



## **NEWS RELEASE**

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### **TARGET COMMUNICATIONS WEARS A NEW HAT**

MEQUON, WI -- “We sold the deer and turkey hunting expos four years ago, but we didn’t sell the “On Target” outdoor book publishing part of our business,” notes Glenn Helgeland, Target Communications president. “Now we’re shifting our publishing efforts into high gear, beginning with the recent production of “The Bear Hunting Obsession of a Driven Man”, written in conjunction with Bill Wiesner, a 40-year veteran of the black bear hunting woods who has tagged 57 bears. We now have 11 titles in print, almost all in the archery and bowhunting field, with such well-known industry figures as Larry Wise, Byron Ferguson and Bill Wiesner.”

Helgeland has been a magazine and book editor/publisher and outdoor writer since 1968, but he took time out from 1985 to 2011 to devote most of his efforts to producing deer and turkey expos in the Midwest. The expos were purchased by Bonnier Corp, publisher of Field & Stream and Outdoor Life magazines, and renamed Field & Stream / Outdoor Life Deer & Turkey Expos.

No stranger to the archery industry, Helgeland was editor/associate publisher of *ARCHERY WORLD* consumer magazine (now *BOWHUNTING WORLD*) from 1970 to 1980; the founding editor and associate publisher, from 1976-1980, of *ARCHERY RETAILER* trade magazine (now *ARCHERY BUSINESS*); a marketing and sales promotion columnist for *ARCHERY BUSINESS* from 1981-1990; bowhunting columnist for *FINS & FEATHERS*, *AMERICAN HUNTER*, *NORTH AMERICAN HUNTER* and *BOWHUNTING WORLD* magazines, and an outdoor writer with dozens of articles in the major hunting/outdoor publications.

He has published or written and published more than 21 books on outdoor topics, co-authored “Archery For Beginners” with John Williams, men’s 1972 Olympic archery gold medalist, and edited the 2nd edition of the Pope and Young Club’s Big Game Records Book.

Helgeland was associate editor of *NATIONAL WILDLIFE* magazine prior to outdoor sports publishing, and is a charter member of the Professional Outdoor Media Association (POMA).

Awards and recognition he and his company have won: From the National Archery Association for service to archery; from the National Shooting Sports Foundation (NSSF) for a series of articles titled “The Hunter’s Story”; and from the Alliant Energy Center of Dane County (Wisconsin) for 25 years of producing the Wisconsin Deer & Turkey Expo at that facility. It is the third largest expo held at that site, and the largest deer & turkey hunting expo in the U.S.

Target Communications was the 2012 USSA/Cabela Lifetime Business Achievement Award winner. U. S. Sportsmen's Alliance (USSA) Outdoor Business Council as the The award is presented by the U.S. Sportsmen's Alliance (USSA) to companies that demonstrate the same passion and commitment to protecting America's outdoor heritage as the Cabela family has shown. "This is our way of honoring the Cabela family and other leaders, such as Target Communications, in the outdoor business community for their efforts to defend our rights," said USSA president Bud Pidgeon at the presentation.

"The Bear Hunting Obsession of a Driven Man" is paperback, 8-1/2" x 5-1/2", 172 pages. It is published by Target Communications as part of its "On Target" series of outdoor books. To get a free catalog of all Target Communications books, go to [www.targetcommbooks.com](http://www.targetcommbooks.com), or call 262-242-3530, or email [judy.helgeland@gmail.com](mailto:judy.helgeland@gmail.com).

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