



NRA RECRUITER

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Smith & Wesson Sets New Standard for Membership Support

For years Smith & Wesson, along with many other firearm manufacturers, has supported NRA membership among its employees and purchasers of its products. They know that without the NRA working to support Second Amendment rights their company might be out of business. So when President of Smith & Wesson, Mike Golden, learned that most of the people employed within the firearms industry are not members of the NRA, he decided to take action and set a sterling example. "Last year at the SHOT Show someone told me that only about 25% of the attendees at the show were members of the NRA. Then someone else chimed in and said the number was much lower than that, more like 10%. That was unacceptable to me."

NRA president Sandra Froman was on hand at several meetings held in November at Smith & Wesson's facility in Springfield, Massachusetts, when Golden made the announcement that Smith & Wesson was going to purchase NRA memberships for all of its over 800 employees. "We feel that Smith & Wesson needs to support the organization that supports us."

Other manufacturers are encouraged to follow Smith & Wesson's example to step up and support NRA membership among their employees in defense of their rights as well as their jobs.

NRA Changes Publications Lineup

The December 2006 issue of Woman's Outlook is the final issue of that publication. Going forward subscribers to Woman's Outlook will receive America's 1st Freedom while, the NRA will continue to report on women's issues through the NRA's official journals. Recruiters should immediately discontinue offering subscriptions to Woman's Outlook. Members who would rather receive American Rifleman or American Hunter as their official journal may call (877) 672-2000 to change their magazine subscription.

Gun Shows!

... 4 easy steps to increasing your numbers!

By John Bailey

The most common question I am asked is “How do I increase my numbers at gun shows”? My first response is to conduct a “Join NRA – Get in Free” offer. This is, by far, the most effective way to gain a substantial increase. However, if you are unable to conduct this promotion, you can still achieve immediate gains by following these easy steps.

Step 1: Raise the Table! Cut 4 pieces of PVC Pipe each 12” long and attach them to the feet of your table to make a 42” high counter table. This makes your table stand out from the crowd, is much more inviting and your customers don’t have to bend over.

Step 2: Purchase the NRA Banner (MG23525) and the NRA Tablecloth (MG23530). This is a must! People need to know what you are selling and it will give you an attractive and professional looking display. You will quickly pay for these items through increased commissions.

Step 3: Throw away the chair! Now that your table is up high, you can’t conduct business crouched down in a chair. Buy some floor padding, carpet or garage flooring squares and stand up! This makes you eye-to-eye with your customer and very approachable. If needed, bring a tall chair or high stool so you can take breaks.

Step 4: Initiate the conversation! You are standing, the table is high and the display looks professional, now just start talking! Everyone is a prospect for new membership, renewals or gift memberships. Get the conversation going and the crowds and memberships will appear!

Welcome New Recruiters!

