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NRA RECRUITER

Top Recruiters

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. Doyle Hallmark - 191
2. Alan Bagley - 70
3. Lee Swank - 69

Dealer Recruiters

1. TGSCom, Inc. - 59
2. G.A.T. Guns - 30
2. Target World of PA - 30
3. Outdoor Outfitters - 16

Instructor Recruiters

1. Indy Gun Safety - 24
2. Starks Training Inst. - 21
3. Gunsite Academy - 19

Club Recruiters

1. Benton Gun Club - 109
2. Cherokee Gun Club - 100
3. WWCCA - 37

Independent Recruiters

1. Shooting USA - 328
2. NRA Catalog - 84
3. Eagle Publishing - 69

Regional Gun show News

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

NRA-ILA Hot Issues

January/February Recruiter Newsletter
Vol. 14 Issue 1 - January 26, 2010

2010 Challenge: Commit to Action

2009 proved to be an unprecedented year for membership recruiting. We saw recruiters shatter previous year's totals, new recruiters realized how simple it is to add a member to the ranks, and there were many political victories on national and statewide levels. There's no turning back now -- NRA

Recruiters, you proved yourselves worthy of a challenge in 2009 and we have much more work to do in 2010.

It may seem unexpectedly quiet concerning threats to the Second Amendment, but remember Dianne Feinstein's infamous quote in her appearance on *60 Minutes* in April 2009: "I'll pick

the time and the place, no question about that." Her statement may seem bold but the sentiment is far from original. The anti-gun establishment is targeting your ammo and the UN is targeting American firearm freedoms with its agenda to disarm all of us. [Secretary of State Hillary Clinton just announced the Obama Administration would be working hand in glove with the UN to pass a new "Small Arms Treaty."](#) In addition to all of this, California has its foot in the [ammunition registration](#) door. Now is not the time to become complacent--the fight continues!

In order to combat these very real threats, recruiters must remain committed to action. Turn your passion to protect the Second Amendment into a tangible sign of your commitment: a massive stack of NRA memberships.



—Senator Dianne Feinstein

Admitting to *60 Minutes* in April 2009 her intentions to seek renewal of the expired 1994 semi-auto ban.

Terror Watch List

[Rep. Todd Tiahrt: Mayors Wrong About Tiahrt Amendment](#)

[More Guns, Less Crime: FBI Reports Crime Rates Continue to Decline](#)

[Campus Right-to-Carry, Colorado State University](#)

[Firearm Transportation on Amtrak](#)

Quick Info

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.

[NRA-ILA Fact Sheets](#)

3-Part Applications Book Changes - New 3-Part application books are now in circulation. These new books have an option for the digital magazine format. Please note that if a member wants to receive their NRA magazine in a digital format they must list a valid e-mail address.

Contact us

Recruiting Department:
recruiter@nrahq.org

2009: What a Year!

2009 was an incredible year for NRA Recruiters. The aftermath of the 2008 election, subsequent chain-reaction of firearm and ammunition sales and record gun show attendance created perfect conditions for NRA membership sales. NRA Recruiters stepped-up to defend the Second Amendment and recruited more than 285,000 NRA members--surpassing every previous recruiting benchmark. Every recruiting category experienced double-digit percentage growth and thousands of new recruiters joined in the fight for protection of the Second Amendment.

2009 also saw recruiting efforts branch out into uncharted territory with increased mass-media exposure. [Shooting USA](#), [Tom Gresham's Gun Talk Radio](#), [Intermarkets, Inc.](#), [Eagle Publishing, Inc.](#) and [Townhall.com](#) took the NRA membership message to an expansive audience of gun owners and freedom-loving Americans. Likewise, our friends in the [firearm industry](#) came together like never before to publicize their support of the NRA by signing-up their employees, adding more than 5.5 million membership applications to their products, placing links on their websites, running special promotions and printing NRA recruiting logos in their advertising.

Recruiters, you made history in 2009 and proved that perilous treats to our freedom will not be tolerated.

2009 Top Tens:

Gun Show Recruiters - Northeast Region:

1.) Harry Jacobs - 4,806, 2.) Peoples Rights Organization - 2,322, 3.) Windt & Son - 1,701, 4.) Jon Smetana - 617, 5.) Indiana State Rifle & Pistol Association - 433, 6.) Charles Lehnert - 405, 7.) Margaret Razus - 353, 8.) Dale Emerick - 288, 9.) Andrew Madura - 278, and 10.) Dave Maybach - 267.

Gun Show Recruiters - Southeast Region:

1.) Dave Fitzmorris - 10,060, 2.) Herb Speas - 2,443, 3.) Southern Classic Gun & Knife Show - 1,978, 4.) James Mangels - 1,281, 5.) Sun Coast Gun Show - 1,182, 6.) Carol Shaffer - 880, 7.) Silverado Gun Shows - 865, 8.) William Dickens - 838, 9.) Wes Stinson - 778, and 10.) Bill Huff - 745.

Gun Show Recruiters - Central Region:

1.) Tulsa Gun Show - 3,865, 2.) Doyle Hallmark - 3,713, 3.) Jane Snapp - 2,275, 4.) Ernest Roney Jr. - 1,685, 5.) Lajuana Murray - 1,599, 6.) Lee Swank - 1,248, 7.) Phillip Wulz - 1,068, 8.) Iowa State Rifle & Pistol Association - 1,030, 9.) Damaso Torres - 934, and 10.) Gateway Civil Liberties Alliance - 799.

