

# NRA MEMBERSHIP BENEFITS

- 24/7 DEFENSE OF YOUR FIREARM FREEDOMS
- SUBSCRIPTION TO AN AWARD-WINNING **NRA MEMBER** MAGAZINE OF YOUR CHOICE
- LEGISLATIVE ALERTS.
- **NRA** MEMBERSHIP CARD AND DECALS.
- ANNUAL MEMBERS RECEIVE **\$5,000 OF ACCIDENTAL DEATH AND DISMEMBERMENT**, LIFE MEMBERS RECEIVE **\$10,000 AND LAW ENFORCEMENT OFFICERS, WHO ARE NRA MEMBERS KILLED IN THE LINE OF DUTY WILL HAVE \$25,000 IN COVERAGE.** (INSURANCE MUST BE ACTIVATED AT TIME OF UPGRADE TO LIFE MEMBER STATUS. DOES NOT INCLUDE JUNIOR MEMBERSHIP. CERTAIN EXCLUSIONS AND LIMITATIONS APPLY.)
- **\$1,000 OF ARMSCARE® COVERAGE WITH YOUR NRA MEMBERSHIP.**
- **NEW AND ENHANCED INSURANCE COVERAGES THROUGH THE NRA ENDORSED INSURANCE PROGRAMS.**
- **DISCOUNTS FROM HUNDREDS OF LOCAL AND NATIONAL BUSINESSES.**
- **NO ANNUAL FEE NRA VISA® CARD (FOR QUALIFIED APPLICANTS)**
- **THE MOST IMPORTANT BENEFIT OF NRA MEMBERSHIP IS THE DEFENSE OF YOUR CONSTITUTIONAL RIGHT TO KEEP AND BEAR ARMS.**



For purposes of insurance, NRA members must be current active members of the NRA whose name appears on the NRA membership list.



America's 1st Freedom



American Rifleman



American Hunter

**NRA Join Today!**



**Clip and Save Membership Benefits Guide**  
Fits conveniently in a 5" x 7" frame for tabletop display.



INSIDE THIS ISSUE:

Program Directory	2
Annual Meetings	2
New Recruits	3
Recruiter News	4 & 5
Regional News	6 & 7

**NRA RECRUITER**  
NRA Recruiting Programs  
11250 Waples Mill Rd., Fairfax, VA 22030

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# NRA RECRUITER

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## Call to Action – The Time is NOW!

Right now, threats to the Second Amendment have never been greater. With the 2008 campaign well underway, our foes are already predicting victory and preparing to wage a full-scale attack on gunowners, the firearms industry and our Constitutional rights and freedoms.

# 2008

To meet this threat head-on we must go above and beyond the call of duty to prepare for the elections and build the strongest NRA we can. Here's what we need you to do:

- Place your Recruiting materials in plain view at your cash register and offer membership with every transaction. The sales pitch is clear; our current firearms rights and freedoms are under attack, and if we don't take a stand to protect them, we'll lose them.
- Hold a company-wide NRA membership drive for employees and become a 100% NRA business or club.
- Provide a one-time discount for anyone who adds a NRA membership to his or her purchase.
- Provide a link from your website to NRA's recruitment site. Download the link and images at [www.insureyourgunrights.com](http://www.insureyourgunrights.com)
- Donate advertising space on your website and in any catalogs, flyers or magazines you produce. Call us and we'll send you the ad. (800) 672-0004
- Provide voter registration forms for your customers. Order them from the state election office or register to vote on our website at [www.nraila.org/vote2008](http://www.nraila.org/vote2008)
- Finally, please Act on these items today. The clock is quickly ticking towards November 4 and freedom's enemies are on the march!



## Recruiting Programs Directory

Recruiting Program  
(800) 672-0004  
recruiter@nrahq.org  
www.nra.org/recruiter

Jeff Poole  
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Program Assistant  
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Recruiting Supplies  
(800) 336-7402  
www.nra.org/recruiter

NRA-ILA  
(800)392-8683  
www.NRA-ILA.org

# Top Salesmen First Sell Themselves

BY JOHN BAILEY

When selling NRA memberships it's important to remember you are also selling yourself. People generally buy with emotion, justifying the purchase with logic at a later date. Your demeanor can play an important role in helping to lead your prospect to this "emotional" buying stage. How many times have you bought something you did not plan on buying, in large part because you liked the salesperson, or vice versa?

