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## Triune Shooting Sports opens Saturday



Thursday, Sep. 11 By Steve Campbell

Triune Shooting Sports this Saturday jumps into an already crowded market for guns in Fauquier County with a grand opening at its new Warrenton Towne Center location.

The 2,229 sq. ft. retail store in the shopping center anchored by Food Lion turns a passion for the shooting sports into reality for owners Brian Parrish and Andrew Losee. Parrish of Warrenton and Losee of Culpeper are licensed gun dealers who came to know one another while working at gun shows.



From the left, Andrew Losee, Brian Parrish, Perry Hecker, co-owners of Triune Shooting Sports. Photo by Adam Goings

Parrish began selling weapons out of his home in Warrenton Lakes in 2012. But the number of customers over the past two years has almost surpassed his zoning allowance. "I always wanted to get into a store, and I had to find the right pivot point," he said.

Both Parrish and Losee labor as IT professionals during the day. Parrish also teaches business and IT courses at Northern Virginia Community College. Both are former military members, as is Parrish's wife Patricia.

They along with a third partner, Perry Hecker of Manassas, combined resources to raise the estimated \$500,000 to outfit the space, as well as stock it with a wide variety of weapons, accessories and apparel.

Triune enters a market already filled with about two dozen licensed firearms dealers in Fauquier County, according to a 2013 analysis by the Richmond Times-Dispatch. Using 2012 numbers, the analysis reported 8,561 firearm sales for that year, compared with 5,201 sales in 2011, or a 65.6 percent increase year over year. Those sales included pistols, revolvers, rifles and shotguns.

The lion's share of gun sales were through larger dealers, such as Clark Bros., as well as Anthony Wilcox LLC

Steve Clark, owner of Clark Bros. in Opal, said guns sales have been strong for the past few years, but fell off this year about four or five months ago. "It slammed the brakes on pretty hard, but it's picking up now because of hunting season," he said.

He recommended that new entrants to the market pick a niche and become experts in that area, say a particular type or brand of firearm, before branching out into other areas. For Clark Bros., the shooting range has been "a lifesaver," bringing in customers year round, who have to buy their ammo at the store before being allowed to use the range.

Triune Shooting Sports, according to Parrish, plans to rely on retail sales for about two-thirds

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of its sales. Gun prices range from \$200 to \$4,000, with the top price tag going for a rare Henry Repeating Arms deluxe engraved rifle. The manufacturer only made 1,000 of the rifles and Triune owns one of the rare guns with the low serial number of 34.

“That’s going to be a centerpiece and some day somebody’s going to walk in and want to buy it,” Parrish said.

While Triune lacks a real shooting range, the store offers the next best thing, a virtual shooting gallery at the back of the store based on the MILO Range interactive simulation training program. MILO projects some 700 different shooting scenarios (some limited to law enforcement).

Customers using a gun with a laser shoot at targets, or almost live action scenarios, some including zombies. The simulator’s guns use a CO2 cartridge to provide a realistic kickback of an actual weapon.

“We’re going to bring a different type of atmosphere with our MILO range, the closest one is in Manassas,” Parrish said.

With a classroom that can seat 18, Triune will offer classroom training for NRA basic pistol and safety courses; defense inside and outside the home; and training for Virginia and Utah concealed handgun permits. “My wife and Andrew’s wife will work here will and offer women-only classes,” Parrish said.

Parrish, who has a son, 14, and a daughter, 12, said, “I like to brag that my daughter knows how to field strip an AK 47.”

Another way Triune hopes to stand out from the crowd is by offering 5.11 Tactical apparel designed “to enhance the safety, accuracy, speed and performance of law enforcement, military and firefighting professionals,” according to the 5.11 website. The company makes tactical clothing, uniforms, outerwear, footwear, eye wear, duty knives, tactical gear, and holsters.

Triune will provide gunsmith services, but the main focus will be on customer service. “We want to make everybody comfortable. We want to make it so this is an extremely clean, family friendly, women-friendly, customer-focused business.”

Visit the company’s website: [Triune Arms](#).

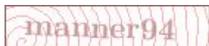
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