

TRADITIONS

A PUBLICATION OF THE NRA FOUNDATION

FRIENDS OF NRA SAYS THANK YOU

Recognizing the outstanding
commitment of Friends of NRA's
2015 Volunteers of the Year

BARON, GASTON AND HENRY

National fundraising events
highlight the importance of
three National Corporate
Sponsors of Friends of NRA

MAKE A FIRST

A Friends of NRA team member
shares her perspective on the
new NRA Make A First program

Racing to the Top in Derby City

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COVER STORY

Racing to the Top in Derby City

The NRA Foundation's events at the 2016 NRA Annual Meetings in Louisville sped to a strong finish in fundraising for the shooting sports.

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Northern Kentucky University Graduate, Michaela Kamer sings our National Anthem to a sold out crowd at the National NRA Foundation Banquet kicking off the 2016 NRA Annual Meetings & Exhibits in Louisville.

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Established in 1990, The NRA Foundation, Inc. ("NRA Foundation") is a 501(c)(3) tax-exempt organization that raises tax-deductible contributions in support of a wide range of firearms-related public interest activities of the National Rifle Association of America and other organizations that defend and foster the Second Amendment rights of all law-abiding Americans. These activities are designed to promote firearms and hunting safety, to enhance marksmanship skills of those participating in the shooting sports, and to educate the general public about firearms in their historic, technological, and artistic context. Funds granted by The NRA Foundation benefit a variety of constituencies throughout the United States, including children, youth, women, individuals with physical disabilities, gun collectors, law enforcement officers, hunters, and competitive shooters.



**SPREADING TRADITION, INSPIRING PASSION,
CREATING LEGACIES: THE NRA FOUNDATION
DRIVES GROWTH IN THE SHOOTING SPORTS**

By Allan D. Cors
President of the National Rifle Association

Each year I look forward to the NRA Annual Meetings and Exhibits and the opportunity to celebrate the people, passion and programs at the heart of the NRA mission to defend the Second Amendment. Even in our 145th year, there are always new cities to explore, new faces to meet and new exhibits and programs to launch. This year was no different.

The weekend's series of events in Louisville began with the 2016 National NRA Foundation Banquet, and I had the chance to address the sold-out crowd of more than 2,100 attendees, volunteers and guests. My focus was on the important role that The NRA Foundation plays in preserving our traditions by growing the population of educated and enthusiastic shooters, avid supporters of the shooting sports and advocates for the Second Amendment.

As I perused the halls of the Kentucky Exhibition Center in the following days and connected with attendees, I noticed two changes trending in the climate of our demographic; more women and more youth. Women are the largest growing demographic of new shooters, and youth shooters will be the future guardians of America's heritage of freedom. The National Sporting Goods Association recorded a 43.5 percent increase in female hunters from 2003 to 2013 and reported that participation in all types of shooting sports among youth is on the rise: in 2006, there were 4.1 million youth participants, but by 2014 that number had grown to just over 5 million.

NRA programs have played a key role in propelling this changing climate, and NRA Foundation grant funding supports those programs on local and national levels. Several dozen initiatives for both women and youth are among those continually introducing the shooting sports to new individuals and inspiring generations of hunters, marksmen, sportsmen, and more. Participation in Women on Target instructional shooting clinics—which encourage, educate and mentor women's participation in recreational shooting and hunting—grew from 500 participants in 2,000 to over 13,000 in 2014.

The vast majority of NRA Foundation grant funding benefits youth programs. From 4-H and Boy Scouts to high school trap teams, JROTC programs, and collegiate level competition, grant-funded programs instill in youth participants an appreciation for the shooting sports as well as the value of dedication, responsibility and personal initiative. The NRA Clubs & Associations department currently maintains 109 high school or JROTC shooting programs affiliates and also offers training to high school students in marksmanship programs to become Junior Coach Trainers. In the past three years, the number of Junior Coach Trainers has more than doubled, increasing from 80 in 2013 to more than 200 today.

The new NRA Make A First program, launched at the 2016 NRA Annual Meetings and Exhibits, embodies the mission to bring more and more members into the family of shooting sports and outdoors enthusiasts. The interactive digital movement celebrates “firsts” in the outdoors, from firing your first gun to hooking your first fish. It's a unique way to share stories, celebrate the heritage, and inspire new passions for the outdoors.