Gun Show Recruiters - Western Region:

1.) NRA Members Council of Alameda County - 2,143, 2.) NRA

1-800-672-0004 (option 2)

Regional Reps:

Peter Goggin

Northeast - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT
703-267-3714

Wes Stinson

Southeast - AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV
703-267-3772

Kyle Crew

Central - AR, IA, IL, MN, MO, OK, TX, WI
703-267-3779

Becky Bostic

Western - AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY
703-267-3784



Southern Arizona FST - 1,985, 3.) Shoot Right/CAASES - 1,518, 4.) Costa Mesa Newport Rifle & Pistol Association - 1,462, 5.) MC San Diego - 1,454, 6.) Firearms Education and Safety - 1,066, 7.) NRA Members Council of Inland Empire - 1,045, 8.) Firearms Freedom Council of Ventura - 1,014, 9.) Firearms Education & Safety Council - 996, and 10.) Utah Rifle & Pistol Association - 870.

Dealer Recruiters:

1.) TGSCom - 1,388, 2.) G.A.T. Guns - 1,272, 3.) Target World of Pennsylvania - 929, 4.) Buffalo Gun center - 632, 5.) Chuck's Gun Shop - 391, 6.) Stengel Gun Shop - 310, 7.) Blue Trail Range & Gun Store - 281, 8.) Turner's Outdoorsman - 253, 9.) Shoot Straight, Inc - 195, and 10.) Outdoor America Store - 170.

Instructor Recruiters:

1.) Cheryl Lamar-Wagner - 763, 2.) Starks Training Institute - 680, 3.) Glenn Gurnett - 620, 4.) Gunsite Academy - 569, 5.) Roger Richards - 414, 6.) Jamielynn Pope - 357, 7.) Indy Gun Safety - 305, 8.) Bret Bartlett - 265, 9.) Stony Rushing - 185, and 10.) Peggy White - 175.

Club Recruiter:

1.) Tulsa Red Castle Club - 791, 2.) Manhattan Wildlife Association - 701, 3.) Benton Gun Club - 500, 4.) Cherokee Gun Club - 495, 5.) Ancient City Shooting Range - 385, 6.) Memphis Sport Shooting Association, Inc. - 316, 7.) Western Wayne Co. Conservation Assn. Inc. - 295, 8.) Tri-County Gun Club - 283, 9.) Rappahannock Pistol & Rifle Club, Inc. - 275, and 10.) Cleveland Hunting Rifle & Pistol Club - 268.

Independent Recruiters:

1.) Eagle Publishing 7,912, 2.) Shooting USA - 7,121, 3.) Intermarkets, Inc. - 2,388, 4.) NRA Store Catalog - 2,057, 5.) The NRA Range - 1,275, 6.) Tom Gresham's Gun Talk Radio - 1,257, 7.) AR15.com - 1,052, 8.) Marketshare Publications - 614, 9.) Gunbroker.com - 565, and 10.) USACarry.com (1156, Inc.) - 558.

Seal the Deal!

In order to keep up the pace in 2010, focus on the recruiting basics to remain successful. Follow these simple closing techniques to help seal the deal and get the membership.

Be prepared for potential member's objections and know how to overcome them. Lots of people will say that they don't have the money for membership, have already renewed, or just don't feel that strongly about the issues. Knowing the **issues** and **NRA membership benefits** will help you respond to these objections, but knowing the objections are coming in the first



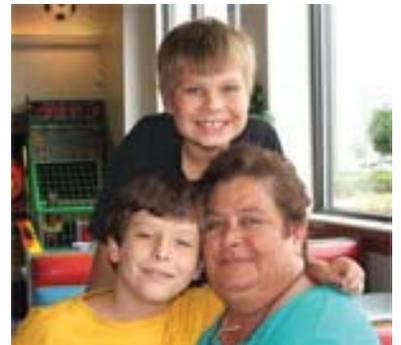
place is half the battle.

Be confident and act as if the potential member has already made the decision to join. This makes it difficult for them to brush you off and walk away. Say something like, "here's a pen, just fill this out -- put your name as you want it to appear on your card, and the address where you want to receive your magazine."

We have all heard the popular words, "I'll be back." Most of these people will not come back, therefore it's important to hold their attention and try not to let them wander away. Remind them that we have the most anti-Second Amendment President that this country has ever had, that our Constitutional rights are in jeopardy NOW, and that their membership is needed NOW, more than ever.

In Memory

In 2009, we mourned the passing of two members of our recruiting family. Cheryl Lamar-Wagner (pictured at right) and Edward Probst were tireless defenders of the Second Amendment and we honor both of them for their dedication to protect our cherished freedoms.



Cheryl Lamar-Wagner joined the Recruiting Program in 2005 and quickly made her mark as an Instructor Recruiter. From her gun range in Cypress, TX, she educated many people in firearm safety and stressed the importance of NRA membership. Through her tireless efforts, Cheryl earned the prestigious honor of Instructor Recruiter of the Year for 2007 and signed up a total of 1,683 members during her few years as a recruiter. She was a class act, and will be missed.

Edward Probst from Gulfport, MS was another dedicated recruiter who passed in 2009. Ed began recruiting in 1993 for the South Mississippi Gun Association, when he saw the need for a recruiter at the club's annual gun shows. He and his wife, Shirley, worked as a team attending as many gun shows as possible throughout Mississippi and Louisiana, signing up an impressive 524 members as an official Recruiter.

Cheryl and Ed were both admired for their dedication and perseverance in their recruiting efforts to build a stronger NRA, and will truly be missed.

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