

# ORIGINAL S.W.A.T.®



Original S.W.A.T. Footwear Co. Co.

April 1, 2007

Volume 12

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## SWATLines April 07

### And the winner is.....

Finally, we have announced the winner of the Original S.W.A.T. Wild Card –A free team entry to compete in The Original S.W.A.T. World Challenge, a generous prize package (boots, clothing, Camelbaks, training explosives, hydration tabs, and body armor!), and an expense account to cover travel costs to Little Rock later this month. Best of all – a night on the town with Original S.W.A.T.!

The entries were geographically well spread covering some 20+ States and came from both well established and relatively new teams. To enter, all a team had to do was to submit a 500 word essay explaining why their team would be a worthy winner.

The judging panel was not allowed to know the origin of the entries – so it was a blind “taste test”. Certain themes were fairly constant and shed some light on the camaraderie that is common to all successful S.W.A.T. teams. Teamwork built on the foundation of many hours of work and training, much of it unpaid, voluntary service to their community, begging and scrounging equipment. One further common factor was that most entrants had

already tasted some level of competition, and felt that competing against other teams had enabled them to identify weaknesses and to work on improving them. All entrants felt that stepping up to the level of The Original S.W.A.T. World Challenge would, at the very least, make them a better team – which was the most gratifying part for us.

As Teddy Roosevelt put it: “The credit belongs to the man

who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself for a worthy cause; who, at best, knows in the end, the triumph of high achievement, and who, at worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls, who know neither victory nor defeat.”

The team that gets its chance in the arena is: Kane County Sheriff's Dept., Kanab, UT. Congratulations to them, and our official thanks to

our partners who provided equipment: ALS Technologies, TacWear, nuun Active Hydration, PT Armor, and Camelbak.

Lastly, thank you to all the teams who sent in entries, you are all winners to us. Special mention goes out to 2<sup>nd</sup> place Forrest County Sheriff's Office, Hattiesburg, MS and 3<sup>rd</sup> place Edison Police Dept., Edison, NJ. You can read the top 3 winning entries and see a team photo of our grand prize winners on our website:

[www.originalswat.com/promoPage.shtml](http://www.originalswat.com/promoPage.shtml)

I have just returned from the IWA show in Nürnberg, Germany, where I can report that peace and harmony has returned. Co-operation and a forward looking approach won the day- amazing what “face to face” can do in 30 minutes versus tens of e-mails and phone calls over weeks and weeks.

My Italian “Godfather” Renato Ventura, deserves a mention for being the personification of hospitality. He and his team made the whole experience “bellissimo”.

Next stop, “The Masters” and then NAUMD in Atlanta. And of course, the Original S.W.A.T. World Challenge April 25 -28 in Little Rock.



### Special Points of Interest:

- Terry's email has been changed: [terrym@originalswat.com](mailto:terrym@originalswat.com)
- The 1260 STs are now available.
- The SEK9000s are now available.

## The Winning Entry—Kane County Sheriff's Office, UT

The Kane County Sheriff's Office SWAT team is an excellent representation

of the majority of the SWAT teams currently working in the US. However there are some facets of our team that make us unique. KCSO SWAT is a multi-jurisdictional/multi-state team (UT/AZ). Each agency is a small rural agency. Unlike most agencies that utilize a small percentage of their officers in SWAT, the majority of officers in our agencies volunteer their time to be SWAT Officers. There are 19 full time peace officers between the three agen-

cies, currently 12 of those officers volunteer for the SWAT Team.

Our team exemplifies the commitment and dedication to others which is the hallmark of SWAT Officers. We are dedicated to our community by being involved. All 12 officers donate time in the community as scout leaders, sports coaches, and church leaders, and other community volunteers. Our team participates in an annual shooting competition. We compete against the cowboy action shooters (SASS) and raise money for our local DARE program. The cowboys are dressed in historical costumes and we wear our SWAT (continued on back)



Happy Easter

# Original S.W.A.T. In The News

Putting Your Best

# Best Foot Forward

Occupational footwear is rarely foremost in a buyer's mind, but at the end of the day sore feet make the biggest of impressions. Knowing what suits an industry's needs – and what's on the horizon – can make all the difference.

By Matt Hiland



Uniforms Magazine

March/April 2007

**A** surprising fact about occupational footwear is how few companies actually provide it for their employees. Many require the employees to make the decision as to what best suits them. Most companies do have guide lines, but the ultimate buying decision is left to the worker. This creates an interesting dichotomy as far as workers and employers are concerned.

Randy Lubart is the senior vice president of Shoes For Crews, a footwear manufacturer that services over 400,000 clients in a wide range of professions such as industrial, hospitality and food services. He says that footwear choices really come

Not only does every Shoes For Crews footwear product come with SFC III anti-slip technology, it includes a warranty that pays worker's compensation if the shoe fails to work.

READER SERVICE #182

down to whose point of view you're looking at. Employees think comfort and price first, while employers think safety and price.

