

2016 - NRA Recruiters Have a Remarkable Year! Recognizing Outstanding Recruiters. NRA Dealer Recruiter of the Year: Suburban Sporting Goods. NRA Instructor Recruiter of the Year: Armed2Defend. NRA Show Recruiter of the Year: Cumberland Road Mercantile. Back to Basics: Statements and Record Keeping. 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 with any questions.



January 26, 2017

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Top Recruiters

Gun Shows

1. Harry Jacobs - 6,628
2. Showmasters - 5,639
3. NRA Members Council of Inland Empire- 2,908

Dealers

1. Turner's Outdoorsman - 20,228
2. Shoot Straight - 4,691
3. Chuck's Gun Shop - 1,855

Instructors

1. Armed2Defend - 2,498
2. Andre Macon - 691

2016 - NRA Recruiters Have a Remarkable Year!

Congratulations on another outstanding year of recruiting! 2016 was a crucial year for America and the Second Amendment. NRA Recruiters were tasked with building NRA ranks for the critical general election and you delivered! NRA's success is always tied into membership, and NRA Recruiters signed up over 311,000 members. Thank you for all your efforts and for a job well done!

As always, we are challenging all new and single digit Recruiters to "Strive for 25" members. Conveniently, there are 25 applications per recruiter booklet! For Recruiters who regularly recruit more than 25 members, we urge you to set your sights on a 15% increase. With the elections over and pro-gun forces now in charge of the White House and both Chambers of Congress, it is time to take advantage of the pro-gun, pro-freedom climate engulfing the country. It is imperative Recruiters enlist every Second Amendment supporter!



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 recruitment happen. Together we can make 2017 another tremendous year for NRA

3. Ryan Felton - 649

Clubs

1. Manhattan Wildlife Association - 1,740
2. Tulsa Red Castle Gun Club - 830
3. Escondido Fish & Game Association - 690

Independent

1. Tier One Media - 2,954
2. Unlimited Firearms & Outfitters - 754
3. USACarry.com - 565

[View Complete Top Ten Lists](#)

Regional Gun Show News

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

Individual Category News

[XC](#)
[XI](#)
[XR](#)
[XS](#)

Current Pricing

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

One-Year (\$40) - \$30
Three-Year (\$100) - \$85
Five-Year (\$140) - \$100
Regular Life (\$1,500) - \$600

Quick Information

[Download the UPDATED Instructor PowerPoint Presentation](#)

Contact the NRA Recruiting Programs

membership!

[Email Feedback](#)

Recognizing Outstanding Recruiters

What do our Recruiters of the Year have in common? They all recruited at least 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, essentially only 2 members per month! We are confident 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 2016 worth highlighting. Turner's Outdoorsman set a new Dealer category record and became the first Recruiter to sign up over 20,000 members in a single year! Jim Scoutten, once again, led the way in the Independent category with nearly 3,000 members recruited. Longtime stalwarts Shoot Straight and Chucks Gun Shop recruited 4,700 members and 1,800 members respectively. The Manhattan Wildlife Association once again led the way in the Clubs program followed closely by Tulsa Red Castle Gun Club, and in the Shows and Events category, Harry Jacobs signed up over 6,000 members!

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NRA Dealer Recruiter of the Year: Suburban Sporting Goods

Suburban Sporting Goods of Melrose Park, IL recruited more than 950 members last year, propelling them to the Top 5 for Dealer Recruiters for the first time and earning them 2016 Recruiter of the Year honors! The staff at the suburban Chicago store worked tirelessly and increased recruitment by 702% over 2015, an incredible feat!

Father and son team Don and Jim Beltrane have recruited NRA Members at Suburban since 1998. Not satisfied with previous results and

Department:
recruiter@nrahq.org
800-672-0004

**Order Recruiting
Supplies:**
[Online](#) or call 866-672-4445

**Regional Gun Show
Reps:**

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Northeast Region (CT, IN,
MA, ME, MI, NH, NJ, NY, OH,
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KKelly@nrahq.org
703-267-3714

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DHelmer@nrahq.org
703-267-3781



recognizing the importance of NRA membership during a vital election cycle, they decided to make NRA recruitment a top priority in 2016. Don and Jim understand the key to selling memberships in shops such as Suburban is the enthusiasm of day to day employees. In addition to passing along the commissions, the store made the decision to launch and pay for a program giving NRA Recruiter hats and other promotional items to employees who hit determined sales numbers.

This "outside the box" thinking and the tireless dedication to build the ranks of NRA is common place among Recruiter of the Year award winners such as Suburban Sporting Goods. Congratulations to the store and staff for the outstanding year and for winning Recruiter of the Year honors!

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**NRA Instructor Recruiter of the Year:
Armed2Defend**

Congratulations to Kevin Sadeski, owner and chief instructor of Armed2Defend, for being named 2016 Instructor Recruiter of the Year! Kevin and his team recruited almost 2,500 members in 2016, a 138% increase over the previous year and enough to land Armed2Defend at the top of the Instructor Recruiter category!

Armed2Defend has been a top five NRA Instructor Recruiter every year since joining the program in 2012, and the top NRA Instructor Recruiter for the last 3 years. Kevin and his team



of instructors have stepped far outside the box to employ many unique and effective recruiting methods. First and foremost, any student who prepays and preregisters for a class receives a free NRA Associate membership. This is of great value to Armed2Defend as those



who preregister are far more likely to follow through and take the class. It also serves as a fantastic value added to Armed2Defend's classes and guarantees one more member added to NRA. Once in the class, members are given the opportunity to upgrade to a regular membership. Additionally, every person who joins or renews through Armed2Defend is eligible to win a Kimber 1911, paid for by Armed2Defend. This is a fantastic idea and a great use of NRA recruiting commissions.