Human beings want to be wanted, to be important, and to be understood. Seek first to understand, then to be understood. This will give the prospect the perception that you understand and care, and he or she in turn will begin to care about and understand you, thus increasing your chance for a sale. This same principle applies for generating repeat business through relationship building. Build the relationship and the prospect will want to renew their membership with you or bring new members to you. Think about the family run business where the owner knows you by name when you come in. It makes you feel special and important, and in turn, you want to help him out and give him your business.

How you market membership benefits makes a big difference as well. No matter what type of business you have people care about "what's in it for them", they don't buy the product - they buy what the product will do for them. Help them visualize how the American Hunter will make them a more accomplished hunter or how the Arms Care Insurance will protect them when their autoloader takes a swim off the duck boat. The first example may appeal to the person's ego, while the second example works to provide peace of mind — both of which are powerful persuaders when choosing to buy. Remember the old adage: Sell the sizzle, not the steak.

Another powerful strategy is using a technique about the value of the membership. For example, explain that a one-year membership is about \$2 a month. "For about \$2 a month you get a great magazine and you effectively play your part in helping to protect our rights". Try these simple strategies and figure out which ones work best for you.

## 2008 NRA Annual Meetings and Exhibits



Mark your calendars and help spread the word! The 137th NRA Annual Meetings and Exhibits is coming to Louisville, KY from May 16th-18th. With over 400 exhibitors and five acres of guns, guides, gear, and the Celebration of American Values leadership forum — you won't want to miss this spectacular event.

Recruiters within a 300 mile radius of Louisville will soon be receiving promotional materials to display. Be on the lookout for these materials and help us get the word out by displaying them in a prominent location.

As always, NRA members receive free admission to the show and you must be a member to gain access to the show. This is a great selling point when trying to recruit members who live close to Louisville. For additional information visit our website at www.nraam.org. We look forward to seeing you in Louisville!



WEST REGIONAL NEWS  
AK AZ CA CO HI ID KS MT ND NE  
NM NV OR SD UT WA WY



BECKY COX  
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Hello everyone! My name is Becky Cox, I serve as the Marketing Representative for the Western Region. I was born and raised in Ft. Worth, Texas — you can take the girl out of Texas but you can't take the Texas out of the girl. I've grown up loving anything and everything outdoors whether it's hiking, hunting, or target shooting. I'm a pretty good shot if anyone is up for a challenge.

Prior to working at the NRA, I was with United Airlines and have traveled many times throughout the West. I know this is a wonderful region of the country not only because of its beauty but for the people in it. I know Dennis Tharp has some big cowboy boots to fill, but I think this Texas girl can do it. I will be hitting the road for the next few months traveling to various shows throughout the country and I hope to meet many of you there. I know with a little hard work we will be able to reach our goals. Let's set the bar high! I'm excited to work for you as the NRA Western Marketing Representative and look forward to meeting, speaking and working with all of you very soon.



NORTHEAST REGIONAL NEWS  
CT IN MA ME MI NH NJ NY OH  
PA RI VT



VACANT  
Please contact any other Rep for assistance.

2007 ended as one our most productive and memorable years ever! There have been a number of amazing performances submitted by many of you. Windt & Son entered the recruiter program late last year and finished second in the region with 772 members! Marc Diana had the greatest increase in members with an outstanding 169% gain! Congratulations to Harry Jacobs, our top northeast recruiter. Harry finished with 4,039 members, a 31% increase from last year. These are just a few individuals who have made this year a success for the NRA and the region. To everyone who gave up a weekend to help work a gun show, help stuff show bags, process paperwork, sign up a friend, neighbor or co-worker — THANK YOU!

With the 2008 elections soon approaching, our Second Amendment freedoms are in jeopardy! Make sure to remind everyone we need their support now more than ever!

2007	COASTA MESA NEWPORT RIFLE ASSN	1,287	MC SAN DIEGO	617
	CENTRAL ARIZONA FIELD SUPPORT	1,219	UTAH R & P ASSN.	608
	SOUTHERN ARIZONA FST	906	GAIL ROGERS	553
	MEMBERS COUNCIL OF ALAMEDA	882	SACRAMENTO COUNTY FIREARMS EDU	547
	FIREARMS EDU. & SAFETY	655	MC OF INLAND EMPIRE	519

### WEST

TOP TEN		
	COSTA MESA NEWPORT RIFLE ASSN	282
	MEMBERS COUNCIL OF ALAMEDA	269
	SOUTHERN ARIZONA FST	264
	SACRAMENTO COUNTY FIREARMS EDU	211
	UTAH R & P ASSN	164
	CENTRAL ARIZONA FIELD SUPPORT	119
	MARC ZUCKERMAN	91
	FIREARMS EDUCATION & SAFETY	76
	GAIL ROGERS	67
	ROGER SMITH	56

