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## TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 3,185
2. **Tulsa Gun Show** - 1,639
3. **Harry Jacobs** - 1,599

Dealer Recruiters

1. **Shoot Straight** - 537
2. **TGSCOM** - 447
3. **G.A.T. Guns** - 339

Instructor Recruiters

1. **Indy Gun Safety** - 568
2. **Glenn Gurnett** - 181
3. **Stark's Training Inst.** - 161

Club Recruiters

1. **Peconic River** - 384
2. **Benton Gun Club** - 327
3. **WWCCA** - 264

Independent Recruiters

1. **Shooting USA** - 2,173
2. **NRA Store** - 963
3. **Eagle Publishing** - 537

## REGIONAL GUN SHOW NEWS

- [Northeast](#)

MAY/JUNE RECRUITER NEWSLETTER  
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## **2009 Recruiters of the Year**

In this special edition of the NRA Recruiter Newsletter, we recognize our Recruiters of the Year for 2009! These three recruiters have earned this title through their outstanding performance, unwavering dedication and excellent recruiting attitude over the last year. Read on to learn more about these exemplary recruiters and the advice they can offer to other recruiters!

## **2009 Instructor Recruiter: Dan Starks, Starks Training Institute**

Congratulations to Dan Starks, of Starks Training Institute, 2009 Instructor Recruiter of the Year! It was a fantastic year for Dan as he recruited 680 members, a 33% increase over 2008!



Dan has been at the helm of Starks Training Institute for over 20 years and has been an NRA Recruiter since 2002. Since then, the number of members he has signed up has increased every year! In EVERY class, Dan encourages NRA membership. He points out that, as firearm owners, NRA membership entitles you to \$1,000 of *free* insurance for your guns. "It's the best insurance you can get", says Dan. He always shares the story of a former student, and Holocaust survivor, who's seen the worst of what can happen when our rights are stripped away. Dan shares this story as a reminder of what can happen when our freedoms are trampled. He continues, "The NRA guarantees my freedom as a human being because the NRA backs up the Second Amendment, which backs up the rest."

So what advice would he give to other Instructor Recruiters? "When you are talking to students, make sure you discuss the financial benefits of joining the NRA. It's the best insurance you can get for your guns for \$25 per year."

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

## **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](#)

### **Authorized NRA Recruiter Discount Offers:**

#### **1-Year Membership for \$25**

Recruiters can discount the 1-Year membership \$10 off the regular price of \$35 on 3-part applications. Cross out the \$35 and write in \$25 and total correctly.

#### **\$750 Life Membership**

Recruiters can discount the Regular Life membership \$250 off the regular price of \$1,000 on 3-part applications. Cross out the \$1,000 and write in \$750 and

To top his 2009 numbers, Dan is expanding his recruiting to non-firearm classes that he teaches. He is also launching a radio program on Sirius where he can talk about the Second Amendment and encourage people to join NRA. Good luck in 2010 Dan. But judging by your track record, you don't need it!

## **2009 Dealer Recruiter: Target World of Pennsylvania**

2009 proved to be a fantastic recruiting year for Target World Inc. of PA, our Dealer Recruiter of the Year. They finished with 929 memberships, more than 200 members over their 2008 totals!

Since 1992, Target World has been a consistent performer in the NRA Recruiting Program. Owner Danny Carr gives all of the credit to his employees. These are the people on the front lines with the customers. They realize that, at times, recruiting can be a simple numbers game. "You have to talk to everyone", Danny explains. "You cannot assume that they won't be interested. They've already shown an interest in our field by coming to the store. And if they come to the range we know they enjoy firearms and should be an NRA member."

By keeping the employees up to date with all of the latest information, as well as rewarding them with a commission for every membership sold, Danny makes sure that Target World employees are prepared with all of the tools necessary to sell memberships. He concludes, "The NRA is the backbone of our gun rights. They are always looking out for us."

It will be a challenge to improve upon the amount of memberships that Target World sold last year. But with plans for contests and incentives among the employees, Target World is poised for another stellar year of recruiting in 2010!

## **2009 Gun Show Recruiter: Dave Fitzmorris**

Congratulations to Dave Fitzmorris for earning the title of "Gun Show Recruiter of the Year" for 2009. Dave earned this distinction by increasing member totals from an incredibly respectable 8,598 in 2008, to an astounding 10,060 for 2009! Dave has been in the Recruiting Program for over a decade now. His numbers are more and more impressive



total correctly. This offer is not available on Internet sign-ups.

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each year.

One of the most striking aspects of Dave's recruiting efforts is the relationship he has with members. At any given show, there is a steady flow of people that make a conscious effort to seek out his table. These people do this because they know that Dave is always there running the "Join Here, Get in Free" promotion. Dave maintains this strong relationship by being at the same shows consistently, year after year.

One of the biggest factors in Dave's success is organization. He says, "Organization is the key. You have got to be organized." When preparing for his shows, Dave makes sure that he has plenty of pre-bagged hats and a surplus just in case. He organizes his volunteers weeks in advance. When the situation warrants, he uses two tables and never leaves them unstaffed. The time he takes in preparation more than pays off when his shows go off without a hitch.

Dave's achievement is a first in the history of the NRA's Recruiting Program. His hard work and constant attention to detail have made Dave the first Show Promoter Recruiter ever to recruit more than 10,000 members in a single year!

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## A Patriot's Prerogative - Recruiting at Rallies

In the past year and a half we have seen a huge surge in people actively voicing their patriotism through gatherings and events, like the Tea Parties and Second Amendment rallies. As a recruiter, you are perfectly positioned to help these fellow patriots protect their rights by signing them up to be NRA members!

Any true patriot will be able to see the importance of the Second Amendment to this country and what will happen if our Right to Keep and Bear Arms is further infringed. So even if they aren't a hunter or shooter themselves, these patriots are still perfect partners for the NRA because of their love for our freedoms.

The first step to tapping into these sources of NRA membership is to find out where they are. Keep an eye out in your local newspaper, your favorite internet sites and television shows for the latest news on where the next event is occurring. Then, give the person or group who is in charge a call to get some more information. Some key questions to ask are: Will there be space to set up a table? How long is the event? Will there be any restrictions on monetary transactions at the event? How many people do you expect to attend? With the answers to these questions you will be better able to plan your recruiting strategy.

Next, you should plan your approach to the event. What supplies will you bring? (Don't forget to [order your supplies](#) from us at least 3 weeks in advance to be sure they get to you in time.) Should you get some friends and family members to help you out? Once at the event, be sure to



focus on our rights and the freedoms NRA has preserved for gun owners over the years!

These events are wonderful examples of freedom in action. Don't just sit back and watch them happen--get out there and be a part of history by attending and signing up these patriots for NRA membership!

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