



Employee Spotlight: Terry Franks

At [Big Horn Armory](#), our people are as integral to our success as the powerful, heirloom-built big-bore firearms we craft. This month, we introduce you to Terry Franks, our newest Sales Representative and lifelong outdoorsman.

From the Saddle to the Sales Floor

Terry spent over a decade as the owner of Spirit of the Wind, honing

the grit and ingenuity that come with running your own operation. From there, he moved into sales and training roles at Spectrum and Denny Menholt Chevrolet, sharpening the people skills that would eventually lead him to where he belongs: working with the most powerful lever-action rifles on the planet. Most recently, Terry served as a General Manager at Advance Auto Parts before moving to the BHA family in the fall of 2025.

All of his jobs have shared a common thread: Terry knows how to connect with people and how to close a deal. We're happy to have him on our team.

A Lifelong Firearm Man

Terry didn't come to firearms; they came to him.

"I've always had firearms," he said. "I hunted a lot of my life."

His first rifle? A trusty .22. Then a .30-06. Then a 7mm. Terry's love of firearms has made him a natural fit at Big Horn Armory, where "bigger is better" isn't just a slogan; it's our philosophy.

Ask Terry why he enjoys working at Big Horn Armory, and the answer comes quickly: "I liked the people immediately when I interviewed. Now I get paid to talk with people about guns; it can't get any better."

Terry's role as a Sales Representative means he's on the front lines every day, connecting customers with the right BHA firearm for their needs. Whether you're a first-time buyer or a seasoned collector, Terry will make

you feel right at home the moment you talk to him.

Terry's Favorite BHA Firearm

When it comes to picking a favorite from the BHA lineup, Terry chose the [Model 89 Black Thunder](#). It's a head-turner on the range and in the field for good reason. As BHA's first foray into tactical lever-action rifles, the Black Thunder is made to handle whatever you get into or need to get yourself out of.

Life Outside BHA

When Terry's not talking guns or helping a customer find their next favorite rifle, he's living a true Wyoming lifestyle. Horses, fishing, and hunting are his favorite pastimes. Terry is a sportsman through and through, and we're proud to have him as part of the BHA team.

Terry's experience, his passion for firearms, and his love of connecting with people make him a natural fit in our world. Stop by the shop, give us a call, or shoot us a message; Terry's ready to help you find your next Big Horn Armory rifle.



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