2007	HARRY JACOBS	4,039	LARRY HIMBURGG	309
	WINDT & SON	772	OHIO GUN COLLECTORS	233
	MARC DIANA	423	KERRY MILLER	205
	JON SMETANA	405	ROBERT SARP	165
	MARGARET RAZUS	350	CLYDE PRITCHARD	165

### NORTHEAST

TOP TEN		
	HARRY JACOBS	451
	WINDT & SON	193
	CLYDE PRITCHARD	76
	JON SMETANA	72
	IN STATE R & P ASSN.	63
	HENRY KUTZING	59
	NESCOPECK HUNTING & RIFLE CLUB	48
	PINE TREE RIFLE CLUB	45
	DALE EMERICK	37
	BELA LASLO	21



### CENTRAL REGIONAL NEWS

AR IA IL MN MO OK TX WI

**KYLE CREW**  
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kcrew@nrahq.org



The winter show season is upon us along with the 2008 election year with attacks on our Second Amendment rights that have never been greater. With so much riding on this election year, we need to do our best to recruit as many members as possible, to educate and sign up those who are not yet members, and make sure all members are current.

Every person you talk to is an opportunity to sell another membership. Make sure you talk to as many people as possible and make the most out of each one, sign up the junior, the girlfriend, or whoever might be idling beside your booth. Adding a few extra memberships each day will make your show totals much higher.

Across the region we have done well to gain on last year's impressive numbers. Some of the biggest gains were seen in Texas, up 6%, Missouri up 9%, Oklahoma up 18%, and a 26% increase in Illinois. The Top Spot going to Joe Wanenmacher and his team at Tulsa Gun Show, increasing their numbers yet again. Next year their planning to top 3,000 members! Also, let's congratulate Doyle Hallmark, a first year recruiter putting up some big numbers in 2007 making it into the Top 10. Lets make sure we keep this momentum into 2008!

<b>2007</b>	TULSA GUN SHOW INC.	2,808	DOYLE HALLMARK	635
	LAJUANA MURRAY	1,022	JANE SNAPP	497
	WILFRED SWANK	942	DAMASO TORRES	280
	IOWA STATE RIFLE & PISTOL ASSN	726	PHILLIP DEAN WULZ	251
	ERNEST RONEY JR.	675	TEXAS STATE RIFLE & PISTOL ASSN	194

### CENTRAL

<b>TOP TEN</b>	LAJUANA MURRAY	451
	WILFRED SWANK	213
	DAMASO TORRES	202
	DOYLE HALLMARK	200
	IOWA STATE RIFLE & PISTOL ASSN	130
	JANE SNAPP	129
	JAMES MORRIS	54
	TEXAS STATE RIFLE ASSN	43
	GLENN STANFIELD	37
	MANUEL RAMIREZ	36



### SOUTHEAST REGIONAL NEWS

AL DE FL GA KY LA MD MS NC SC TN VA WV

**SHANNON MCGARRY**  
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My name is Shannon McGarry, and have joined you as the Marketing Representative for the Southeast Region. I couldn't be more pleased to be working with all of you, as we continue to defend our Second Amendment rights! I am dedicated to each member, recruiter and friend of this association. I am here to help you, and I am ready to continue the membership growth in our region!

The Southeast has turned out some very impressive numbers in the past years and I am confident we can exceed these numbers in 2008 – So, let's do it!

This is an extremely critical time for us as we head into this important election year. Our right to keep and bear arms is under attack and NOW is the time to take action!

As Recruiters, we need to plan for what's ahead. Here are some important things we can do to prepare as we enter this election year:

- Focus on Family Members. As we know, it's all about Power in Numbers! Remember our rights are under attack and EVERY membership contributes toward our fight!
- Supplies. Order adequate supplies in plenty of time to receive them before your gun shows. Keep an emergency stock in case a show exceeds your expectations!
- Promotions. Be sure to utilize your "\$10 OFF Annual Membership." Talk with the promoter about using the "Join NRA- Get in FREE" promotion!

