



NRA RECRUITER

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TOP RECRUITERS

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Gun Show Recruiters

1. **Dave Fitzmorris** - 3,139
2. **Harry Jacobs** - 1,775
3. **Tulsa Gun Show** - 1,626

Dealer Recruiters

1. **Shoot Straight** - 475
2. **Target World of PA** - 338
3. **Turner's Outdoorsman** - 241

Instructor Recruiters

1. **Joe Holdmann** - 448
2. **Donald McCarthy** - 142
3. **Stark's Training Inst.** - 104

Club Recruiters

1. **Benton Gun Club** - 375
2. **Peconic River** - 374
3. **Cleveland Hunting Rifle & Pistol** - 285

Independent Recruiters

1. **Shooting USA** - 2,139
2. **USACarry.com** - 416
3. **Marketshare Publications** - 407

MAY/JUNE RECRUITER NEWSLETTER
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Recognizing Outstanding Recruiters



What do our three Recruiters of the Year all have in common? They all recruited 25 members in their first year. Recruiting the first 25 is the first step to becoming a Recruiter of the Year.

Many factors are considered when determining an NRA Recruiter of the Year. These factors include: recruited members, annual improvement, strategy, customer service, and dedication to name a few. In short, these are the attributes of successful NRA Recruiters. Being selected as an NRA recruiter of the Year has its reward. Selected recruiters are invited to the NRA's September Board of Directors meeting in the Washington DC area for a weekend of activities, mingling with Board Members and NRA officers and, most importantly, recognition for their outstanding achievement.

There are many new recruiters who have already hit and surpassed their initial 25 members. These recruiters include: Tom Boekmann, Peterson Firearms Instruction, Vincent Grimm, Old Hickory Rifle and Pistol Club, Andre Macon, Brian Holt, Stanley Long, Tom Knie, QCI Firearms Training and William Batson. There is a good possibility a future Recruiter of the Year is in this group. Keep up the good work!



2010 Dealer Recruiter: Shoot Straight

A mere 18 months after joining the NRA Recruiting program, [Shoot Straight](#) is NRA's 2010 Dealer Recruiter of the Year. With six locations in the Central Florida area, they recruited 2,398 members in their first full year propelling them to the top spot and setting a new record in the Dealer Recruiter category!

President Khaled Akkawi knows what it takes to be a successful dealer recruiter. "At the end of the day your employees are salespeople. They are the reason we do so well", Khaled explains. "And nothing motivates salespeople more than commissions." [Shoot Straight](#) pays the full recruiter commission to employees for every membership they sell. This policy ensures that every customer is asked to join or renew. "Just one membership per hour is a big enhancement to their pay scale."

2011 promises to be another outstanding year of recruitment for [Shoot Straight](#). To date they manage to hold on to their top spot despite great

REGIONAL GUN SHOW NEWS

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

MEMBERSHIP PRICING

Recruiter Authorized Discount Pricing For On-the-Spot Sign-ups:

One Year (\$35) - \$25
Three Year (\$85) - \$70
Five Year (\$125) - \$100
Regular Life (\$1000) - \$750

NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.

QUICK INFO

Order your [recruiting supplies](#) online.



Instructor PowerPoint available for download.



[NRA-ILA Fact Sheets](#)

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recruiting by other dealers. Khaled looks forward to the competition. He sincerely hopes that other dealers are just as successful in their Recruiting efforts even if it means losing the number one rank. "A stronger NRA is the best insurance for our business."

2010 Club Recruiter: Tulsa Red Castle Gun Club

Year after year, you can count on [Tulsa Red Castle Gun Club](#) to be near the top of our Club Recruiter rankings. 2010 was no exception. They finished as the number one Club Recruiter for the ninth straight year earning them the 2010 NRA Club Recruiter of the Year award!



Last year the club recruited 844 members, a 7% increase over 2009. According to club secretary Alan Woodside, they are just doing their part. "If you're a gun owner then you should be a member, it's as simple as that." The club uses many different methods to recruit. NRA members receive a substantial discount on club dues making NRA membership an easy sell for those joining the club. They have a web link on their home page, membership information in their newsletters and on the spot sign-ups at various club functions. NRA membership is also encouraged at their range and in their concealed carry courses.

New Recruiters can learn a lot from seasoned veterans like [Tulsa Red Castle Gun Club](#). Sometimes all it takes is asking for the membership. That's the most important aspect of recruiting. "Just sign them up" Alan says with a chuckle. "It's as easy as that". This attitude will serve them well as they look to continue their streak as a top Club Recruiter in 2011.

2010 Gun Show Recruiter: Harry Jacobs

Over the past 12 years, and through changing political and economic climates, Harry Jacobs has consistently increased his recruitment totals year after year and has established himself as one of the most productive Recruiters in NRA history. Harry embraced the challenges throughout 2010 to record one of his best years ever with a total of 4,397 members, thus earning him this prestigious title.



The secret to Harry's success is creativity, hard work, detailed planning, and commitment. Always building and expanding his strong relationships with show promoters, Harry is able to schedule events far in advance, secure desirable table locations and look for every opportunity to incorporate the popular "Join Here, Get in Free" promotion at his core group of gun shows. In addition, Harry has found success by thinking outside the gun show box and recruiting at a wide range of other events such as shooting competitions, retail outlets, fairs, outdoor events and sport shows. One example is the popular Bloomsburg Fair in Bloomsburg, Pennsylvania, where you can find him set up year in and year out. When he is not filling his schedule with events, Harry regularly donates his time by volunteering at larger, NRA staff run events like hunting shows and the

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