



Pro Star Sports Inc.  
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**"I CAN TEACH YOU THE PAINTBALL FIELD BUSINESS FOR JUST THE COST OF THE PAINTBALL OPERATOR'S GUIDE"**

Author, Guy D. Cooper: has been a player for nineteen years & was a paintball field operator for eight years. He also serves as consultant to the paintball industry

Mr. Cooper has written a number of paintball books including the "Paintball Field Operator's Guide" which is now used in some 70 plus countries and is member of the ASTM, an organization that establishes standards for paintball products and field operations. Among these Mr. Cooper has also contributed to paintball with the following:

- President/CEO of paintball company and has been a worldwide paintball product distributor since 1988
- Was the lead person in formerly opening US federal lands to paintball (over turning a Forest Department "white paper rule" that effectively shut down paintball on Federal Forest Service land)
- Printed the first private paintball field magazine
- Has been a free-lance writer for the paintball magazines
- Organized one of paintballs first bus tours to the Phoenix Mega Games
- Established the first paintball field in Aruba (Aruba is now an international tournament series destination)
- Built the largest paintball research library in the world
- Set up the first and only paintball land bank (as of 1997), the purpose being to match US landowners with individuals who wanted to start a paintball field but did not have property
- Manufactured the Warrior™ and Kodiak™ paintball guns
- Manufactured the "Bouncing Betty"™ and "Little Betty"™ brand paint grenades
- Designed and manufactured the "Barrel Blocker"™ which was rated as the safest barrel blocker
- Aided in the design and manufacturing of the "Pro Star Signature Series" 4+1 and 6+1 harnesses
- Oversaw the development of a very large mass merchant line of paintball products for the Army and Air Force Exchange Service (AAFES)-most sales were made in Germany, Kuwait and Turkey
- Has promoted and has been a general for Scenario Paintball Games
- Completed Level One WPF Referee Certification training
- A paintball researcher, specializing in common law patent searches

Warpig had this to say:

We receive 80-100 letters a day at WARPIG, asking about everything from the best barrel for an auto-sluggomatic to how to clean goggles. About once a week, we get someone asking for information about starting their own paintball field. The only book we had heard of on the subject was the Paintball Field Operator's Guide by Guy Cooper. We recommended that as a source, but with it's \$199 price tag, it's hard to recommend it sight unseen. A quick call to Pro Star Sports, and a copy of The Guide was on its way for review.

Wow. I think that best sums it up in one word. The Guide is big. It is comb bound, of single sided photocopied pages (over 320 of them). The style of binding and the pages being single sided ads to the size. One of my first thoughts was "\$ 199, and it's photocopied?" We found out, from an interview with Guy Cooper, that The Guide is updated every two to three months. Since new versions are always being printed in small volumes, this is the most economic binding and printing available. In fact, the copy we received included WARPIG's address in the resource section, less than 2 months after we moved. This is not a stale book. It is very up to date, and we are now very pleased to recommend it to people who are considering starting a field.

For many people, \$199 seems steep price for a book, but The Guide is packed with information, and after having read it, I can't imagine starting a paintball field without it. I am very confident in saying that the knowledge in this book will more than pay for itself in increased profits, or protection from loss. In the \$6,000 to \$12,000 needed to start up a paintball field, the cost of this book is pretty small.

Bill Mills - [www.warpig.com](http://www.warpig.com)



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AN ADDITIONAL NOTE: Once we send you this information guide, it is beyond our control to know whether it has been copied or read and thus providing you the knowledge that has taken us years to assemble. Therefore, the Pro Star Field Operator's Guide must be sold on a non-refundable basis.

\*This Field Guide is a tax deductible business expense.

**“PAINTBALL KNOWLEDGE IN ONE EASY TO READ PLACE”  
IT IS NOT WHAT YOU KNOW BUT WHAT YOU DON'T KNOW,  
THAT IMPACTS YOUR BUSINESS!**



# NEW IN 2006

**ONE OF THE GREATEST TOOLS WE HAVE EVER  
CREATED. FOUND ON THE PAINTBALL FIELD  
OPERATOR'S GUIDE CD. THE ULTIMATE FINANCIAL  
PLANNER!**

**A \$10,000 TOOL!**

**YOUR OWN, MODIFIABLE FINANCIAL PROJECTION**

**NOW YOU CAN PLAN THE RIGHT WAY! JUST LIKE THE BIG BOYS  
DO IT!**

"OUTDOOR PAINTBALL FIELD" (A)