<b>2007</b>	DAVID FITZMORRIS	5,470	2ND AMENDMENT COAL.	536
	STHRN CLASSIC GUN & KNIFE	1,607	WES STINSON	216
	FRANK KRASNER ENTERPRISES	704	CAROL SHAFFER	195
	JAMES MANGELS	668	A & D PERSONAL PROTEC. INC	175
	SUN COAST GUN SHOWS	567	SYLVIA MCMAHAN	169

### SOUTHEAST

<b>TOP TEN</b>	DAVID FITZMORRIS	530
	SOUTHERN CLASSIC GUN & KNIFE SHOWS	190
	SUN COAST GUN SHOWS	104
	JAMES MANGELS	95
	WILLIAM DICKENS	75
	FRANK KASNER ENTERPRISES	63
	BRUCE JONES	51
	CAROL SHAFFER	37
	WES STINSON	32
	MARK WILLIAM BECKER	27

## The Firearm Industry Leads the Way!

The shooting and hunting industry recognizes the need for a strong NRA and has taken steps to insure just that. Visit [www.insureyourgunrights.com](http://www.insureyourgunrights.com) to view the companies that have made the commitment and taken action. Many industry companies have gone 100% NRA, added a link to their web site, included the NRA Insure Your Gun Rights logo in their print advertising, donated print and ad space to the campaign, offered complimentary memberships and discounts with purchases and included membership applications in their product packaging.



