

2011 Recruiter of the year: Shoot Straight. 2011 Recruiter of the year: Joe Holdmann. 2011 Recruiter of the year: Damaso Torres. 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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## Top Recruiters

### Gun Shows

1. Dave Fitzmorris - 3,408
2. Harry Jacobs - 1,861
3. Tulsa Gun Show - 1,565

### Dealers

1. Shoot Straight - 1,782
2. Target World of PA - 359
3. TGS.com - 273

### Instructors

1. Joe Holdmann - 449
2. Marksmen Masters - 351
3. Indy Gun Safety - 310

### Clubs

1. Peconic River Sportsman's Club - 467
2. Benton Gun Club - 397
3. Western Wayne Co. Conservation Ass'n - 335

## Recruiter of the Year Awards

In this edition of the NRA Recruiter Newsletter, we recognize our 2011 Recruiter of the Year award recipients. Many factors are considered when determining a NRA Recruiter of the Year. These factors include: recruited members, annual improvement, strategy, customer service, and dedication. In short, these are the attributes of successful NRA Recruiters. Being selected as a NRA Recruiter of the Year has its rewards. Selected recruiters are invited to the NRA's September Board of Directors meeting in the Washington D.C. area for a weekend of activities at the NRA, such as a guided tour of our nation's capital, mingling with Board Members and NRA officers at the President's reception, and, most importantly, recognition of their outstanding achievement at the NRA Board of Directors' Meeting.

All three award winners started just like every other recruiter, with an application book and the opportunity to sign up members for NRA. Their hard work and tremendous dedication to NRA and its programs have propelled each into the upper echelon of their respective categories. All Recruiters have the potential to achieve the same recruiting success. Do not hesitate to contact the Recruiting Programs department for ideas to increase your totals and perhaps even win one of these prestigious awards!

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## 2011 Recruiter of the Year: Shoot Straight



With seven locations in the Central Florida area, Shoot Straight broke their own Dealer Recruiter category record and earned 2011 Recruiter of the Year honors! With over 2,400 members recruited in only their second full year of recruiting, they have proven

## Independent

1. Shooting USA - 1,667
2. USACarry.com - 964
3. Marketshare Publications - 348

[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

[Order Recruiting Supplies](#)

[Download the Instructor PowerPoint Presentation](#)

[Download a fact sheet on NRA Success: A Legacy of Winning](#)

[NRA-ILA Fact Sheets](#)

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**Contact the NRA Recruiting Programs Department:**  
[recruiter@nrahq.org](mailto:recruiter@nrahq.org)  
800-672-0004

that they will be a force at the top of the Dealer category for years to come.

Shoot Straight knows what it takes to be a successful Dealer Recruiter. They pass the full commissions to their salespeople to ensure that every customer is asked to join or renew. Signs offering the membership at the discounted rate are posted at every register and employees know what benefits to push. As General Manager Sal Crivello explains, "The insurance is a slam dunk. If you just bought a \$1,000 gun, why would you turn down the insurance for only a \$25 per year membership?"

2012 promises to be another record shattering year of recruitment for Shoot Straight. To date, they manage to hold onto their top spot with 1,780 members recruited already. What keeps Shoot Straight President Khaled Akkawi motivated? "Who's better to protect us than NRA; we work together as partners. If not for NRA, we'd have to sell something else."

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## 2011 Recruiter of the Year: Joe Holdmann

A mere 17 months after joining the NRA Recruiting program, Joe Holdmann is a NRA 2011 Recruiter of the Year. Joe recruited 810 members in his first full year as a Recruiter, propelling him to the number one spot in the Instructor category!

In addition to teaching up to ten times a week, Joe uses very creative methods to get his students to join. "You have to make them WANT to join the fight," Joe explains. In each of his classes, every student receives a small plastic jar full of beads: 225 gold, 86 silver, and 4 copper. The 225 gold beads represent the approximate 225 million citizens who don't own a firearm. The 86 silver represent the millions of gun owners, while the 4 copper highlight the 4 million members protecting the rest. It's a powerful visual that drives home the need for his students to join right then and there, and they usually do!

So what advice would Joe give new recruiters? "Recruiting is both easier and harder than it looks," he explains. "You've got to make it easy. Don't just try to sell them, but make them want to join in the fight." He's right. It's your passion, belief, and dedication that make the difference when convincing your students to join! Pass that passion along to your students and watch your totals skyrocket!

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## Order Recruiting Supplies:

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

## Regional Gun Show Reps:

### Kelley Hart

Northeast Region (CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT)

[khart@nrahq.org](mailto:khart@nrahq.org)

703-267-3714

### Phil Hoffman

Southeast Region (AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV)

[phoffman@nrahq.org](mailto:phoffman@nrahq.org)

703-267-3772

### Kyle Crew

Central Region (AR, IA, IL, MN, MO, OK, TX, WI)

[kcrew@nrahq.org](mailto:kcrew@nrahq.org)

703-267-3779

### Kyle Crew (Interim)

Western Region (AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY)

[kcrew@nrahq.org](mailto:kcrew@nrahq.org)

703-267-3779



## 2011 Recruiter of the Year: Damaso Torres



Over the last 8 years, Damaso Torres has made an incredible impact by recruiting at gun shows and local events. He started recruiting while in college and hasn't looked back as his membership totals have increased year after year. Damaso is a staple at the San Antonio and southern

Texas gun shows, where you can't miss hearing him pitch the NRA membership at the front door of the various exhibit halls.

In 2011, Damaso doubled his membership recruiting total from the previous year to an impressive 1,445 members. This is a great feat any year, but with a bad economy and in a non election year, it makes it even more remarkable! These impressive results, coupled with his long standing commitment and the positive image he gives NRA has earned Damaso 2011 Recruiter of the Year honors.

Damaso states, "Maintaining a professional personal appearance and eye-catching display are paramount for recruiting success." By conducting himself in a professional manner, he not only helps his recruiting totals, but NRA's image as well. He stresses the use of additional signage, offered by the NRA Recruiter Materials Center, to help make his display look more official and to help educate attendees of membership promotions. Damaso is a model for all recruiters, especially those just getting started.

Always thinking outside the box, he has found many new venues for membership recruiting, including shooting competitions, outdoor sporting events, and even boat and R.V. shows. Yet, the bulk of his memberships come from traditional gun shows. A major factor in Damaso's continued success is the unwavering support of Saxet Gun Shows, whose owner is extremely dedicated to the NRA. Using the "Join NRA, Get in Free" promotion at every Saxet show, Damaso is able to average nearly 100 members per event.

When Damaso is not recruiting, his other, full time job is as a high school teacher. With his great positive attitude and his fondness of the Second Amendment, we couldn't think of a better teacher for today's youth than this NRA Life Member and a 2011 NRA Recruiter of the Year award winner!



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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 Recruiter of the Year.

There are many new recruiters this year that have already hit and surpassed their initial 25 members. These recruiters include: David Waters, Dion Studinski, Unlimited Firearms, Donna Cassanese, BMaddox Enterprises, Todd Homan, Charles Johnson, Richard Crawford, Troy Hinson, Home Guard Association, Brian Kunick, and Defensive Specialties.

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

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### National Rifle Association Recruiting Programs Department

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