



## TOP RECRUITERS

[View Complete Top Ten Lists](#)

### **Gun Show Recruiters**

1. Dave Fitzmorris - 8,748
2. Harry Jacobs - 4,407
3. Doyle Hallmark - 3,183

### **Dealer Recruiters**

1. TGSCom - 1,298
2. G.A.T. Guns - 1,236
3. Target World of PA - 862

### **Instructor Recruiters**

1. C. D. Lamar-Wagner - 763
2. Stark's Training Inst. - 633
3. Glenn Gurnett - 588

### **Club Recruiters**

1. Tulsa Red Castle Club - 642
2. Manhattan Wildlife... - 596
3. Benton Gun Club - 394

### **Independent Recruiters**

1. Eagle Publishing - 7,804
2. Shooting USA - 6,505
3. Intermarkets, Inc - 2,386

## REGIONAL GUN SHOW NEWS

- [Northeast](#)
- [Southeast](#)
- [Central](#)
- [West](#)

## NRA-ILA HOT ISSUES

[NRA Sues Seattle Over Illegal Gun Ban](#)

[Supreme Court to Hear McDonald v. Chicago](#)

[California Ammunition](#)

NOVEMBER/DECEMBER RECRUITER NEWSLETTER  
VOL. 13 ISSUE 4 - NOVEMBER 23, 2009

## **NRA Recruiting Programs Breaks All Records!**

We are pleased to announce that NRA Recruiters have met and exceeded the goal of 250,000 members recruited this year! This is the first time NRA Recruiters have signed up this many members in a single calendar year, a remarkable feat that you should all be proud to have accomplished. Well done!



As NRA Recruiters, you are the leading edge of the continuing campaign to ensure our firearms freedoms remain in place. Your successes over the past 10 months serve as a clear confirmation that the battle cry of freedom continues to reach new ears in this country, and your efforts have helped to make the NRA victories in 2009 possible.

Congratulations to each of you! We're going to need your continued support as we move forward to take on challenges in Chicago, Seattle and as always Washington DC, so keep up the good work and keep signing up new members!

## **Keep Your Audience in Mind While Recruiting**

When you're recruiting members, keep focus on how to present membership benefits to your audience. The NRA has many benefits and programs to offer. Each potential member will place value on certain benefits or programs over others. It won't always be obvious where a person's interests lie, so try to figure out their motivation when you're selling the membership.

For example, a serious collector will value the \$1,000 [ArmsCare](#) insurance and the ability to buy additional coverage.

If a family approaches but only the Dad is signing up, talk to

## Regulation

[Schwarzenegger Signs Ammo-Regulation Bill](#)

[Newspapers Gush Over Bloomberg's Latest Gun Control Escapade](#)

[Current Members of "Mayors Against Illegal Guns"](#)

## QUICK INFO

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.

[NRA-ILA Fact Sheets](#)

**Coming Soon! Member Magazine Label Change** - We are making changes to the member magazine label to print the member ID to the far right side of the label and in larger font. This change will be visible on the January issue that should reach members in mid December.

## CONTACT US

**Recruiting Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
 1-800-672-0004 (option 2)

### Regional Reps:

**Peter Goggin**  
**Northeast** - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT  
 703-267-3714

his spouse about [NRA's Women Programs](#). Often women see this as a men's only club. Point out all the fun that she could have if she brought along her girlfriends for a day of shooting. Don't hesitate to point out that with the holidays approaching Junior memberships make great gifts that keep on giving throughout the entire year.

The guy decked out in head to toe camo might be interested in the article in [American Hunter](#) last month. Dog ear that page in your display magazines so that you can flip right to it for him to see. [America's 1st Freedom](#) is a great magazine to reference for all of the *tough sells* who have never signed up because they don't think their gun rights are at risk. Show them the battles we face.

Research all the local NRA activities.. Tell prospects about the next local [Friends of NRA](#) dinner. It's a great way to get involved with the NRA as well as meet new people who share similar interests. Other local activities include youth and competitive shoots and firearms training. You can search by zipcode for a listing of all local NRA activities near you [here](#).

Understanding the [benefits of NRA membership](#) is the first step in signing up potential members. People don't want to be *sold* a membership; they want to be convinced this is the place they belong. Everyone has different reasons for joining so if you know the major benefits, you are able to speak to an individual's personal preferences and increase your recruitment totals.