So whether you are just starting out in the shooting sports, looking for like-minded fellowship, or hoping to introduce new adventures to individuals in your community, NRA Programs and The NRA Foundation provide a wealth of opportunities to learn more about firearms and personal safety and encourage marksmanship, hunting, recreational and competitive shooting so you can take that first step, fire that first shot, share that first story and inspire future generations.

LEARN MORE ABOUT HELPING THE NRA FOUNDATION TEACH FREEDOM AT WWW.FRIENDSOFNRA.ORG/WAYSTOGIVE



Racing to the Top in Derby City

By Megan McConnell
Special Events Coordinator, National Rifle Association

The NRA Foundation makes long strides for 2016 fundraising with national events in Louisville

A crowd of 2,100 enthusiastic second amendment supporters at the sold-out 18th annual National NRA Foundation Banquet created an electric atmosphere for the night of food, fellowship and firearms. Thanks to event sponsors Century Arms, Henry Repeating Arms, Kimber and Universal Coin and Bullion, co-sponsors Frontier Tactical and Zeiss, and all of the incredible attendees, the Banquet raised over \$800,000 for the future of shooting sports.

The evening got off to an energetic start as attendees circled the room to visit the game tables and silent auction. Games sponsored by Century Arms, Colt, FN America LLC, Henry Repeating Arms, Mossberg, SIG Legion, Smith & Wesson and Weatherby gave away numerous firearms to lucky winners. Another stop that guests were sure to make, the High Roller raffle featured high-end firearms such as the Sig Arms Blue Moon, Christensen Arms ELR and others.

To kick off the night's program, NRA President Allen Cors spoke to remind everyone of the true reason for the event—fundraising for youth firearms education, marksmanship training, women's shooting clinics, hunting and conservation, and the hundreds of other programs that rely on the support of The NRA Foundation. The evening also included addresses from industry leaders: Century Arms Director of Business Development Jacob Her-

man; Kimber Vice President of Sales Ryan Busse; and Universal Coin and Bullion President Michael Fuljenz. Henry Repeating Arms President Anthony Imperato announced that Henry will be donating 1,000 special edition Henry Golden Boy rifles to be used at the first record-setting NRA Henry 1,000 Man Shoot in addition to its previous NRA-related donations totaling over \$1 million.

Imperato also took the opportunity to recognize eight Americans with inspiring stories of bravery by presenting them with special Henry Tribute Rifles. The honored recipients included: 100-year-old WWII veteran Bill Wester, who is among the oldest living WWII veterans; Deputy Dylan Dorris, honored for his law enforcement service to the state of Texas; Marine Corps veteran Scott Perkins, who was deployed twice to Baghdad and Fallujah; Jack Thompson who stopped two intruders who entered his home while he and his wife were asleep; M.J. Vowell who devoted two decades of her life to the US Military and served for three deployments in the Army, including two to Afghanistan; Army veteran Charles Green who served for 32 years and his wife Debbie who works with the NRA to support Second Amendment rights; Cheryl Benitaz Metcalf who has a combined 36 years of service both in her position at Fort Knox and in the US Army. Imperato's recognition of these heroes was a moving and motivational presentation, and it was an honor to host them at the Foundation Banquet.

BANQUET PREMIER SPONSORS:



CONTRIBUTING SPONSORS:



SHOWCASE ITEM SPONSOR:



Photos by Peter Fountain and Forrest MacCormack



PHOTOS From Top: The High-Roller Game table was a hot stop on the trail of game, raffle and auction tables around the room as attendees milled about before the evening's program kicked off; A group of patriotically-dressed attendees gather their passes and collect their raffle packs.





The entire evening would not have been possible without the hard work of volunteers. Not only do *Friends of NRA* Volunteers help the National NRA Foundation Banquet run smoothly, but they also provide the backbone to 1,100 local *Friends of NRA* events held across the country each year. NRA Director of Volunteer Fundraising Sarah Engeset, Director of Field Staff Philip Gray, and Redpoint Resolutions Vice President Tom Bochnowski—representing the 2015 Volunteer of the Year program sponsor RIPCORD—took a moment to honor our 2015 Region Volunteers of the Year. Learn more about the program and the six remarkable Region Volunteers of the Year on page 10.

