social media platforms are, in order, Youtube, Facebook, and Instagram. Right now, Youtube has about 1.3 billion of uploads per year. That's about 563 hours of content uploaded, every minute. If you are a Facebook user, you may have noticed they are pushing more and more videos.

Content is King! If you want someone to notice your activity/club/sport, first you have to have some content about it. The more interesting the content the better. If each club submitted one video per year, CAS related, that would be a good number of videos. Not only would they help the Wolverine Rangers, it would help all of the clubs in a small way. Some pictures from each meet, and maybe a video go a long way to getting things noticed.

While there are literally dozens if not hundreds of firearm related youtube channels, there are not many that specialize in CAS. Same with Instagram. If we have a shared goal of expanding our sport, it starts with content, and content starts with anyone interested.

☆ WHO TO CONTACT ☆

CAPTAIN

- Any Wolverine Ranger or Range War Concerns

RANGE WAR MATCH DIRECTOR

- Volunteer to help with Range War
- Vendor Registration and Information

WOLVERINE RANGERS' SECRETARY

- Range War Registration
- Club Information and Pictures for Wall Calendar
- New Shooting Schedule for each year



MEMBERSHIP ADMINISTRATORS

- Join Wolverine Rangers or Renew Membership
- Change in any contact or membership information
- Badges or Membership Packets

WEBMASTER

- Club Match Scores
- Notices, Schedule Changes, etc posted on Home Page & Club Page Information
- Classified and Merchant Ads

EPITAPH EDITOR

- Articles or information you want published in the Epitaph
- Requests to receive Epitaph by email or notification that newsletter has been posted on the website

CHIEF RO INSTRUCTORS, MIDEAST REGION

- Scheduling SASS RO-I and RO-II classes at any club in Michigan

☆ CONTACT INFORMATION ☆

*Check the website or back of wall calendar for club contact information
Please keep your e-mail address current with the Membership Secretary*

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