## WELCOME NEW RECRUITERS

- |  |   |   |  |   |
|--|---|---|--|---|
| 141 SHOOTING RANGE INC<br>3 RIVERS FLY & TACKLE<br>A & E SPORTSMAN<br>A GIRL'S GUNS LLC<br>ACCURATE ARMS & AMMO II<br>ADDINGTON OIL CORPORATION<br>ADMIRAL PRODUCTS<br>AIRSOFT ARMOY USA<br>ALBANY GUNS, COINS & JEWELRY<br>AMERICAN FIREARMS INSTITUTE INC<br>AMERICAN SHOOTIST<br>AMITABH KUMAR<br>ANDREW CEMPA<br>ANTHONY ADERHOLD<br>A-PLUS PAWN<br>ARCTIC SHOOTING SUPPLY<br>ARMY NAVY STORE<br>ARS COMPETITION SHOOTING INC<br>ATHENS ARMY/NAVY PAWN<br>A-Z GUNS<br>B&L ONE STOP TACKLE<br>BARNEY MALONEY<br>BARRY LAWS<br>BEAVERS BAIT & TACKLE INC<br>BEN FRANKLIN<br>BENJAMIN PRATER<br>BESTWAY PAWN MART<br>BEVELLS ACE HARDWARE<br>BEVERLY'S GUN, ARCHERY & PAWN SHOP INC.<br>BIG BORE OUTFITTERS<br>BIG COUNTRY OUTDOORS<br>BIG EAGLE GUN & PAWN<br>BIG JOHNS MARKET & DELI<br>BILL HUTCHISON<br>BLAINE'S GUNS & BOWS<br>BLANTON ENTERPRISES INC<br>BOB HALVORSEN RENTALS & SALES<br>BP CUSTOM MANUFACTURING<br>BRIAN C. TINGEY<br>BRIAN ST. GEORGE<br>BRIANS GUN & TACKLE<br>BRYAN CECIL<br>BUCK-N-BASS OUTFITTERS<br>BUDD SPORTS<br>BULLSEYE GUNS AND AMMO<br>BURDETT & SON OUTDOOR ADVENTURE STORE<br>BURLESON GREAT GUNS<br>C & L FURNITURE<br>C&C COINS AND COLLECTIBLES<br>C&J SPORTING GOODS<br>CACTUS TACTICAL<br>CAMFOUR INC.<br>CAROLINA GAME AND FISH<br>CAROLINA OUTDOOR SPORTSMAN<br>CDNN SPORTS INC<br>CENTURY INTL ARMS INC.<br>CHARLES MOUSSEAU<br>CHESAPEAKE OUTDOORS<br>CHIPPEWA TRADING POST<br>CLARENDON GUN SHOPPE<br>CLARKS GUN SHOP INC<br>CLAY CATOE<br>COLGARD OUTDOOR SPORTS<br>CONNOR CUSTOM CABINETRY<br>CONSIGNER EMPORIUM<br>CORA YOWELL<br>COUNTY LINE SPORTS<br>CRACK SHOT<br>CRAIGSVILLE IGA<br>CRAIL HOPE GUN SHOP<br>CYPRESS HOLLOW GUNSMITHING | D&L GUNS<br>DADDY RABBITS<br>DAMON BEDROSIAN<br>DAN FITZGERALD<br>DANCE'S SPORTING GOODS INC<br>DANIEL VACLAVIK<br>DARREN KENNIMER GUN SALES & SUPPLIES<br>DAVENPORT ARMS<br>DAVE'S GUN SHOP<br>DEAN HOME CENTER INC<br>DEFOUR JEWELRY & LOAN<br>DENNIS GROCE<br>DER SPORTSMANN<br>DEVINE APPRAISAL GROUP<br>DMAC INC<br>DOMINION OUTDOORS INC<br>DON GROSSMAN<br>DONOFRIO GUN SALES & SERVICE<br>DOUBLE B GUNS<br>DRYE'S GUN SHOP<br>DT ENTERPRISES INC<br>DUNNELLON MARINE INC<br>EAST COUNTY GUNS<br>EAST ORANGE SPORTING SPORTS<br>EASTERN NEBRASKA GUN CLUB<br>EASTERN OUTFITTERS<br>ED'S GUN SHOP EAST<br>EDUCATION AND TRAINING<br>EMS GUNS & AMMO<br>EVERY VOTE COUNTS, INC<br>FARR & SONS SPORTING GOODS<br>FELDER COMMUNICATIONS<br>FIRING LINE<br>FLORIDA SURVIVALIST<br>FOUR SEASONS OUTDOOR<br>FRANK AND TINY<br>FRANKLIN OUTDOORS<br>FRANKS TACKLE<br>FREEDOM PAWN & GUN<br>FRESCO SHOPPING CENTER INC.<br>FRONTIER LIQUOR & SPORTING GOODS<br>FULLER STORE<br>G&G SPORTING GOODS<br>G. WILLIES UNIFORMS INC<br>GA BOSTIC INC<br>GAIL'S BAIT & TACKLE<br>GANDER MOUNTAIN<br>GARY GALATI<br>GEORGE HANDLEY<br>GEORGE J. BOGGS<br>GEORGE OAKES<br>GORDON'S SPORTS SUPPLY INC<br>GRAF RETAIL OUTLETS<br>GRAFF & SONS<br>GRAY WOLF ARMS<br>GRUNDMANS INC<br>GUN SMOKE OUTDOOR SPORTS<br>GUN SPORT ITD<br>GUNS & GEAR LLC<br>GUNS 4 U<br>GUNS FISHING & OTHER STUFF<br>GUNS LTD<br>GUNSLINGERS<br>GUPTON'S SPORTING GOODS INC<br>H&S SPORTING GOODS<br>HALS GUN SHOP<br>HARRIS FIREARMS<br>HARTIN SERVICES INC<br>HELMS HOUSE OF GUNS<br>HEWITT GUN SHOP<br>HIGH TECH OUTDOORS | HOLSTERS AND MORE<br>HOME FIREARM SAFETY<br>HOPKINS GUN SHOP<br>HORNSBY GUN SALES<br>HUNTERS CREEK FIREARMS<br>HUNTERS PARADISE<br>HUNTING WOODLAND COMPANY INC<br>J & E GUNS INC<br>J & M FIREARMS<br>JAMES MORRIS<br>JAMES R. HEMMER<br>JATHANS SPORTS<br>JD GUNSMITHING<br>JEFFREY COSTA<br>JEFFREY W GREGORY<br>JERI LYNN'S AUTOMOTIVE SERVICE<br>JEROME GRECO<br>JOHN OSWECKI<br>JOHNNY THUNDERSTICKS<br>JON CRISS<br>JOP ENTERPRISES<br>JP'S OUTDOOR OUTFITTERS<br>K ENTERPRISES INC<br>KAME'S SPORTS INC<br>KAMI SISSON<br>KANEOKE GUN SHOP<br>KEVIN CAREY<br>KNOB PAWN & TRADE<br>KRAMERS GUNS & SUPPLIES<br>KRISBRAN INC/HEAD SOUTH LOUISIANA<br>LABARRON MCBRIDE<br>LAKE CREEK TRADING POST<br>LAND, AIR & SEA INC.