Once the presentations, recognitions and honors had been shared, attention turned to the live auction featuring 35 unique and exclusive firearms, merchandise items and hunts. First up was a special 9/11 package honoring fallen heroes which comprised a limited edition Silver Stag Freedom Knife with a piece of steel from the fallen World Trade Center. The package also included a Henry Law Enforcement Tribute Rifle and a Firefighter Tribute Rifle donated by Henry Repeating Arms to honor the more than 400 first responders who lost their lives on September 11, 2001. Other popular auction items were an original 1912 Winchester Model 12, a seven-day sable hunt in South Africa donated by Authentic African Adventures, an Alaskan fishing adventure and transport hunt donated by Alaska Premiere Sports Fishing and The Wilderness Beach Lodge, and the 2016 *Friends of NRA* Gun of the Year Montana Rifle.



PHOTOS This page, clockwise from top: A father and daughter enjoy the family-friendly event together; The presentation of Henry commemorative rifles to veterans and servicemen and women was a highlight of the program; An attendee checks out the Raffle Pack Premiums; Banquet attendees try their luck on bucket raffles before the evening's program begins; The ever-popular Ammo Box Raffle gave attendees the opportunity to start off their night of fun and prizes before the doors even opened. Opposite page, clockwise from top: Fellow shooting sports enthusiasts enjoy the fellowship of the event; The patriotic crowd of Second Amendment supporters sings the national anthem; A raffle girl displays a live auction item; An attendee looks to add a bolt action to his collection; Auction winner Lee Lipscomb poses with his new NRA/HPR Black Ops Jeep Wrangler.



In addition to hosting the games, raffles, and auctions, The NRA Foundation presented the NRA/HPR Black Ops Jeep Wrangler in the banquet room for the perfect photo backdrop for attendees before they bid on the customized vehicle on GunBroker.com. This one-of-a-kind Jeep donated by HPR raised more than \$87,000 for the Foundation, and its new owner is thrilled to have the coolest Jeep in Wyoming. The NRA Foundation will continue teaming up with GunBroker.com throughout the year to auction off top-of-the-line firearms, so be sure to check in during the coming months to bid on your next firearm!





PHOTOS This page, from top: Annual Meetings attendees enter their tickets into a round of the Wall of Guns; The Wall attracted a large crowd in the Beretta lobby of the expo center; Bright yellow shooting shirts provided by Gaston Glock Style LP helped catch the attention of passersby as staff sold Wall of Guns tickets; Participants look over the options available for winner's choice.



The excitement of NRA Annual Meetings did not end for The NRA Foundation on Thursday. Friday morning it continued giving away firearms and raising money as NRA members and supporters from across the nation came to participate in The NRA Foundation's renowned Wall of Guns. Thanks to sponsors Gaston J. Glock Style LP, Henry Repeating Arms, Kel-Tec and Kimber, and to a team of extremely dedicated volunteers and NRA staff, the 2016 Wall of Guns had over 60 winners and raised more than \$200,900. This brought the total raised during the long weekend in Louisville to more than \$1 million, a record-setting sum for The NRA Foundation and the future of the shooting sports.

The Wall of Guns was located across from the NRA Country stage in the Beretta lobby of the Kentucky Exposition Center, and the excitement of winning firearms and rising country stars filled the space. The wall was packed with more than 70 firearms of various makes, models and calibers, many of them generously donated by Brotherhood Munitions, EAA, FNH, Henry, IWI, KAHR, Kel-Tec, Legacy Sports, PTR, Pulse Tasers, RCBS, Remington, Ruger, Savage, SIG SAUER, SKB, Stag Arms, Stoeger, Taurus, Trijicon, Tristar and Walther. For \$20 participants had the opportunity to win their choice of one firearm off of the "pick one" side or two firearms off of the "pick two" side. Each round of the Wall of Guns consisted of 100 tickets sold for a 1 in 100 chance to win. This year's most popular firearms included the SIG MCX 5.56 Patrol Rifle, Kimber Micro Carry .380, and Ruger® 22/45™ 22LR Pistol with the NRA logo.

The Draw of the Century raffle sponsored by Century Arms allowed even more people to win a new firearm. After every 10 rounds of the Wall of Guns, a winner was chosen for the Draw of the Century. Throughout the weekend six Draw of the Century winners were able to choose one of four Century firearms off of the wall.

The 2017 National NRA Foundation Banquet will be held on Thursday, April 27, and the Wall of Guns will be back on April 28-30 in Atlanta, Ga. Buy your banquet tickets early because 2017 is bound to be another sellout! ■

If you are interested in being a sponsor or donating to the 2017 National NRA Foundation Banquet please contact Megan McConnell at (703) 267-1417 or mmcconnell@nrahq.org.



