

# Hanish: Bringing New Life to 3-Gun



"They came to the team and asked us what we thought of the idea," she says. "We told them 'Go for it!'"

From that point Tasha's "shooting life" kicked into high gear. "We had no idea what we were in for," she says, laughing at herself. Instead of one or two major matches a year, she was shooting 12 – and bringing a team with her. On top of shooting, she and the FNH team started running the shootoff for each qualifying event, freeing the 3Gun Nation guys to do what they do best.

"Since [3Gun Nation started] we've started slowly adding people to the team," says Hanish. "My husband Mark, Diana Leideroff, Larry Houck, David Neth, there are seven of us total. Plus some of the corporate guys come out and shoot too."

There's a surprising degree of business partnership between FNH USA (the title sponsor of 3Gun Nation) and 3Gun Nation – and once again Tasha Hanish is right in the middle of it. Once FNH and 3Gun Nation struck a deal at SHOT Show 2009, "Tommy and I started digging for sponsorship for the five matches plus nationals."

FNH had signed on for the title sponsor position, but they needed support to make the series viable. That came in spades, with SureFire taking the next-largest available position, yielding the show's tagline "FNH USA's 3Gun Nation, brought to you by SureFire." Dozens of others have since followed suit in smaller ways, demonstrating tremendous support for the concept.

Thanks in part to Tasha, sponsorship of Team FNH USA has taken off parallel to 3Gun Nation's exposure. In rapid succession, the team's sponsors put together a custom-painted truck, trailer, and now a Polaris off-road vehicle. If you're familiar with the shooting industry's sponsorship profile, take special note of Polaris and Mac Tools. Although their prod-

uct lines aren't "firearm related," they see the demographic behind the guns, and they're putting down serious sponsorship dollars to get access.

Hanish started rattling off additional sponsors "...Leupold, Safariland, Surefire. MGM stepped up and gave us practice targets. Oakley, Otis – they brought us stuff we needed to look more uniform as a team. We're not a hodge-podge of individuals anymore. We're very much a managed team...."

Don Kemble at STI minced no words about Tasha's potential. Reflecting back on her time at STI, he said, "She had the potential to be a world champion, absolutely." Unfortunately, the financial support wasn't there in 1997 to make it happen. Now, with FNH in the picture, and Tasha shooting as an adult, things have changed.

"It's been an amazing experience having so much support on and off the range, it's been incredible," says Hanish. "The FNH USA guys really wanted to make sure that when they did it, they did it right."

Tasha won her first National title last year at the 2009 USPSA Multigun Nationals in Boulder City, Nevada. She did it again this year, coming out as the top lady in the hotly contested Tactical Division. However, if Tasha can help lead Multigun into America's living rooms, her legacy will be worth far more than a collection of tin cups.

## RULES AND STRATEGIES

3-Gun shooting is a sub-discipline of USPSA shooting, where competitors use pistol, rifle and shotgun in rapid succession on reactive, USPSA-style targets. While USPSA's rules are the foundation, there are several rulesets in play, so the particulars vary slightly from match to match (like American- vs. Canadian-rules football). 3Gun Nation positioned itself as an add-on to the established matches, which helped all the matches to draw more competitors. To

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