

2013: A Record Setting Year for NRA Recruiters. Dealer Recruiter of the Year: Turner's Outdoorsman. Show Recruiter of the Year: Members Council of Alameda County. Club Recruiter of the Year: Buckeye Firearms Foundation. Recognizing Outstanding Recruiters. If you are having trouble reading this newsletter, view the [Web Version](#). Please do not reply to this email - contact us at [recruiter@nrahq.org](mailto:recruiter@nrahq.org) with any questions.



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## In This Issue:

2013: A Record Setting Year for NRA Recruiters

2013 Dealer Recruiter of the Year: Turner's Outdoorsman

2013 Show Recruiter of the Year: Members Council of Alameda County

2013 Club Recruiter of the Year: Buckeye Firearms Foundation

Recognizing Outstanding Recruiters

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## Top Recruiters

### Gun Shows

1. Harry Jacobs - 514
2. Dave Fitzmorris - 502
3. Tom Knie - 210

### Dealers

1. Turner's Outdoorsman - 356
2. Chuck's Gun Shop - 220
3. G.A.T. Guns - 189

### Instructors

1. Armed2Defend - 44
2. Ron Crouse - 33
3. Starks Training Institute - 26

## 2013: A Record Setting Year for NRA Recruiters- Over 412,000 Members Recruited!

Congratulations on the most outstanding year of recruiting yet! Recruiters were challenged with topping staggering numbers in 2012 and you delivered. Thank you all for your efforts as you made a direct impact on the strength of NRA in 2013 and helped to combat one of the biggest assaults on the Second Amendment in our history!

Following such a successful year with equally impressive recruiting totals is always a challenge. If you are a new or single digit recruiter you must "Strive for 25". That's only one application booklet. If you have not reached the 25 member milestone, you must in 2014. The mid-term elections are slated for November and we will need every member we can to make sure that we ensure a pro-gun, pro-freedom Congress!

Don't be silent, encourage everyone you encounter to join NRA. If you see an opportunity where recruiting is not taking place, step in and make it happen. You can make the difference in 2014!

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## 2013 Dealer Recruiter of the Year: Turner's Outdoorsman

With fourteen locations in California, Turner's Outdoorsman shattered the record for memberships in the Dealer Recruiter category and earned 2013 Recruiter of the Year honors!

**TURNER'S**  
**OUTDOORSMAN**

## Clubs

1. Benton Gun Club - 248
2. Cherokee Gun Club - 178
3. Fort Hill R&P Club - 138

## Independent

1. Tier One Media - 335
2. USAcarry.com - 107
3. AR15.com - 31

[View Complete Top Ten Lists](#)

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## Regional Gun Show News

[Northeast](#)

[Southeast](#)

[Central](#)

[West](#)

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## Current Pricing

NRA Recruiter Authorized  
Discount Pricing for On-the-  
Spot Membership Sign-ups:

One-Year (\$35) - \$25  
Three-Year (\$85) - \$70  
Five-Year (\$125) - \$100  
Regular Life (\$1,000) - \$750

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## NRA In the News

[Timely articles featuring  
current NRA topics from  
across the country.](#)

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## Quick Information

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Presentation](#)

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NRA Success: A Legacy of  
Winning](#)

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## Contact the NRA

With over 8,300 members recruited, they have proven that they will be a force at the top of the Dealer category for years to come.

The people at Turner's know what it takes to be a successful Dealer Recruiter. Like past Dealer Recruiter of the year Shoot Straight Inc of Florida, they pass the commissions to their salespeople to ensure that every customer is asked to join or renew. Additionally, they provide sales incentives for their employees to help keep them motivated and focused on growing NRA membership. The chain even hosts special NRA weekends and provides customers with incentives, such as a free membership, with the purchase of a firearm during select dates!

2014 promises to be another amazing year of recruitment for Turners. Vice President of Operations Bill Ortiz plans additional employee incentives, increased customer exposure to NRA through their website and many other fantastic ideas to keep the flow of NRA memberships going and to try to top a phenomenal 2013 campaign. Congratulations to Turner's Outdoorsman and their employees for their outstanding achievement in 2013!

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## 2013 Show Recruiter of the Year: Members Council of Alameda County

Since 2004, the Members Council for Alameda County have been recruiting for the NRA with Paul Nelson at the helm. In their first year, Paul and the Members Council were excited to recruit 54 NRA members. Imagine their pride and astonishment when they recruited 2,702 members in 2013! The hard work and dedication that Paul and his group of volunteers have shown over the last decade have certainly made them deserving of 2013 Recruiter of the Year, Gun Shows and Public Events category!

Paul has stated, "Teamwork and having strong volunteers that have a passion for NRA has led to our success." Teambuilding for this group is a key. The group goes on special teambuilding outings that help strengthen their relationships and allow them to build a strong working bond. It's this sense of family that shines though in their recruiting efforts at the gun shows.

A large amount of the group's success comes from the support of the Crossroads of the West Gun Shows. Paul and his group take advantage of the "Join NRA Get in Free" promotion at every gun show. As a result the Members Council of Alameda County consistently averages 300 members per show.

Paul always does everything he can to promote the NRA in San Francisco and surrounding areas. He is a great ambassador for NRA and always looks for ways to add NRA members. Congratulations to the 2013 NRA Recruiter of the

## Recruiting Programs

### Department:

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800-672-0004

### Order Recruiting Supplies:

[Online](#) or call 866-672-4445

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Year, Gun Shows and Public events category, NRA Members Council of Alameda County!

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## 2013 Club Recruiter of the Year: Buckeye Firearms Foundation

Since late 2008, Buckeye Firearms Foundation has been on a mission to become the top recruiter in the Club category. In 2013, they finally achieved that goal by recruiting over 1,600 NRA members. Not only did they set a new Club category record but they also earned 2013 Recruiter of the Year honors!



By taking advantage of every opportunity to increase NRA membership, Buckeye Firearms Foundation has become a model for NRA Recruiting success. They make NRA membership available at every event that they host. Memberships are available in their newsletter, on their web site and in every email that they send out. Not an opportunity goes by where they are not offering people the option to join or renew.

Making membership available is only half the battle. Recruiters still need to get members to follow through and join. Buckeye Firearms Foundation has a unique approach. They made it very clear that their goal, in addition to supporting NRA, was to be the number one club recruiter. Simply informing people that they wanted to be the top recruiter certainly paid off as members joined in droves! It's this kind of outside-of-the-box thinking that will ensure that Buckeye Firearms Foundation will remain a force within the Club category for years to come. Congratulations to Buckeye Firearms Foundation on winning 2013 Recruiter of the Year honors!

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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 biggest step to becoming a top flight recruiter.



All recruiters are strongly encouraged to recruit at least 25 members per year. When you think about it, it's essentially only 2 members per month. We are confident that you encounter at least 2 non-NRA gun owners in your daily activities. Ask everyone to join and "Strive for 25"!

There were many other success stories from 2013 that are worth highlighting. Shoot Straight, of Florida, and G.A.T. guns in Illinois both had banner years, recruiting thousands of new members. Jim Scoutten had another amazing year and passed the 25,000 member mark for his recruiting career! Dave Fitzmorris, Doyle Hallmark, Jane Snapp, Tom Knie, and Harry Jacobs all had great years in the Shows and Events category. All Recruiters did a great job in 2013 and should look forward to another fantastic year in 2014!

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