**Player's per month: 800**

	Start Up Costs	Rate \$ / month	Basis Percentage	Jan
<b>Sales (1)</b>				<b>\$ 37,400</b>
Less Refunds (1a)		300		\$ -
Less (1b)		100		\$ -
<b>Net Sales</b>				<b>\$ 37,400</b>
<b>Cost of Goods Sold</b>				
Commissions (2)			5.0	\$ 19
Paintballs (3)			23.0	\$ 1,122
N2, CO2 (3a)			\$ 0.50	\$ 2,320
Credit Card Fees (4)			3.0	\$ 122
Sales Tax (5)			2.9	\$ -
Vending/Food/Concessions (6)			\$ 0.50	\$ -
Tournament Prizes and Awards (7)				\$ -
Freight (8)			0.0	
<b>Total Cost of Goods Sold</b>				<b>\$ 3,582</b>
<b>Gross Profit</b>				<b>\$ 33,818</b>
<b>Expenses</b>				
Advertising (9)		3000		\$ -
Auto Cargo Van (Fuel) (10)				\$ 97

Pro Star Sports, Inc.  
1500 W. Hampden Ave. Bldg 5E  
Englewood, CO 80110 USA

28 February 2007

Guy

I have looked through your program setup for a two year projection for a paintball field. It is a very involved and complete projection. We have both spent considerable hours refining it. As I had mentioned previously, I would have charged between five and ten thousand dollars to design and setup this program through my business. The amount of information available within your program is quite remarkable. Not to mention, that the numbers were from a real-life business and complete with footnotes.

Please feel free to call me if you have any questions that I may help with.

Sincerely



Mark Berkowitz, President

## **Main Identity**

---

**From:** <chaosga@aol.com>  
**To:** <guy@prostarsports.net>  
**Sent:** Wednesday, January 20, 2010 2:45 PM  
**Subject:** Compressor

Hi Guy,

I'm putting together a business model for some of my investors and was wondering what type of compressor a person would need and do you supply them?

Also, are there any prices?

Thanks again for the book, you can't believe how much of it is being integrated into making this field come together!

Giovanni Cercone  
215-847-9544  
Netcong, NJ 07857



September 10, 2003

Mr. Guy Cooper,

I wanted to thank you for the incredible job you did of putting together the Paintball Field Operators manual. The information inside has been indispensable to me since I am a new field owner and operator. It is hard for me to imagine someone serious about owning their own paintball field not having this fantastic guide. It tells you everything you need to know, from selecting the right piece of property to running your own tournaments.

I first came across your ad in one of the many paintball publications that I purchased in my quest for knowledge about the sport. I was a little skeptical at first making a credit card purchase over the phone for something I knew so little about. All my worries went away when the guide showed up and I saw the wealth of information that was inside. There was even a diskette that had sample waiver forms and injury reports. To top it all off, there were several paintball publications included just for purchasing the manual. All in all, I'd have to say that this manual was the best \$200 that I spent in helping me bring my dream to life. Three months after I received the manual, my field was open:

Encounter Sports U.S.A. in Mercer, PA.

I do appreciate all the great information that was given to me at such a reasonable rate. I understand that there may have been a couple of updates to the manual. You can be sure that you'll be hearing from me to get all the latest information. To all of you who think you have the information you need to start your own paintball business, think again. Even if you know 98% of the information in the manual, it's the 2% at you did not know that will take your business to the next level. I would like to thank you and everyone at Pro Star Sports Inc. It has been a pleasure working with you and I will definitely be talking to you soon. Take care and keep up the great work!

Best regards

Shane E. Nugent  
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Guy Cooper  
1500 W. Hampden Ave. Bldg. 5E  
Englewood, Co 80110

Dear Guy,

This letter is long over do. As you know we have just recently opened our new paintball facility, Paintball Village. We have been very fortunate to receive great advice from a number of paintball veterans from around the country. Not only did we get phenomenal information from your manual on how to approach the business, but we continue to refer to it regularly even now that we are open. My partner, Harold Skripsky and I are veterans of the Family Entertainment Industry and do a considerable amount of consulting in our respective industry. Neither of us has ever seen such a comprehensive, useful guide as yours in any industry. Considering the time and expertise that went in to it, I'm amazed on how you can sell it so inexpensively. Your manual is truly a "NO-BRAINER" for EVERYONE involved in the Paintball Business. This is a resource you can't afford NOT TO HAVE! Please let me know if there is anything I can ever do for you.

Sincerely,

Tim Sorge

A handwritten signature in black ink that reads "Tim Sorge". The signature is written in a cursive, slightly slanted style.

President

How much fun can you stand?



Guy,

I can't tell you how much I appreciate your generosity. This manual was obviously a labour of love and we are so grateful to have such a wealth of information at our fingertips. I've been in this business now for 15 years and have been referring to your manual since the 90's when we had our outdoor field and now hopefully for an indoor venue. Again, thank you so much and I'd like to keep in touch.