<br>LAZY LAB GUNWORKS<br>LC MANAGEMENT/BOWARD PAWN & GUN<br>LEBANON INDOOR SHOOTING RANGE<br>LEE THOMPSON<br>LEO BRADSHAW JR<br>LEWIS & CLARK OUTDOORS<br>LEWISTOWN PISTOL CLUB<br>LICHTENBERG RESEARCH<br>LIPSEY'S<br>LONE EAGLE OUTDOORS LLC<br>LONEWOLF GUNSMITHING & GUNS<br>LONG SHOT INC<br>LONNIE E BURNS<br>LS GUNWORKS<br>LUIGI GANDOLFO<br>LYNDON ROBERT LEGUIERE<br>LYNDONS RIVERVIEW SPORTS<br>MAIN STREET TRADER<br>MANUEL IBARRA III<br>MARC DOUGHTY<br>MARQUES STEWART<br>MAXTON SUPPLY HARDWARE<br>MAZAMA SPORTING GOODS<br>MEFCOR OUTDOORS<br>METAON GUN CLUB<br>MICHAEL HARRIS<br>MICHAEL LURCK<br>MICHAEL MILLARD<br>MICHAEL PEACOCK<br>MIKE CROW<br>MIKE'S GUN SHOP<br>MILLERS GUN SHOP<br>MOR GUNS LLC<br>MORRISON TRUE VALUE<br>MT VERNON HARDWARE CO<br>NEW RIVER MARINA<br>NEW RIVER SPORTS<br>NEWTON FIREARMS | NIANTIC SPORTSMANS CLUB<br>NICHOLS STORE, INC<br>NORTH COVE OUTFITTERS INC<br>NORTHWOODS GUNSMITHING<br>OAKWOOD SPORTSMANS LODGE<br>OLSEN FIREARMS<br>OPENRANGE INC<br>OTISVILLE GUN BARN<br>OWEN EMERY<br>OZARK ARMORY<br>PAINTBALL KINGDOM<br>PALATKA ARMY NAVY OUTDOORS INC<br>PALMERS<br>PAULA COOPER<br>PAWN MARKET INC<br>PAWN STOP INC<br>PAWN-IT INC<br>PERSONAL SECURITY ZONE<br>PETALUMA SPORT SHOP<br>PETES OUTDOOR STORE<br>PHILLIP CHATHAM<br>PINTAIL POINT<br>POMPEANO PAWN GUNS & JEWELRY<br>PRAIRIE DOG SUPPLY<br>PRESLEY'S MARKET<br>PRIMETIME SPORTS INC<br>PRO SPORT CENTER<br>PROACTIVE SHOOTERS, LLC<br>R & D SPORTING GOODS<br>RANCHERO SPORTING SUPPLY<br>RASMOSSON SPORTS<br>RAYMOND BOSHER<br>RAYMOND KOWALSKI<br>RAYMOS ENTERPRISES<br>RAYS BAIT AND TACKLE<br>RED LODGE TRUE VALUE HARDWARE<br>RELIABLE (FROSS INC)<br>RICH MOUNTAIN TRADERS<br>RICHARD GRIMES<br>RICHARD J. REED III<br>RICHARD MARTIN<br>RICHARD PRATHER<br>RICHARD STAFFORD<br>RIVER CITY RENOVATION SPECIALISTS<br>RIVERVIEW SALES<br>RK GUNS AND SPORTING SUPPLIES<br>ROBBY WEST<br>ROBERT C. DILLON<br>ROBERT LEON SMITH<br>ROBERT LLOYD<br>ROBERT MESSNER<br>ROBERT NUMERICK<br>ROBINETTES GUN & ARCHERY<br>ROGER MCGINNIS<br>RONALD JAMES BARWICK<br>ROSE GIN BAIT TACKLE<br>RUFUS LAWRENCE<br>RUNIONS HUNTING & FISHING<br>RUSSELL S BECK<br>RUSTY'S<br>S&S HUNTING AND ACCESSORIES<br>SADDLE CREEK FARM & PET SUPPLY<br>SAMS GUN & PAWN<br>SCHRYVER GUN SALES<br>SECOND AMENDMENT FAMILY GUN SHOP<br>SECURITY WEAPONS AND TRAINING INSTITUTE<br>SEMMIE RUSH<br>SHAWN PERDUE<br>SHOBERG GUNWORKS<br>SHOOTERS AMMO SUPPLY<br>SIGHTRON, INC. | SM GUN SHOP<br>SMITH MOUNTAIN LAKE SPORTING GOODS<br>SMITH'S SPEED SHOP<br>SOUTHERN OHIO OUTDOORS<br>SPECIALIZED SECURITY SOLUTIONS LLC<br>SPENCER BREWSTER<br>SPORT SOUTH EMPLOYEES<br>SPORTSMAN SUPPLY<br>SPORTSMANS DEN<br>SPORTSMANS DEN LLC<br>SPORTYS INC<br>ST NICHOLAS GUN & SPORTING GOODS<br>STEVENS HARDWARE<br>STONEAGLE<br>STUART I. BROWNSTEIN<br>SUPER AID PHARMACY LLC<br>SURBER & SON INC<br>TANNERMAN'S TRADING CO<br>TEN RING ENTERPRISES<br>TENN-TOM SPORTS<br>TESTTEST TEST<br>THE BENT ROD OUTDOORS<br>THE BLUNDERBUSS<br>THE BOWSMITHE<br>THE BULLET HOLE<br>THE BULLET HOLE INC<br>THE GUN SHOP (KAYTON SMITH INC)<br>THE GUN SHOPPE<br>THE GUN STOP<br>THE OUTDOOR SHOP<br>THE RIFLE RACK<br>THE SHOOTER SHACK<br>THE TACKLE BOX<br>THOMAS GLASER<br>THOMPSONS GUNS<br>THREE-PEAKS 4-H SHOOTING CLUB<br>THUNDER SHOOTING SUPPLIES<br>TIDEWATER FARM & GARDEN SUPPLY<br>TIMBERLINE SPORTING GOODS<br>TIMBERLOVE OUTDOOR PRODUCTS LLC<br>TRAAK GUNS (RUFF INC)<br>TRADER JERRYS<br>TSI OUTFITTERS<br>TURN KEY CONSTRUCTION<br>UBER BROTHERS INC<br>UNEEA GUN<br>VALLEY RELOADING AND GUN SUPPLY<br>VIRGINIA OUTDOORSMAN<br>VIRGINIA SPORT SUPPLY INC<br>VIRGINIA SPORTS CLUB<br>V'S CONCEALED CARRY, INC<br>WALLHANGER OUTFITTERS<br>WERTH SERVICES<br>WHITEFISH RIFLE AND PISTOL CLUB<br>WHITES HOUSE OF FIRE<br>WILD WEST INTERNATIONAL<br>WIL-HAN INC.<br>WILLIAM FARRUGIA<br>WILLIAM KNOWLES<br>WILLIAM POWELL GUNS INC<br>WINDOW TINTING ASSOC<br>WTA ASSOCIATES<br>X-RING SHOOTING SUPPLIES<br>ZIMMERMAN SECURITY<br>ZYGUN |
|--|---|---|--|---|