Pricing concerns are nothing new, but with the variety of footwear options available some level of acceptability can be reached. After that it comes down to personal choice as to what's comfortable to the individual employee. Healthcare professionals have long been a leader in comfort, and more and more industries are taking notice.

"The number one thing that everybody wants is comfort, first and foremost," says Angie Sponholtz, the uniform buyer for Postal Product Unlimited. "A lot of the

manufacturers are really trying to do different things with the insoles, such as dual density and adding more flexibility."

Hopefully, that comfort-based decision also includes plenty of room for safety. Injuries have always been a big reason for concern among employers, but recent reclassifications by insurance companies have made footwear safety even more important. "Once upon a time, a broken arm was a broken arm," Lubart says. "but now insurance companies view it as an individual that slipped, fell and broke his or her arm."

That's why all of Shoes for Crews' products feature SFC III anti-slip technology. It's become such an important feature that the company even offers an anti-slip pledge. "No surface or shoe is 100% slip resistant," says Lubart. "But we do have a warrantee that, depending upon certain conditions, if you slip and fall while wear-

**NEWS FLASH!** Original S.W.A.T. on You Tube!

Type in link: <http://www.youtube.com/watch?v=6sGKaJ-ZDKU>

This is where you will find the latest press coverage on Original SWAT Footwear, Marketing Programs, and News.

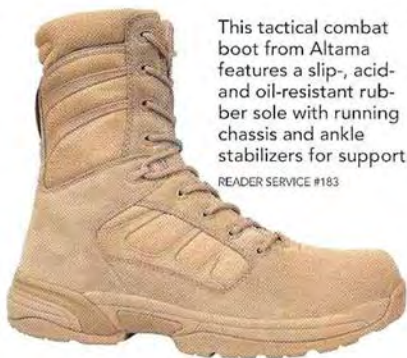
ing our footwear we're responsible for the worker's compensation claim."

#### Performance

Napoleon said an army marches on its stomach, but you can be assured that for the "footsoldiers," their shoes were more important. The military has been using boots since World War II and they have remained the standard for nearly 50 years. However, that's beginning to change with recent breakthroughs in technology and influences from popular outdoor markets.

Altama Footwear has been a prime contractor for the U.S. Department of Defense for more than 35 years, supplying a wide range of military specified footwear to thousands of military personnel worldwide. They also produce boots for a variety of civilian markets, including law enforcement, firefighters and emergency personnel.

"Features such as super-light weight, breathable air-mesh uppers are gaining acceptance as breathability becomes a more critical issue," says Glen Becker, president of Altama Footwear. "Other features, such as exo-skeletal reinforced uppers, are directly adapted from the trail running and hiking footwear markets. Also, waterproof features continue to be important and



This tactical combat boot from Altama features a slip-, acid- and oil-resistant rubber sole with running chassis and ankle stabilizers for support.  
READER SERVICE #183

products such as eVent and Sympatex offer outstanding alternatives to GoreTex."

Law enforcement needs are less strict than the military, which must consider combat in rugged conditions as a serious concern. Still, the two share many of the same requirements. Both favor a lightweight, 8" or 9" black boot with rugged tread and a somewhat athletic construction.

Law enforcement does differ from the military in who makes the final decision. The state has some say, but often it's ultimately the chief that's in charge. "They can use pretty much whatever they want," says Terry Mackness, CEO of original S.W.A.T. Footwear Co. "If it's what's comfortable and acceptable to the chief, then he can

change the uniforms all he wants within certain specifications."

While the chief's approval is a big boost, by no means does it seal the deal. The boots usually have to be submitted to a testing process where they're put through their paces to make sure they stand up to daily use, and are comfortable and durable.

"Normally how you get your boot into a contract is by having it worn and tested by various offices," Mackness says. "Provided the evaluation goes well, you have a chance of that boot being listed on the contract."

Law enforcement as a market doesn't go in for a lot of gimmicks, but on the horizon a possible trend is additional built-in protection. Among the ideas suggested are materials blended with Kevlar for added support and to make the boots more puncture resistant.

"There are more options available to military and law enforcement professionals today than ever before," Becker says. "As a result, the product offerings from the specialty footwear companies who support these professionals have been greatly expanded." ♦