ADAM BERG	GREGORY T. ENGLAND	OCOLA SPORTSMANS ASSOCIATION
ANTHONY AZZIZO	HARRY P. CLARK	OZARK PYROTECHNICS
ANTHONY W. ARTHUR	HURON CO. CHPT IZAAK WALTON LEAGUE	PAUL WALKER
BAR-20	JAMES MOODY	PERRY TOWNSHIP GAME ASSOCIATION
BEAVER CREEK SPORTSMENS CLUB	JEFFREY J. COPELAND	PERSONAL DEFENSE SOLUTIONS
BELLAM C. COLE	JOE BOONE	POCATELLO TRAP CLUB
BLACK DOG TACKLE & CUSTOM RODS	JOHN JOSEPH	POSSUM HOLLOW SPORTSMEN’S CLUB
BOSTON VALLEY CONSERVATION SOCIETY	KENNETH M. ABRAMOVITZ	RICHARD K. COOK
BRAD VICKERS	L.W. SEECAMP CO.	ROBERT J. KNOPKA
BRIAN IGL	LAND OF LEGEND RIFLE & PISTOL CLUB	ROBERT W. SAMPLE
BRIAN T. SCHMIDT	LEE F. SMITH	RUSSELL F. WALLACE
BULLSEYE SHOOTING RANGE	LEE MERRIMAN	SAND & SAGE RIFLE & PISTOL CLUB
CARI C. DEMARCO	LEVITTOWN ROD AND GUN CLUB	SCOTT MCCARTHY
CHARLES DAVIS	LIBERTY CRUSADERS CLAY CRUSHERS	SEDONA SPORTS
CHARTER ARMS	LOEFFLER’S GUNS, ETC.	ST. JOSEPH RIFLE AND PISTOL CLUB
DALE HALE	MARK RAUPP	T.S. MOORE ENTERPRISES
DANIEL L. MOULDER	MARK RICHANBACH	THE HUNTERS BLIND
DANNY SHOUSE	MARK STEINKE	THOMAS R. IRWIN
DAVID KERR	MARLON COLLINS	TVG ENTERPRISES
DEBORAH KIMMICK	MICHAEL A. POPP	ULSTER DETACHMENT MARINE CORP LEAGUE
DOYLE HALLMARK	MICHAEL B. BURCHMAN	UTAH OUTDOOR ACTIVITIES
EDWARD DANIELS	MICHAEL K. BALLINGER	VENTURING CREW 700
ELTON KELLY	MOUNTAIN MEADOWS TRADERS	WAYNESBURG SPORTSMAN ASSOCIATION
EUGENE ADKISSON	NEW MEXICO GUNS	WHISTLING PINES GUN CLUB
GARY P. COX	NORMAN L. DOYLE	WHITE RAIN ENTERPRISES
GLENRIDGE GUN CLUB	NORTHLAND SPORTSMENS CLUB	WILDERNESS ROAD HUNT CLUB
GREAT TRAIL MUSKETEERS	NORTHWEST TOWNS SPORTSMENS CLUB	WILLIAM N. GOODMAN

ALAN P. GOODRICH RIFLE & PISTOL CLUB WINS OAK GUN CABINET!



A random drawing was held on January 4, 2007, and the Alan P. Goodrich Rifle & Pistol Club of Alma, Michigan was selected as the winner of the 6-gun oak NRA gun cabinet. This cabinet may be used as an addition to their clubhouse, or they may raffle it off as a club fundraiser. Congratulations to club president David Eichorn, membership secretary Scott Hardman, and all of the A.P. Goodrich R&P Club members for supporting the NRA. A special thanks to FC, LLC for graciously donating this beautiful gun cabinet to NRA Recruiting Programs.



2007 NRA ANNUAL MEETING & EXHIBITS
WWW.NRAAM.ORG

Recruiters, please take every opportunity to remind all new and current NRA members that the 136th NRA Annual Meeting & Exhibits will be April 13-15, 2007 at the America's Center in St. Louis, Missouri. There will be over 375 exhibitors and more than 50,000 attendees at this year's NRA Annual Meeting & Exhibits, making for an exciting show! Please remind all members that the NRA Annual Meeting & Exhibits is FREE to any NRA member. Remind those who are not currently NRA members that they can become a member at this year's show. For more information regarding the NRA Annual Meeting & Exhibits please check out our website at www.nraam.org. Be sure to support your association and have your voice heard this year by attending the 2007 NRA Annual Meeting & Exhibits.

2006 TOP TEN CLUB RECRUITERS

Tulsa Red Castle Gun Club	812
Benton Gun Club	597
Westfield Sportsman's Club	489
Cherokee Gun Club	480
Manhattan Wildlife Assn.	478
Norfolk County Rifle Range	362
W. Wayne Co. Conserv. Assoc.	356
Peconic River Sportsman's Club	353
Escondido Fish & Game Assn.	288
East TX Rifle & Pistol Club	252

CLUB RECRUITER NEWS

The number of NRA Affiliated Clubs Recruiters has increased significantly in 2006, with almost 100 new clubs joining the ranks. Over 1,200 clubs are now benefiting from the financial rewards of enrolling and renewing their club members. Best of all, many clubs have honored their 100% NRA commitment, assuring that every club member is also an NRA member.

One of the most diligent "100%" clubs is the Benton Gun Club of Benton, Arkansas, which is also the newest addition to the top ten club ranking with 597 members. Other outstanding performers include the Tulsa Red Castle Gun Club with 812 members, Westfield Sportsman's Club with 489 members, and the Peconic River Sportsman's Club with 353 members, all of which have made the top ten for several years due to their superb volunteers. In 2006, club recruiters have increased their memberships by 25% over the previous year.