## We've Got New Products, New Services and New Applications!

### New "Get in Show Free" banner design:

We have a new design for the venerable "Get in Show Free" banner. While the existing 8'x18" banner design is



perfect for "pipe and drape" setups, the new 6'x2 1/2 " banner is better suited for larger areas where greater visibility is important. Both banners are made from sturdy vinyl and include grommet holes for attaching to various structures or hanging from pipe and drape. Available to Gun Show Recruiters (XP designation) via our [website](#) or through the Supply Hotline at (866) 672-4445.

**NEW Magazine Options:** *American Rifleman* and *American Hunter* are now available in digital format. Members can visit [www.nramemberservices.org](http://www.nramemberservices.org) or call the Membership Hotline, (800) 672-3888, to change their magazine format.

**NEW Membership Applications:** The newest version of the 3-part Application Books (item # MG23580) will include the option for members to choose either the traditional print magazine or the new digital format\* when they sign up. Expect to see these new books in your orders in the coming

**Shannon McGarry**

**Southeast** - AL, DE, FL, GA,  
KY, LA, MD, MS, NC, SC, TN,  
VA, WV  
703-267-3772

**Kyle Crew**

**Central** - AR, IA, IL, MN, MO,  
OK, TX, WI  
703-267-3779

**Becky Bostic**

**Western** - AK, AZ, CA, CO, HI,  
ID, KS, MT, ND, NE, NM, NV,  
OR, SD, UT, WA, WY  
703-267-3784



months.

**\* Members who choose to receive the digital magazine format must have a valid email address.**

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## The Business Of The Second Amendment

**Emotional links resonate with consumers, and the firearms industry is blessed with one of the best.**

*By Cameron Hopkins, Industry Insider*

A core aspect of the American firearms industry is its historical and traditional character. Intrinsic to the industry is the fact that firearms are the only products specifically named in the United States Constitution. Our Founding Fathers singled out guns as a category that enjoys special protection.

For reasons both valid and imagined, this unique status has imbued the gun business with a certain mythology that continues to color every aspect of the industry. From a marketing perspective, the Second Amendment is a powerful tool to prompt customers into buying.

A variety of commemorative guns and "make-a-donation" programs are used as sales tools to good effect, both for organizations like the NRA that benefit from such programs and for the manufacturers who sell additional product based on these emotive promotions.

The iconic image of Charlton Heston holding a Kentucky flintlock rifle above his head and grimly declaring, "From my cold, dead hands!" is a perfect illustration of how the Second Amendment is perceived as a powerful symbol by consumers in the firearms market.

[Read More...](#)

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## Good Things Come in Small Packages

*We always like to include stories about our recruiters, and this time we have an excellent example of an active recruiting club. We'd like to thank Patricia Reinhard of Rochester Rod & Gun Club for her letter, excerpts of which appear below.*

Nestled in a back corner of Rochester Village in Rochester, Ohio, a modest plain clubhouse stands on forty nine acres. Founded in 1940, [Rochester Rod and Gun](#) has a sixty member quota. While people belonging to larger organizations may have thousands of acres and hundreds of members, each and every one of our members are active and our Membership Chairman always has a constant waiting list of people wanting to join.

Back in January of '09 our club took a vote and changed our by-laws, requiring every member to belong to the NRA. The vote was passed with unanimous approval, and in a very short time we had become a 100% NRA member club, created a [web site](#), and begun monthly newsletters.

Rochester Rod and Gun has 100% individual NRA participation. Headed by our President, our sixty members have yearly requirements of work and meeting participation. Springtime generally brings the NRA Banquet, and multiple tables are reserved just for Rod and Gun members, who also donate their time and talents working at the Banquet.

The hot weeks of August bring the Lorain County Fair to town, and every year our in-house NRA recruiter sets up an NRA tent. There, manned with an unending supply of volunteers from the club, recruitment is held for the NRA. This year alone, over 140 individuals were signed up for the NRA!

Yep, what you see on the surface may not be the whole story. Precious items come in plain wrappers. Some clubs may be fancier and bigger. Some clubs may be smaller.

Rochester Rod and Gun, however, is a mighty force. Our Leadership is strong. Our members are active, interested, and 100% NRA dedicated!

Patricia Reinhard  
Rochester Rod and Gun  
Secretary

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If you would like to remove yourself from this list, [please click here](#). Thank you.