Sincerely,

*Eric Fisher*

060511 22:56

CENSUS#2006#7



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----- Original Message -----

**From:** [Frank Ross](#)

**To:** [guyco@attglobal.net](mailto:guyco@attglobal.net)

**Sent:** Monday, October 09, 2006 6:17 PM

**Subject:** Thank you

Guy,

I just want to say thank you for sending me the Field Operator's Guide so promptly with all other relevant information. I am very impressed with the amount of comprehensive material inside the manual, it is fantastic!

I am thrilled with the information I have received from you and cant wait to help grow and promote the industry internationally.

Thanks Mate ; )

I'm sure I will speak to you soon.

Jordan Ross

Frank Ross

SYDNEY PAINTBALL

61 2 99488112

[fross1@bigpond.net.au](mailto:fross1@bigpond.net.au)

**Guy Cooper**

---

**From:** "Guy Cooper" <guy@prostarsports.net>  
**To:** "Finkbeiner, Shawn" <sfin@zappaintball.com>  
**Cc:** "Chris Hadner" <chad@zappaintball.com>  
**Sent:** Thursday, April 19, 2007 10:21 AM  
**Subject:** Fw: paintball venture: THE VALUE OF THE FIELD GUIDE

Chris

----- Original Message -----

**From:** [BILLSTRONG56@aol.com](mailto:BILLSTRONG56@aol.com)  
**To:** [guy@prostarsports.net](mailto:guy@prostarsports.net)  
**Sent:** Thursday, April 19, 2007 10:08 AM  
**Subject:** paintball venture

Guy,

I spoke with you a few months ago and ordered your book, Paintball Field Operator's Guide. We spoke for over an hour on the phone in regards to my business venture that I am presently working on, We are putting together a 50,000 sq. ft. building to house 3 paintball fields, a large training facility, a retail store and a activity center for the kids in the town (most of the kids have nothing to do but play sports or go to the mall). In addition to this we have 3 acres of land adjoining the facility for outdoor paintball. I live in a suburb of Minneapolis, MN. called Eden Prairie with about 500,000 people within 30 minutes of our town.

I have been reading and using your book NON-STOP in my planning stages and business plan. It is priceless.

I am sure we will be talking many times in the next year. I am hoping to hire you as a consultant to visit with us before we go to far. I will most definitely keep in touch with you and your company as we go along. Also I will be needing pricing on everything that is needed for me to get this thing going. I want to work with you on everything as I do not like price shopping for everything I need. I am a very loyal person and a pretty good judge of character and you treated me with much respect and interest when we spoke. I really appreciated the time you took in our discussion as it was 8:00 PM at night and I'm sure you wanted to get out of the office. I will assure you that I will buy everything needed for this entire venture through you. That is why I would love for you to visit with us so you can see the entire layout and proposed operation.

Thanks again for all your help,  
Bill Strong

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See what's free at [AOL.com](http://AOL.com).

BATTLE-ZONE Paintball  
BattlezonePB@aol.com  
1671 Highway 334  
Oxford, MS 38655  
Dennis D. Ward  
Field Operator

Pro Star Sports Inc.  
P. O. Box 1280  
Littleton, Co 80160

September 9, 2003

Dear Sirs:

I have recently received my copy of The Field Operators Guide 2003 Edition. I just had to tell you that Guy Cooper has done a wonderful service for paintball fields everywhere. I have wanted to open my own field for years, but have been scared to try it. The Guide gave me the encouragement I needed to proceed on 13 acres of land I purchased 3 years ago. I am fully confident that my new field will be very successful because of the advice and information provided in The Field Operators Guide. I was about to make some very fatal mistakes.

If you are planning on opening a paintball field, DO NOT try it without this book.

I don't know how anyone could open a paintball field without it. Don't worry about the price. You will see what I am talking about after you get it. There is absolutely nothing that Guy Cooper has not covered. The entire manual is full of hints, tips, and tricks that will save you precious start-up money and help you get your field going the right way and the safe way. I work as a Civilian for the U. S. Corps of Engineers, and this guide reminds me of Military Spec. Sheets and Technical Orders. It is that thorough. The table of contents alone is 13 pages long. There are blank forms and charts that you can copy right from the book. Please give Guy Cooper my thanks for taking the time to put this manual together every year. This Manual should be called "the bible of paintball field operating".