LEFT A
LEGACY



SUPPORTED OUR
RIGHTS



SHARED OUR
PASSION



GAVE MY
TIME

FRIENDS OF
We Are NRA Volunteers.

Visit www.FriendsofNRA.org to volunteer with your local Friends of NRA Committee!



FRIENDS OF NRA SAYS THANK YOU

By Abigail Klein

Event Marketing & Communications Coordinator, National Rifle Association

The success of *Friends of NRA* is built on its volunteers. These hard-working men and women share their passion for the shooting sports and the Second Amendment across their communities and ensure that the program continues to grow and support more grants by The NRA Foundation. A profound thank you to all those who have spent countless hours organizing events and spreading the news about *Friends of NRA*—your efforts are truly appreciated!

To signify this appreciation, every year the NRA Field Representatives each select an outstanding volunteer, or a husband-wife team, to be recognized as the Area Volunteer of the Year. These honorees are then presented with a custom embroidered jacket and featured on the *Friends of NRA* website and social media to acknowledge all their efforts. From these area volunteers, the Region Volunteers of the Year are selected. These Region Volunteers of the Year traveled to the 2016 Annual Meetings & Exhibits, where they were honored for all of their hard work and dedication at the National Foundation Banquet on Thursday, May 19, 2016. Thank you to the 2015 Volunteer of the Year Sponsor RIPCORN for making this trip possible for our amazing volunteers.

The 2015 Region Volunteers of the Year have a combined experience of almost 50 years, and raised almost \$600,000 in 2015 alone. Charles Steinmetz of Northern Ohio, Kellie Walsh of Wisconsin, Mike Odell of Louisiana, Katherine Hinton of West Texas, Rick Rothleutner of Wyoming, Rick Meyers of Central California; were chosen as the Eastern, Central, Southern, South Central, Western, and Southwest Region Volunteers of the year. Each of these volunteers uses their unique ideas, talents and passions to help build their

committee and Second Amendment support in their community.

Charles creates a newsletter sharing local and national grant stories to send to every attendee of his banquet so they can see where their money goes. Kellie uses her experience in marketing to promote her event in new ways and to share her passion for *Friends of NRA*. Mike has focused on the idea of creating a legacy by introducing a “Memorial Wall” where people can purchase a spot to honor a lost loved one. Katherine spreads the mission of the *Friends* program and advertises her event by conducting phone and radio interviews with local media outlets. Rick Rothleutner spends time making sure that all youth have an opportunity to learn about shooting through the Wyoming State Youth Hunter Education Challenge and a local youth gun club. Rick Meyers uses goal motivation for himself and his committee by setting reasonable, attainable goals, resulting in the steady growth of his event.

These volunteers commit even more of their time and energy as they serve as delegates to state fund meetings, promote *Friends of NRA* at gun shows and fairs, and work with local businesses to gain sponsorships. They do this and more while running their own businesses, volunteering for other causes, acting as community leaders, and being involved with their families. Thank you again to this year’s Regional Volunteers of the Year for their dedication to sharing the *Friends of NRA* mission and for all the ways they support the shooting sports and the Second Amendment. Each volunteer has a different personality and fundraising method, but all have dedicated a major part of their lives to *Friends of NRA* and are commonly driven by a passion for the shooting sports and preserving the freedoms guaranteed by the Second Amendment.

2015 Friends of NRA Volunteers of the Year

EASTERN REGION

Connecticut, Massachusetts, New Jersey, New York (Lower)

and Rhode Island: Ralph Bartoli, Quinnipiac

Delaware and Pennsylvania (Eastern): Jon Banik, Laurel Mountains

Maine, New Hampshire, and Vermont: John Hutchinson,
Manchester

New York (Upper): Thomas Krott, Southwestern New York

Ohio (Northern): Charles Steinmetz, Holmes County

Ohio (Southern): Todd Hetzer, Mid-Ohio

Pennsylvania (Western): Janeen Moffa, Indiana County

Virginia (Eastern), Maryland (Eastern), and Washington, D.C.:

Pat Patterson, Southern Commonwealth and Greater Richmond

West Virginia, Maryland (Western), and Virginia (Western):