# TOP TEN

## CLUB RECRUITERS

CHEROKEE GUN CLUB	297
BENTON GUN CLUB	225
WESTERN WAYNE CO. CONSERV. ASSN.	171
KNIGHTS LANDING SPORTSMEN'S CLUB	86
MISSISSIPPI VALLEY GUN CLUB	70
RAPPAHANNOCK PISTOL & RIFLE CLUB	67
MONUMENTAL RIFLE AND PISTOL CLUB	58
NEWPORT RIFLE CLUB	52
GOLDEN GUN CLUB	50
MESA SHOOTING CLUB	49

# TOP TEN

## INSTRUCTOR RECRUITERS

GUNSITE ACADEMY	213
C. D. LAMAR-WAGNER	141
GLENN GURNETT	67
STARKS TRAINING INSTITUTE	52
OHIO CONCEALED CARRY TRAINING CENTER	44
KERRY MILLER	37
MIDWEST TACTICAL TRAINING	28
CHARLES WACHSMUTH	28
STEVE TEUTSCH	18
MARC GENTILE	17

## LaserMax

Attention Instructors: Lasremax offers special discounts for NRA Certified Instructors on products. Visit them on the web at [www.lasermx.com](http://www.lasermx.com) for more information.

## CLUB RECRUITER NEWS: Club U - Austin, TX

NRA Club University is swinging through Spokane, WA, on June 7, 2008. This information packed, day long gathering of clubs, associations and NRA staff is something no club can afford to miss. Learn about promoting your club, membership and recruitment, youth and women's programs, NRA Foundation grants, NRA-ILA, club insurance and range issues.

Club U swings through Columbia, South Carolina on October 4th. For more information and to register, please contact The Clubs and Associations Department at 1-800-672-3888 ext. 1345, or register online at [www.nrahq.org/clubs/club\\_university](http://www.nrahq.org/clubs/club_university).

Is your club planning a NRA membership drive or has your club already held one? Please keep the NRA Recruiting Department updated by sending us an email at [recruiter@nrahq.org](mailto:recruiter@nrahq.org).

2007	TULSA RED CASTLE GUN CLUB	682	WESTERN WAYNE CO. CONSERV. ASSN.	280
	MANHATTAN WILDLIFE ASSOCIATION	571	EAST TEXAS RIFLE & PISTOL CLUB	260
	BENTON GUN CLUB	472	BOISE POLICE ASSOC. PISTOL CLUB	245
	WESTFIELD SPORTSMANS CLUB	394	CLEVELAND HUNTING R & P CLUB	234
	PECONIC RIVER SPORTSMEN'S CLUB INC	372	ESCONDIDO FISH & GAME ASSOC.	229

## INSTRUCTOR RECRUITER NEWS: Be Confident!

Utilize your audience and your trusted position as a teacher to help make your business and your student's Second Amendment Rights a reality for generations to come. Think carefully about why you are an instructor and then why your students choose to come to you — what would your business and their lives be like without the NRA? Now picture a future without a strong NRA.