In addition to the thousands of members Kevin and his team bring into NRA, they make sure to include info about the Recruiting program to those seeking Instructor certification. It's this type of effort and dedication that has helped Kevin and Armed2Defend move to the top of the Recruiter ranks and win the 2016 Instructor Recruiter of the Year!

[Email Feedback](#)

NRA Show Recruiter of the Year: Cumberland Road Mercantile

Since becoming a Recruiter in 2009, Gary Benefield and his recruiting team of Cumberland Road Mercantile have consistently been a top 3 Recruiter for the Western Region. In that time, they have signed up over 8,600 members including 2,200 in 2016.

There is no doubt their success is due to their dedication, persistence and team work. Gary helped set up a strong recruiting team of friends and family. With the hard work of this team, they cover events in Kansas, Nebraska and Missouri, and recruit nearly every weekend of the year. Gary's wife Theresa plays a huge role in their success. She handles the finances and makes sure applications are always submitted in a timely manner. There are many weekends both she and Gary are recruiting at events in different cities. In a 6 week span this past summer, the recruiting team covered 10 different events recruiting nearly 1,000 members. Attending events outside of gun shows, such as fairs and local outdoor stores, is vital to their recruiting numbers. Their dog Sake even helps with

recruiting. The adorable pooch is well known and a welcome site at many of the events they go to! Besides Gary, Theresa and Sake, the group also includes Trevor and Miya Benefield, Steve Henderson, and Betsy Carter.

Never wavering, the team is always willing and eager to take on a challenge and do everything they can to promote the NRA. Gary and his team have been a pleasure to work with. Congratulations to Gary Benefield and Cumberland Road Mercantile on winning 2016 Show Recruiter of the Year!

[Email Feedback](#)

Back to Basics: Statements and Record Keeping

2016 has proven to be yet another stellar year as we've witnessed another massive number of new members submitted by NRA Recruiters. It is extremely important to continue to sign up members in droves. Furthermore, it is also crucial Recruiters manage their records properly to ensure Recruiter and member satisfaction!

Each time you get a commission check, you also receive a corresponding statement. This statement details the members you've recruited since the last statement arrived. Always cross reference your yellow copies to your statement! If a mistake has been made, it is best to catch it as quickly as possible, not only for the member, but for the recruiter as well.

NATIONAL RIFLE ASSOCIATION
MEMBERSHIP DIVISION
11250 WAPLES MILL ROAD
FAIRFAX, VA, 22030
1-800-472-0004

STATEMENT

SAMS OKKETY'S SHACK
LEE S MCKEAN
106 COTTONTAIL ROAD
ENID, OK 73734-0408

STATEMENT DATE: 08/29/2016
RECURTER ID: 00001000
VENUE: 00001000

VOUCHER NUMBER	TOTAL AMOUNT	TOTAL COMMISSION
8090	\$100.00	\$40.00

TYPE OF MEMBER	DATE	FIRST NAME	MI	LAST NAME	ZIP	MEMBER AMOUNT	COMMISSION
NEW	08/14/2016	BOON	F	AYERS	67261	\$100.00	\$40.00
NEW	08/14/2016	ARRISON	S	ROSENTHAL	67261	\$100.00	\$40.00
NEW	08/14/2016	OSBORNE	S	KELSO	67261	\$100.00	\$40.00
NEW	08/14/2016	KYLE	S	KELSO	67261	\$100.00	\$40.00
NEW	08/14/2016	ADAM		ABRIL	67261	\$100.00	\$40.00
NEW	08/14/2016	ANDY		ABRIL	67261	\$100.00	\$40.00
RENEW	08/14/2016	ANDY		CEASE	67261	\$100.00	\$40.00
NEW	08/14/2016	ANGELA		SHENKOFF	67261	\$100.00	\$40.00
TOTAL						\$800.00	\$320.00

If you have a yellow copy for a member not listed on your statement, check to see if they paid with a credit card. Look for any missing numbers (you'll only be able to see the last 4 digits) or expiration date. Incorrect credit card information will prevent a membership from processing. Always verify credit card information when you take the membership, as it will help to eliminate

these types of mistakes. Other types of mishaps that are easily avoidable are unsigned checks, illegible handwriting, or missing address information. Take a few extra seconds to double check each application before you mail it to NRA

NATIONAL RIFLE ASSOCIATION
MEMBERSHIP APPLICATION

DATE: 11 10 16 NEW MEMBER RENEWAL # _____

NAME: IN FULL: John Smith

ADDRESS: 11250 Waples Mill Rd
Fairfax VA 22030

PHONE: 703-297-0000 E-MAIL: johnsmith@nrahq.org BIRTHDAY: 01.01.73

CHOOSE ONE MAGAZINE: AMERICAN RIFLEMAN, AMERICAN HUNTER, AMERICA'S 1ST FREEDOM, SHOOTING ILLUSTRATED

PAYMENT INFORMATION: CHARGE TO: AMEX, VISA, MC, DISCOVER

MEMBER SIGNATURE (credit card only): John Smith

TOTAL \$ 30.00

Headquarters. It is extremely important to identify and rectify any membership issues immediately. Don't wait for an

aggravated member to contact us, and in turn, we contact you. Ensure a positive experience for a new or renewing member by taking the time to check over each statement.

[Email Feedback](#)

National Rifle Association Recruiting Programs Department
11250 Waples Mill Road, Fairfax, VA 22030; 1-800-672-0004

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