Kenny & Wanda Matthews, Central West Virginia

CENTRAL REGION

Illinois (Northern): Martin Wezeman, McHenry County

Illinois (Southern): John Goddard, Two Rivers

Indiana: Konnie Couch, Southern Indiana

Iowa: Dan Brubaker, Raccoon Valley

Kentucky: Michael Kamer, Northern Kentucky

Michigan: Thomas Tompkins, Northwest Michigan

Missouri (Northern): Stan Frink, Mid-Missouri

Missouri (Southern): Mike Nuyt, Perry County

Nebraska: Gary Buettner, Central Nebraska

Wisconsin: Kellie Walsh, State Line

SOUTH CENTRAL REGION

Arkansas: David Henry, Washington County

Colorado: Alan Caldwell, Teller County

Kansas: Debra Kolb, Heartland

New Mexico: Carol Brand, Socorro County

Oklahoma: Carl Jordan, Muskogee County

Texas (Northern): Greg Cook, Four States

Texas (Southern): Mark McDonald, Burnet County

Texas (West): Katherine Hinton, Adobe Walls

SOUTHERN REGION

Alabama: David Sikes, River Region

Florida (Northern): Bob Barnett, Hernando County

Florida (Southern): James Tooker, West Palm Beach

Georgia: Jason Hawes, Central Savannah River

Louisiana: Mike Odell, Pelican State

Mississippi: William and Dorothy Martin, Pearl River

North Carolina (Eastern): Randy Paschal, Lee County

North Carolina (Western): Daniel Cloer, Smoky Mountain

Tennessee: Jim and Freda Yearwood, East Tennessee

WESTERN REGION

Alaska (Northern): Doug and April Moore, Upper Susitna

Alaska (Southern): Greg Collins, Homer

Hawaii and Oregon: Chad Ray, Blue Mountain

Idaho: Ralph Parsons, St. Maries

North Dakota: Jesse Flath, Sakakawea

Minnesota: Leroy Van Brunt, South Metro

Montana: Ron and Patty Howser, Jefferson Valley

South Dakota: Vance Bishop, Corson County

Washington: Aaron Blackmer, Spokane

Wyoming: Rick Rothleutner, Weston County

SOUTHWEST REGION

Arizona: Stacy Hadley, London Bridge and Mohave County

California (Central): Rick Meyers, Kern County

California (Eastern): Barry Blaylock, Tuolumne County

California (Mid): Ron Pereira, Los Banos

California (North): Ron Verall, Sonoma County

California (Southern): Kevin and Sandy Tobin, South, North
and Metro Orange County

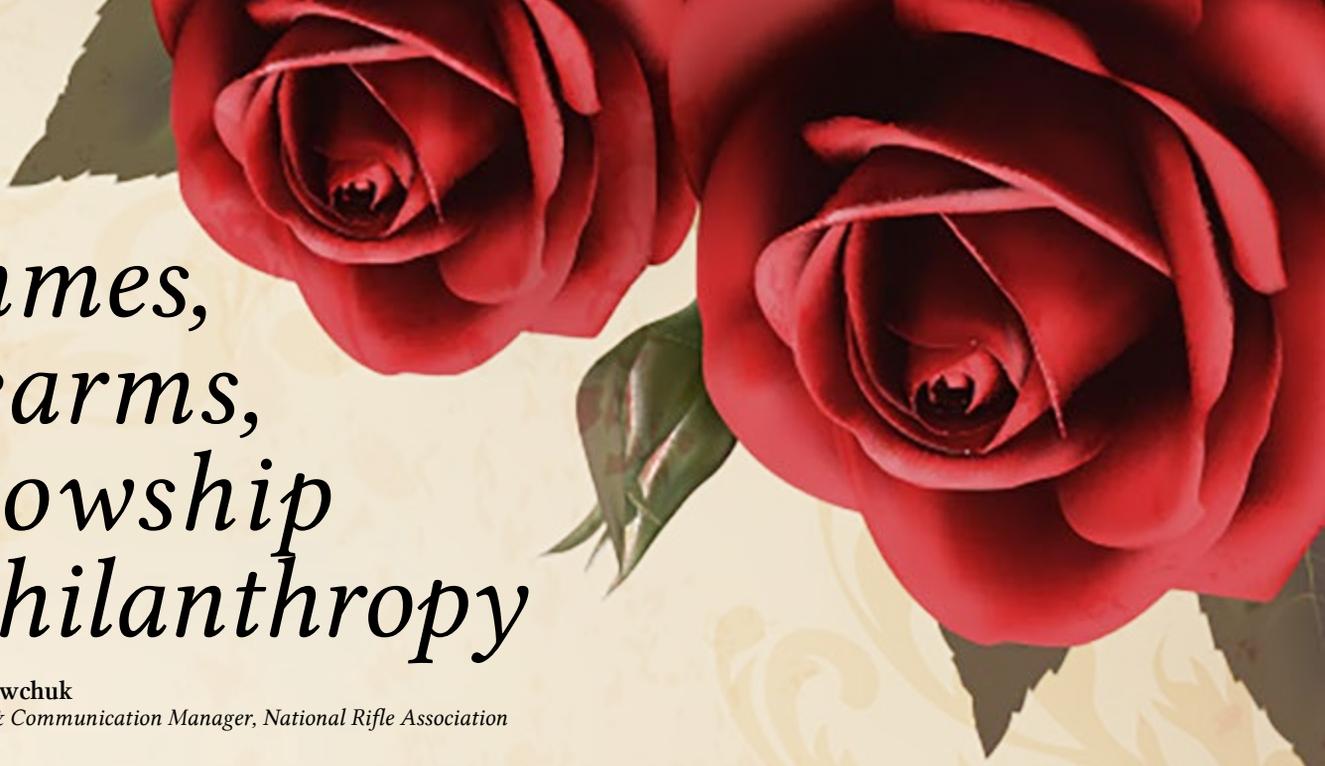
Nevada: John Madden, Reno/Sparks, Modesto, Carson City
and Carson Valley