A new NRA membership authentication process is now available which will simplify the process for "100%" clubs to validate their club membership data. Clubs can now present their membership list to the NRA in a Microsoft Excel spreadsheet, and in return receive NRA membership numbers and expiration dates for each person. Clubs should call 800-672-0004 to find out how easy we have made it to verify their members are NRA members.

2006 TOP TEN INSTRUCTOR RECRUITERS

Gunsite Academy	656
Starks Training Institute	228
Terry N. Tate	214
Kimberly Baird	152
Donald Lee McCarthy	149
Glenn Gurnett	142
Gary D. Byers	121
Safeguard Seminars	116
Roger L. Richards	113
William J. Mansfield	112

INSTRUCTOR RECRUITER NEWS

NRA Instructors were the fastest growing segment of all new recruiters in 2006. Over 180 NRA Certified Instructors teamed with NRA Recruiting to sell memberships in the classroom and at the gun range. Instructors also saw an 11% increase in recruiting for 2006. However, only a small fraction of NRA Certified Instructors is active membership recruiters, even though Instructors have an opportunity to sell more memberships than any other recruiter category. If each NRA Certified Instructor would sell just one membership in 2007, the NRA would be 50,000 members stronger!

There are three new instructors that made the top ten list for 2006: Safeguard Seminars who started recruiting in 2005, William J. Mansfield who started recruiting 2003, and Roger L. Richards who started recruiting in 2000. Top honors goes to Gunsite Academy of Paulden, AZ who recruited 656 members this past year by enrolling each individual who attended a course.

Every NRA Instructor should be a membership recruiter. Tools for instructor recruiting, including signs, recruitment videos, sample magazines, and membership applications are available by contacting the NRA Recruiting Department at 800-672-0004, or visit our website www.nra.org/recruiter.

INDEPENDENT RECRUITER NEWS

Our Retail and Independent Recruiters represent the most varied recruiters in our program. They are a cross-section of private business owners, entrepreneurs, and private individuals who dedicate a portion of their time to building NRA membership. This year our Retail Recruiters had a strong showing all year long with increases reaching as high as 65%.

Stephen F. Baker finished on top with 4,742 memberships with only six months of active recruiting, and David Bradley added another 440 to our ranks. Doug Wannall finished the year with 297 memberships, and Shooting USA with 220. This year brought 72 new Retail and Independent recruiters.

Going into the first quarter of 2007 we will continue to be up against tough 2006 numbers, so pull out all the stops and let's get the new year off to a big start. Try to find new and innovative ways to reach out to people who might not otherwise be exposed to opportunities to join the NRA, especially active military and veterans associations, police organizations, and groups associated with the constitutional causes.

FFL DEALER RECRUITER NEWS

Dealer Recruiters finished the year with an impressive increase of 18% over last year's numbers. Recruiting was bolstered by the addition of 68 new Dealer Recruiters this year.

Top FFL Dealer Recruiters include Chuck's Gun Shop in Riverdale, IL with 494 memberships, followed by Gateswood Sports in Pensacola, FL with 274, Turner's Outdoorsman with 259, and Buffalo Gun Center with 230. Other dealers recruiting 100 or more members this year include Blue Trail Range of Wallingford, CT, Valley Firearms of Shelton, CT, and Target World of Cincinnati, OH.

Gun stores and ranges see more potential NRA members on a daily basis than any other recruiter. Let's step up the effort in 2007 and offer every customer who walks through your door an NRA membership! Have NRA application forms at all of your cashier's counters, and present NRA applications along with the other paperwork for purchasers of firearms. Ranges should also consider making NRA membership mandatory for those purchasing memberships to their facility. Anyone who is exercising his or her right to purchase a gun or shoot at a range should be reminded of their duty to join the NRA!