Sincerely,

Dennis D. Ward  
BATTLE-ZONE Paintball

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### **Warpig, the web's leading Paintball website had this to say:**

We receive 80-100 letters a day at WARPIG, asking about everything from the best barrel for an auto-sluggomatic to how to clean goggles. About once a week, we get someone asking for information about starting their own paintball field. The only book we had heard of on the subject was the Paintball Field Operator's Guide by Guy Cooper. We recommended that as a source, but with it's \$199 price tag, it's hard to recommend it sight unseen. A quick call to Pro Star Sports, and a copy of The Guide was on its way for review.

Wow. I think that best sums it up in one word. The Guide is big. It is comb bound, of single sided photocopied pages (over 320 of them). The style of binding and the pages being single sided ads to the size. One of my first thoughts was "\$ 199, and it's photocopied?" We found out, from an interview with Guy Cooper, that The Guide is updated every two to three months. Since new versions are always being printed in small volumes, this is the most economic binding and printing available. In fact, the copy we received included WARPIG's address in the resource section, less than 2 months after we moved. This is not a stale book. It is very up to date, and we are now very pleased to recommend it to people who are considering starting a field. For many people, \$199 seems steep price for a book, but The Guide is packed with information, and after having read it, I can't imagine starting a paintball field without it. I am very confident in saying that the knowledge in this book will more than pay for itself in increased profits, or protection from loss. In the \$6,000 to \$12,000 needed to start up a paintball field, the cost of this book is pretty small.

Bill Mills - [www.warpig.com](http://www.warpig.com)

## **ENDORSEMENTS**

### **PCRI Paintball Consumer Reports International April 1993**

Editor John Amodia is now editor of Paintball 2Xtremes Magazine (editor@paintball2xtremes.com)

**CONCLUSION:** Guy Cooper's Paintball Field Operator's Guide is an outstanding product. Everything one could ever want to know about starting a Paintball Field is contained in this book. Equipment, Transportation, Judging, Safety, Checkout, and Customer Service are all covered thoroughly in this book. Also included, are forms for every occasion (check-in, splat sheets, etc..)

If you are planning to open a Paintball Field or already own one, you will be much better off with this guide. After reading this manual it's obvious Guy Cooper knows what Paintball Field Operation is all about. At a suggested retail price of about \$200, this book is a super value. This book can save you that much money before you run your first game.

PCRI IS PLEASED TO AWARD THE PAINTBALL FIELD OPERATOR'S GUIDE FROM PRO STAR LABS, INC. OUR FOUR STAR SEAL OF QUALITY.

### **Ron Lakind of Westworld Paintball in Phoenix, Arizona USA**

"It is the most informative and comprehensive compilation of information of Paintball Games that I have ever read. It is a must for any new or prospective paintball entrepreneur."

Ron has been a pioneer of Paintball since 1981. Tele: 1-602 477-8200

### **Phil Scott of Hot Pursuit in Victor, Colorado USA**

"The immense knowledge gained through the Pro Star Labs, Inc. Manual saved us time and money in laying the foundation for Hot Pursuit and is instrumental in the successful first year of our park."

Rob Garaini of the Paintball Sports International Magazine referred to Hot Pursuit as "This country's premier paintball park." (Issue October 1991)

### **Cathy East of Desert Rebels Paintball Sports in Phoenix, AZ USA**

"Our experience with using the Guide has convinced me that it was well worth the money we paid for it. I feel it paid for itself with the first game. We were able to look and feel like we knew what we were doing even though we had never run a game before."

### **NAAPSA Corner - North American Amateur Paintball Sports Association**

Paintball News, June 5, 1993

"I receive many calls and letters from people all over the world interested in starting new paintball fields. These people are independent, motivated and do not want to join an organization to start their paintball field. They just need information. Going into this, as any business, requires commitment and a lot of prior planning. I have found there is a book that should be required reading prior to buying that first paintball. It is the Paintball Field Owners Guide. This book is the product of many years of research by Guy Cooper and is worth its weight in gold because of the time and money it can save and make the prudent field owner. Mr. Cooper is very helpful and will assist the prospective field owner with a wealth of knowledge, acquired of years of research and experience in starting fields both in the United States and in other countries. For more information on starting a new paintball field and the Paintball Field Owners Guide contact: Guy Cooper 1 800 423-4263. Good Luck!! " Tele: 1 219 749-0539 Ask for Mike Boetjer.

### **Gary Allen - Allen & Associates Insurance Services**

"After reviewing your guide and seeing its vast wealth of valuable knowledge, I don't know how and why anyone would start a paintball field and not use your guide. From an insurance standpoint, anyone not willing to invest the money and time to review your product, I would suspect is not safety-minded and/or serious about really making a legitimate effort to be successful. Keep up the good work. Your efforts are appreciated."

