



## 2015 MEDIA KIT / COMPANY INFORMATION

Founded in 1996, Center Mass®, Incorporated (CMI) is a veteran-owned small business serving the public, law enforcement and military clientele.

Our company goal is to help our clients **SAVE LIVES**.

Our experience in the military and law enforcement uniquely qualify us to create innovative operational products and training concepts designed to help our clients succeed and survive in a variety of environments.

Our company products and training services are battle-tested and credited with reducing multiple deadly threats while saving the lives of our clients or others.

## COMPANY PRODUCTS

1. [Sharpshooters® Rifle Rest](#)
2. [Patrol Rifle Integrated Magazine Pouch™](#)
3. [Force Liability Solution Software™ \(LMS\)](#)
4. America's law enforcement [SWAT Operator](#), [Tactical Patrol Officer](#), [Patrol Rifle](#), and [Police Sniper](#) qualification insignias.

## COMPANY SERVICES

1. Center Mass Training Institute (law enforcement training division):
  - a. [Pistol](#)
  - b. [Patrol Rifle](#)
  - c. [Police Sniper](#)
  - d. [Active Shooter](#)
2. The National Patrol Rifle Conference ([NPRC](#)) is the ultimate law enforcement firearms training event. This two-day event focuses on first responder patrol rifle and active shooter training. The conference features a concurrent vendor exhibition and features speakers that are a veritable who's who in the firearms training industry.
3. Detroit's Most Elite Citizens Firearms Training Academy:
  - a. [Private lessons](#)
  - b. [Concealed pistol license \(CPL\) and renewal](#)
  - c. [Advanced defensive handgun courses](#)
  - d. [Defensive carbine courses](#)
  - e. [Security firearms & tactics training services](#)

4. A retail [gun and supply store](#) serving the public and law enforcement.
5. A commercial, indoor 10-lane, 20-yard, rifle-rated [paper target shooting range](#).
6. The only regional commercial gun range offering the Canadian Academy of Practical Shooting (CAPS) [live-fire training simulator](#). This system plays realistic, life-sized scenarios, forcing clients to use proper judgment in the use of deadly force while using their own gun, ammo and accuracy. In our opinion, there is no higher level of firearms training.
7. The Great Lakes region's exclusive unmanned aircraft systems, DRONE, training partner for [USI](#).

## OWNER INFORMATION

Our founder and owner, Jeff Felts, started CMI as a means to solve problems related to law enforcement equipment and training. He proudly served our country as a soldier in the U.S. Army from 1984 to 1996, in both active and reserve duty capacities. At the end of his military career, he had attained the rank of Sergeant First Class (E-7), and was serving as an infantryman, as a Senior Drill Sergeant, in a reserve basic training unit.



In 1991, Jeff started his civilian law enforcement career and served as an officer and sergeant in the Detroit suburb of Plymouth Township. During that time, he served on a multi-jurisdictional SWAT Team in a part-time capacity, as an operator, sniper and sniper team leader.

Jeff was involved in two separate shootings in 1993 and 1994. Those events highlighted flaws in the training and equipment that officers were receiving at the time. The results of these events were invaluable lessons being learned and an insatiable quest to improve law enforcement firearms training and equipment.

In 1996, Jeff started Center Mass® to create equipment and training that would forever improve the police profession. Today, the Center Mass® brand is known by law enforcement officers nationwide. CMI-created equipment and training has been used with great success by our nation's most elite military units, federal, state, county and municipal law enforcement agencies.

In 1999, Jeff was attending Northwestern University's School of Police Staff & Command, and had recently launched Center Mass® Training Institute (CMTI). CMTI featured an active shooter response class that was, for its time, extremely cutting edge. During Staff & Command School, the Columbine Massacre occurred and debate raged amongst fifty of Metro Detroit's highest-ranking police officials. Throughout this debate, Jeff advocated a new approach that required a more aggressive response by rifle-armed patrol officers to interdict and stop these mass killings quicker. Jeff's concept was sternly rejected by nearly all of his classmates, but he held his ground. A year later, CMTI's model for active shooter response became the accepted standard by many police agencies throughout the State of Michigan and beyond. CMTI is proud to have been one of the leaders who helped change the paradigm of how law enforcement responds to active shooters.

In 2000, Jeff created a one-day local patrol rifle competition as a means for individual law enforcement officers and their organizations to test their readiness for active shooter and other types of violent incidents.

The competition quickly expanded from a local/regional event into an event that is now attended by law enforcement officers from across the country.