2006 TOP TEN IND/BUSINESS RECRUITERS

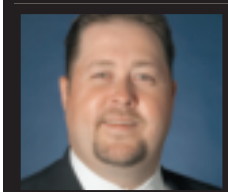
Stephen F. Baker	4,742
David Bradley	440
Doug Wannall	297
Shooting USA	220
Duncan's Rainbow Range	169
Oldham Associates, LLC	161
Sacramento Shooting Center	144
Leslie Mike Hancock	143
William J. Bunting	98
William L. Laird	74

2006 TOP TEN DEALER RECRUITERS

Chuck's Gun Shop & Pistol Range	494
Gateswood Sports	274
Turner's Outdoorsman	259
Buffalo Gun Center	230
Blue Trail Range & Gun Store	171
Target World of PA	173
Valley Firearms, LLC	149
Target World of OH	105
Julian F. Beale III	92
Ray's Sport Shop, Inc.	86

GUN SHOW

CENTRAL REGIONAL NEWS



John Bailey
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AR, IA, IL, MN, MO,
OK, TX, WI

TOP TEN CENTRAL RECRUITERS

Tulsa Gun Show	2,406
Ernest Rooney Jr.	892
Lajuana Murray	884
Wilfred Lee Swank	865
Iowa St. R & P Assoc.	709
Jane Snapp	527
Dallas Arms Coll. Assn.	394
Damaso Torres	262
Chris Stockton	259
Gerald Pallesen	259

Congratulations! For the second year in a row the Central Region has posted a 14% gain over the previous year! Stand proud knowing that your hard work and dedication has had a direct impact on NRA's ability to further the mission, goals and objectives of the Association throughout 2006. This is impressive because, as we all know, it sometimes takes an imminent threat to rally the troops and increase membership, and 2006 has been relatively quiet with several of our anti-gun foes staying "at bay".

But don't let that fool you, when a storm is at sea it is gaining strength before it strikes. While the Democrats squeaked out a takeover of both houses of Congress, moving forward the bigger problem lies with the old guard members of Congress. People like Schumer, Feinstein, Pelosi, Conyers, and Biden to name a few, who are in important leadership positions of several House and Senate Committees, and whose policy and decisions have a direct impact on gun owners.

What can we do? We've got to be pro-active as we enter 2007. Knowledge is power, do the research and educate fellow gunowners. If as Recruiters we can intelligently communicate the current state of affairs, membership sales will quickly follow. I urge you to sign up for the Institute of Legislative Action (ILA) email alerts on their website at www.nra-ila.org, and visit the site frequently and often. Let's get ahead of the storm.

SOUTHEAST REGIONAL NEWS



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

TOP TEN SOUTHEAST RECRUITERS

David E. Fitzmorris	4,198
S. Class. Gun & Knife Shows	745
Sun Coast Gun Collectors	699
Silverado Gun Shows	584
James L. Mangels	561
Carol B. Shaffer	256
William L. Dickens	210
Bruce Jones	162
A&D Personal Protection	132
T. Meyer & Associates	124

If Dave Fitzmorris was pleased when he crossed the 2000 Member mark in 2005, one can only imagine how he felt signing 4,200 members this year alone. That's right. In 2006, Dave managed to double his recruitment numbers, making him the highest producing show recruiter in the country. While impressive, Dave's year is only half the story. Virtually every Southeast recruiter increased his efforts over last year, and out of the nearly 20 new recruiters, two are in the Top Ten and another two are in the Top Fifteen. Combined, new recruiters accounted for well over 1,100 memberships this year.

So, what does all this mean? As a region, we're up roughly 3,000 members over last year. That's a 60% gain! And everyone has played a part. I've read countless requests from NRA members and officials across the country challenging current members to sign up "one more member." The theory is that if every member recruited just one friend, family member, or complete stranger, the strength of our NRA would double. You have gone above and beyond that request - 3,000 members beyond that request - and I want to thank all of you for the tremendous work you've put in to recruiting. The challenge now becomes making sure that those new members stay members.

80 million gun owners, 4 million NRA members. Our work isn't finished...

SPOTLIGHT

WEST REGIONAL NEWS

We've all heard comments from some people regarding the mailing NRA does to fund our 2nd Amendment battle. While we all have our favorite responses, Dave Lake from the Sierra Valley Gun Club sums it up very well: "... These groups (NRA) are funded by private donations. The legislature is funded by our taxes....