Utah: Leon Dent, Box Elder

PHOTO by Peter Fountain. From left: NRA Director of Field Staff Philip Gray, Darrell and Sandra Hester, Redpoint Resolutions Vice President Tom Bochnowski, Western Region Director Brad Kruger, Rick Rothleutner, Southwest Region Director Jason Quick, Rick Meyers, Southern Region Director Al Hammond, Mike Odell, South Central Region Director Tom Ulik, Matt and Katherine Hinton, Central Region Director Chad Franklin, Kellie and Joseph Walsh, Charles Steinmetz, Eastern Region Director Bryan Hoover, and NRA Director of Volunteer Fundraising Sarah Engeset.

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Femmes, Firearms, Fellowship & Philanthropy

By Kristina Krawchuk

Event Marketing & Communication Manager, National Rifle Association

The 2016 NRA Annual Meetings in Louisville were my first as both an attendee and as NRA staff, and it took some time to process all my experiences in Derby City. What a week of passion, purpose and persistence. What a powerhouse of women celebrating the spirit of the Second Amendment. What a force of contagious energy.

At first seeing a flurry of women in and around the exhibit halls and attending seminars and clinics was a little surprising. But then I thought: What is so surprising? Women are natural networkers. It's instinctive. We actively listen. We know how to gab and we certainly know how to start a movement. So I took a deeper look. According to the National Shooting Sports Foundation, women are the fastest growing segment in the shooting sports population. We are taking more firearm safety classes, purchasing more firearms, hunting more—and we are telling everyone about it.

With that instinctive gift of gab and networking talents to boot, off I went to mingle. I had the good fortune to garner a ticket to the Women's Leadership Forum Luncheon & Auction chaired by Susan Straub and co-chaired by the unstoppable Susan LaPierre and Janet Nyce. The reception room at the Louisville Marriot Downtown illuminated with excitement over the silent auction, and it didn't stop there. Once seated, the

crowd was addressed by one empowering speaker after another including three strong women depicted in the recent NRA Foundation "Freedom's Safest Place" campaign: Josephine Byrd, Dana Loesch and Gabby Franco. Their videos are worth checking out on NRAFoundation.org. The live auction kicked off with a bang of bidding wars left and right. The lively crowd raised over a million dollars for the Women's Leadership Forum, and its mission of infusing new enthusiasm, new excitement, new leaders and new opportunities into the fight for Second Amendment freedoms.

My next venture was an event geared towards the novices—ladies united by their freedom fight, but lacking experience in the shooting sports arena. Also hosted by Susan LaPierre, the 3rd Annual NRA Women's New Energy Breakfast took place at the Kentucky Exposition Center. Although the event was much more casual, the vibe echoed the Women's Leadership luncheon.