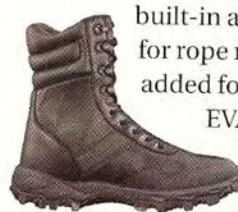
## Uniforms Magazine

March/April 2007 Continued

## Police Magazine March 2007

### ORIGINAL S.W.A.T.

Original S.W.A.T. gave us the 411 on the company's newest boot. Available this year is the SEK 9000 Boot developed in part by a former German GSG9 and S.W.A.T. team officer. The SEK is the "uber stiefel" and the next generation of high-performance S.W.A.T. boots. Built on a Vibram outsole, the boot features an aggressive, multi-terrain tread with a cushioning Ethyl Vinyl Acetate (EVA) midsole. The outsole has



built-in arch reinforcements for rope rappelling and added foot protection. The

EVA midsole is topped by a lightweight, riveted steel shank sandwiched

between two flexible lasting boards for superior lateral stability, torsional strength, and additional under-arch protection. For added comfort, the removable molded orthotic footbeds are designed with gel inserts at the heel and forefoot. The SEK 9000 upper is made from supple leather, reinforced with "Armor-Dillo" abrasion resistance in critical areas for durability and added traction when in the sniper position. The Original S.W.A.T. SEK 9000 has undergone extensive product testing on the feet of some of the most elite tactical officers in the world, setting new standards in comfort, strength,

### Where in the World is Original S.W.A.T.?

**New York, NY**

April 4—5, 2007

NYC Law Enforcement Expo

**Atlanta, GA**

April 13-15, 2007

NAUMD

**Zaragoza, Spain**

April 25—27, 2007

Integra + Seguridad 2007

**Little Rock, AR**

April 25—28, 2007

The Original S.W.A.T. World Challenge

**Poughkeepsie, NY**

May 7—9, 2007

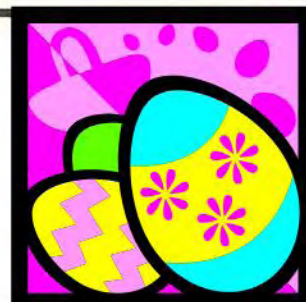
NY Tactical Officers Assoc.

Conference

**Spartanburg, SC**

May 22—26, 2007

Southeastern S.W.A.T. Competition





Original S.W.A.T. Footwear

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Kane County Wild Card Entry, continued



uniforms. During the event we teach gun safety & marksmanship to children and encourage attendees to experience some of our weapons and equipment. It is a well attended event every year. Last year we helped raise \$3,000 for the DARE program.

We are committed to others, besides high risk entries, barricaded subjects and other traditional SWAT duties, our team members are highly trained man-trackers. We often volunteer to track for Search & Rescue missions. Recently we were requested by another agency to track a missing deputy who had been searching for a lost camper. Prior to our arrival the deputy had been located and the S&R team was stopping for the night. The camper was elderly & had a heart condition, so we continued on. It was lightly raining and very cold. We tracked the missing camper for over 6 hours before finding him cold, dehydrated and hungry.

S.W.A.T. INVADES NÜRNBERG —Jay Sewell, MAE Group Intl.



In March, Great Britain made its way back to Nürnberg, Germany, in the form of Terry Mackness, President and CEO of Original S.W.A.T. This time it was for the promotion and display of Original S.W.A.T. Footwear at the annual IWA show. And what a display it was! We had our first European distributor, COP Vertriebs GmbH (Chris and Ulrike Hermann), along with the newest distributor network of Cantale Spa (Renato Ventura, I'm sure no relation to Jesse or Ace) bringing with him representation from Greece's Mithita Group (Leonidas and Nicolas Pavlopoulos), GMT from France and Martinez Albainox, which represents Original S.W.A.T. in Spain and Portugal.

This year's IWA show success came in the way of continuing to building the network and forging new relationships that will last and be profitable for all for a long time. Thank you Terry for my continuing education of the footwear industry and thank you to all those who participated.

IMPORTANT REMINDER

When your customers have a special sales event and you want to provide a free pair of Original S.W.A.T. boots for a give-away, you must get prior authorization from Erin Cabezut, Original S.W.A.T. Marketing Dept. — ecabezut@originalswat.com. Please make your request at least 2 weeks prior to the event. Without prior authorization, you could end up with a bill for any boots given away.

Going, Going, Almost Gone!

Styles 2301, 1272, and 1274 are now almost completely sold out. However, we still have sizes 13, 14, and 15. If you have a customer specializing in large sizes, contact Shannon Earle for special close-out pricing on these styles. Shannon@originalswat.com.

We are dedicated to our law enforcement community. We have recently begun to teach classes in an attempt provide funding for our unfunded team. After teaching a high risk entry class, a neighboring sheriff's office asked us to teach an Active Shooter class to their deputies. Our team volunteered their time and traveled to the agency and trained approximately 20 officers without charge.

We are committed to our fellow officers and their families. Recently one of our SWAT officers was diagnosed with cancer and almost died of the complications associated with the disease. The officer could not return home until his bathroom was cleared of mold. Our SWAT team remodeled the whole bathroom paying for the materials themselves and removed the mold. The team then went into the community and raised \$12,000 to help the officer pay his bills and provide Christmas for his three children.

We would make an excellent addition to the World SWAT Challenge. We are fiercely competitive, have persistent determination and enjoy challenges. Thank you for your consideration.

Image of a soccer player in a yellow jersey. Text: Brazil is the only country to have played in every World Cup soccer tournament. Brandi's Useless Facts