In 2006, the patrol rifle competition changed its name to the National Patrol Rifle Conference (NPRC). Today, over 300 police officers participate annually in this two-day event. In addition, major sponsors from the firearms industry and several tactical officers' associations support the event.

In 2008, Jeff settled a whistleblower lawsuit and resigned in good standing from his police agency. Center Mass® subsequently experienced explosive growth in 2009 and 2010. In December 2010, CMI purchased its first commercial property with the intent of eventually expanding into the civilian firearms market.

In 2011, Jeff turned over the daily operations of Center Mass® to his trusted staff, and he returned to the police profession to finish the final three years that he needed to secure his pension. He proudly served as a police officer for the City of Wayne (Detroit suburb) and honorably retired on October 24, 2014.

In June of 2012, the renovations of the property CMI bought in December 2010 were completed and the business transitioned from being run out of Jeff's home into our current 9,000-square foot facility. This change allowed Center Mass® to share its collective knowledge on shooting, safety, and the use of deadly force with the general public. We are now known as Detroit's Most Elite Citizens Firearms Training Academy.

In 2013, Jeff embarked on a project that he has wanted to accomplish for the public safety profession since 1999. He began the development of [Force LMS™](#) risk management software. Jeff has combined his unique experiences as an officer, entrepreneur, whistleblower, and as a trainer in the military and law enforcement with extensive research to develop the most comprehensive training documentation and liability management software on the market. This product will save public safety organizations time and enormous amounts of money by giving them the detailed information they need to improve performance, save lives and obliterate many training-related lawsuits (available by summer 2015).

Jeff earned an associate degree in 1997 from Schoolcraft College in criminal justice, a bachelor degree in 2003 from Northwood University in business management and is a 1999 graduate of Northwestern University's School of Police Staff and Command. Some of Jeff's other accomplishments include:

- Founder of the National Patrol Rifle Conference.
- Co-Author of the National Tactical Officers Association's "Patrol Rifle Training, Equipment and Policy Manual."
- Guest speaker for the Illinois and Michigan Tactical Officers Associations, Snipercraft's - Sniperweek Seminar, the Northeast Sniper Summit, and Trexpo.
- Creator, or co-creator, of all of CMI's law enforcement schools & standards.
- The inventor & patent holder for the Sharpshooters® Rifle Rest and the Patrol Rifle Integrated Magazine Pouch.
- Co-Founder/Architect of Force LMS™.
- Advisory Board Member for the American Sniper Association (ASA).
- Contributing author on the use of deadly force in the ASA's "Ultimate Training Manual for Police Snipers."
- Author of several LE industry articles on SWAT, sniping, and leadership.

## PRESS COVERAGE

[http://www.hendonpub.com/resources/article\\_archive/results/details?id=2473](http://www.hendonpub.com/resources/article_archive/results/details?id=2473)

[http://www.hendonpub.com/resources/article\\_archive/results/details?id=3509](http://www.hendonpub.com/resources/article_archive/results/details?id=3509)

<http://www.breachbangclear.com/site/component/content/article/10-blog/281-fight-like-a-girl-nprc.html>

<http://www.lawofficer.com/article/tactics-and-weapons/training-win>

<http://www.tactical-life.com/magazines/special-weapons/patrol-rifle-shootout/>

<http://www.thenewsherald.com/articles/2011/06/25/news/doc4e04f944db322724873310.txt>

<http://www.t-g.com/story/1858436.html>

<http://www.lawofficer.com/article/magazine-feature/2008-national-patrol-rifle-com>

<http://www.gunsandtactics.com/2013-national-patrol-rifle-competition>

<http://boloreport.com/cmi-supporting-the-us-army-intl-sniper-competition>

## YOUTUBE VIDEOS

<http://www.youtube.com/watch?v=cxofnEnfWVc>

<http://www.youtube.com/watch?v=M1wMJQ7YqBs>

## CLIENT FEEDBACK

[Law enforcement](#)

[Civilian](#)

## FREQUENTLY ASKED QUESTIONS

1. What are your commercial hours? **M-F 10 A.M. to 8 P.M., Saturday and Sunday 10 A.M. to 6 P.M.**
2. Are you open to the public? **YES**
3. Do you sell guns? **YES**
4. Do you rent guns for use on your indoor ranges? **YES**
5. Do I have to buy your ammunition? **NO**
6. Do you teach CPL classes? **YES**
7. Are your law enforcement classes open to the public? **NO**

To learn more about Center Mass, Inc., go to [www.centermassinc.com](http://www.centermassinc.com).

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**Force | LMS**

**FORCE LMS CENTRALIZED ANALYTICS LOOP**