By signing up your students as NRA members you are helping to preserve the Second Amendment, your business and your student's values. Far too often, law abiding gun owners are those who are affected most by those who would take away our rights — now is the time to put a stop to this by coming together in the NRA. Include NRA membership in course costs or offer a discount to students who sign up through your classes. Be confident in your NRA message and make NRA membership a priority.

2007	GUNSITE ACADEMY	601	OHIO CONCEALED CARRY TRAINING CENTER	127
	C.D. LAMAR-WAGNER	326	ROGER L. RICHARDS	113
	STARKS TRAINING INSTITUTE	274	KERRY MILLER	111
	GLENN GURNETT	209	TERRY N TATE	107
	DONALD LEE MCCARTHY	148	MARC GENTINE	96

## INDEPENDENT RECRUITER NEWS: Capitalize on Opportunity

Independent recruiters have many different recruiting opportunities - in this election year it is important to recruit to your best advantage. Make sure that your web site is in order and your recruiter web links are in a prominent location on your page. Links at the bottom of a long page often get lost and lose their effectiveness.

Talk up NRA and all of the benefits of membership with your friends and family. Make sure to have plenty of applications on hand to sign up those who believe in freedom. Stay informed and have a thorough understanding of NRA membership benefits by visiting [www.nra.org/benefits.aspx](http://www.nra.org/benefits.aspx); so when questions arise or you need to close the sale you can do so with confidence and ease.

And please remember to order your supplies well in advance of when you need them by ordering online at [www.nrahq.org/recruiters/supplies.asp](http://www.nrahq.org/recruiters/supplies.asp) or by calling (800) 336-7402.

2007	DAVID BRADLEY	691	TARGET WORLD INC. OF PENNSYLVANIA	319
	TIER ONE MEDIA	681	OLDHAM ASSOCIATES	231
	SELECT PUBLISHING	664	DUNCAN'S RAINBOW RANGE	184
	ARI5.COM	465	SACRAMENTO VALLEY SHOOTING CTR	162
	DOUG WANNALL	370	JJ'S PAWN SHOP	95

## FFL DEALER RECRUITER NEWS: NRA - Great for Business

Dealer Recruiters see more potential sales opportunities for NRA membership daily than any other recruiter. Your business is to sell firearms and firearm accessories. Your customers believe in the Second Amendment, so it makes sense to up sell an NRA membership to each and every one of them. It also makes smart business sense to sign up your customers because a strong NRA makes for a stronger, more successful business for you.

Have your NRA membership materials displayed prominently on your counter or near the check out to inform customers they can sign up at your business. Just like a gun case that is purchased at your shop, the NRA is here to protect the customer's firearm. Whether it's the protection of our Second Amendment rights or the firearm insurance offered through the NRA — the NRA will provide that and much more for about the cost of a box of ammunition.

2007	CHUCKS GUN SHOP & PISTOL RANGE	562	RON PETERSON GUNS INC.	131
	TURNER'S OUTDOORSMAN	261	ON TARGET INDOOR RANGE	127
	GATESWOOD SPORTS INC.	195	DESERT GUNS	103
	BUFFALO GUN CENTER	184	LOCK STOCK & BARREL	96
	STENGEL GUN SHOP	162	TGS.COM INC	84

# TOP TEN

## INDEPENDENT RECRUITERS

TIER ONE MEDIA	422
ARI5.COM	143
SELECT PUBLISHING	137
DAVID BRADLEY	104
TARGET WORLD OF PENNSYLVANIA	78
DUNCAN'S RAINBOW RANGE	77
DOUG WANNALL	64
OLDHAM ASSOCIATES, LLC	48
SACRAMENTO VALLEY SHOOTING CTR	32
BEND OF THE RIVER	27

# TOP TEN

## DEALER RECRUITERS

BLUE TRAIL RANGE & GUN STORE	137
G.A.T. GUNS	133
TGS.COM INC	97
JAY WOODBURY GUNS	74
CHUCKS GUN SHOP & PISTOL RANGE	74
GATESWOOD SPORTS INC.	50
BUFFALO GUN CENTER	41
STENGEL GUN SHOP	40
TURNER'S OUTDOORSMAN	36
THE SHOOTING GALLERY	30



Dealer Recruiters: don't forget to write your recruiter ID # in the yellow box at the top of your brochure applications.