We have the freedom of choice. You have no choice regarding your taxes. You criticize these groups when they ask for funds. This, however, is their only source of income. Where is your display of anger, disgust, and refusal to pay taxes over which you have no control? Where is the reason getting upset with one and not the other?" I'll bet people have never thought of it that way – that their tax dollars go toward supporting anti-gun legislation!

Well folks, enough numbers are in for me to say -- great way to finish 2006! The West is going to go out with a bang! Just a quick glance at the map shows California: your numbers are up 7% from 2005; Minnesota, up 19%; Oregon, up 58%; Utah, up 32%; Arizona, up 30%, and Montana – up 78%!


To each and everyone of you that gave up a weekend to help work a gun show, or that helped stuff show bags, or processed the paperwork, or even just bugged their buddy, neighbor, or co-worker about joining or renewing their NRA membership – THANK YOU!

NORTHEAST REGIONAL NEWS

Greetings Northeast Recruiters! Congratulations on a fantastic 2006. CT, IN, MA, ME, MI, NJ, NY, OH, PA, RI, and VT all beat their 2005 numbers! And congratulations to Harry Jacobs for, again, being the top recruiter in the Northeast region! Let's keep up the momentum going into 2007!

The key to any organization, non-profit or for profit, is growth. We did a great job growing our membership numbers this past year. Our new challenge is topping those numbers in '07. Don't hesitate to remind people about the recent elections. Even though our pro-NRA candidates fared well, notorious anti-gunners like Nancy Pelosi have now assumed positions of great power in Congress. And there is a very good chance that we could be facing another Clinton presidential run in '08. These are reminders that our freedoms are constantly under attack. Remind folks that now, more than ever, is the time to finally take that step and join. There is power in numbers, simple as that. And we need them to keep growing as an association. Let's come up with a game plan together so we can have another year like 2006.

I will be getting into my heavy travel season starting in mid January so I will be in and out of the office. I check my voice mail on the road so leave me a message. And don't forget that you can call (800) 672-0004 if you need immediate attention.



Dennis Tharp
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AK, AZ, CA, CO, HI, ID,
KS, MT, ND, NE, NM, NV,
OR, SD, UT, WA, WY

TOP TEN WEST RECRUITERS

Costa Mesa-Newport Rifle Assn.	1,220
Central AZ FST	1,192
Southern AZ FST	803
Firearms Edu. & Safety	678
MC San Diego	618
Firearms Free. Coun., Ventura	491
Steven E. Shear	475
Robert Potter	377
Utah Rifle & Pistol Assn.	369
Gail Rogers	359



Randy Clark
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CT, IN, MA, ME, MI, NH,
NJ, NY, OH, PA, RI, VT

TOP TEN NORTHEAST RECRUITERS

Harry Jacobs	2,895
Gregory Baird	758
Jon A. Smetana	529
Margaret Razus	296
Robert Sarp	253
Kerry Miller	234
Dale Emerick	190
Marc Diana	158
Clyde Pritchard	144
OGCA Civil Rights Defense Fund	138

Recruiting Programs Directory

Gun Shows & Special Events

John Bailey
 Manager, Shows & Events
 Central Region
 (703) 267-3771
 AR, IA, IL, MN, MO, OK, TX, WI

Cory Kizielewicz, Marketing Rep
 Southeast Region
 (703) 267-3772
 AL, DE, FL, GA, KY, LA, MD,
 MS, NC, SC, TN, VA, WV

Randy Clark, Marketing Rep
 Northeast Region
 (703) 267-3782
 CT, IN, MA, ME, MI, NH,
 NJ, NY, OH, PA, RI, VT

Dennis Tharp, Marketing Rep
 Western Region
 (703) 267-3784
 AK, AZ, CA, CO, HI, ID, KS,
 MT, ND, NE, NM, NV, OR,
 SD, UT, WA, WY

Jeff Poole
 Director, Membership Programs
 (703) 267-3785

Kristen Bailey
 Program Coordinator
 Shows & Events
 (703) 267-3785

**Recruiting Program
 Toll-free number
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