Attendees listened attentively to a

panel of women thoroughly immersed in the shooting sports, including *Friends of NRA* volunteer Jackie Emslie from Poughkeepsie, N.Y. Jackie spoke not only about her love of volunteering for *Friends of NRA* events, but also about her passion for being an NRA-certified instructor and the gratification she receives from her students who leave ready to shop for their first firearm and come back for more classes. The event was peppered with networking breakouts at which I had wonderful conversations with women from all over the country armed for change and fueled for creating a better tomorrow. We all look forward to seeing this event grow and blossom just like the Leadership Forum has in its ten year history.

Every day in this position, I'm blessed to meet some of the most interesting people devoted to preserving our rights and making a difference, and I've saved my best interaction for last here. Meet Patricia Betz-Moore, our newest NRA Youth Education Summit (Y.E.S.) ambassador. Y.E.S., a national annual program funded



PHOTOS Credit NRA. From top: Attendees of the Women's Leadership Forum Luncheon & Auction mingle and browse the silent auction ahead of the event's program of inspiring and empowering speakers; *Friends of NRA* volunteer Jackie Emslie addresses the crowd at the NRA Women's New Energy Breakfast.

by The NRA Foundation, is celebrating its 20th anniversary this year. Each year, about 45 students from around the country flock to the nation's capital for a week of competitive fellowship as they contend for \$30,000 in college scholarships. These students are the best and brightest among their high school peers, actively engaging in academics, leadership, and community service.

Patricia and her husband were eager to stand behind this program after she was introduced to Y.E.S. by Assistant Director of Planned Giving/Marketing Brooke Berthelsen from the NRA Office of Advancement. Patricia flew in last summer to spend time with the 2015 Y.E.S. students and has been hooked ever since. When I asked Patricia why she decided to support the program, she recalled her journey to last year's summit with tears in her eyes.

"This is a life changing event for these kids," she said. "Many of them have never left their home towns. They are so bright but often don't have the means to

attend college and see the world. They give me hope for our future, and they need our help to succeed. Every chance I get, I talk about Y.E.S. and how transforming it is for these intelligent young men and women. Now I'm going to take it one step further when folks ask me how they can help—I'm going to tell them to write out a check!"

For me, I'm still catching my breath from all the Annual Meeting excitement while enjoying a summer filled with more fellowship, firearms, and philanthropy! ■

Look for big announcements coming from Patricia and her husband in the near future. In the meantime, the 2016 Y.E.S. takes place July 25-31, so tune in to the Youth Education Summit Facebook page and the next issue of Traditions for stories and photos from the week. Go to www.friendsofnra.org/waystogive to donate and support local and national NRA Foundation programs serving women and youth in the shooting sports.

MAKE A FIRST

By Kristina Krawchuk

Event Marketing & Communication Manager, National Rifle Association

Do you ever press pause during the day and take a moment to peruse your immediate surroundings? How many people are talking, texting, typing, surfing, shopping or gaming on their smart phones, tablets and laptops? I bet it's a majority. What a difference 20 years makes.

Our outdoor heritage is taking an intense hit from all this technology laced with the constant threat on our treasured freedoms. The days of camping, hiking, biking, fishing and hunting are falling to the wayside. Participation rates in outdoor heritage sports have been steadily declining over the past 50 years, and we are facing the greatest and most profound threat to our outdoor heritage our generation has ever seen.

This means that those memories of Grandpa teaching you how to hunt, learning how to camp with Mom and Dad, and hooking that first fish with your cousin will soon be a thing of the past if we don't address the issue now. There is no overnight solution. This needs a proactive voice. It needs you.

The NRA's newest initiative is an interactive one aimed to spark a new generation of outdoorsmen and women through the art of storytelling and mentorship. *MakeAFirst.org* is a destination for sharing life-changing moments with others. It is a destination for celebrating moments of mentorship and the magic that both the novice and mentor feel when experiencing something new for the first time. It is a destination commemorating, recognizing and rewarding the impactful actions of those mentors who have the

power to preserve our shared heritage. Simple acts of mentorship are a proven way to bring new participants into the outdoor sports. It takes a sportsman to create a sportsman.

Make A First debuted to the attention of over 80,000 attendees entering the 145th NRA Annual Meetings and Exhibits through the North Wing Lobby of the Kentucky Exposition Center in Louisville with a 20' high x 10' wide video wall and bold signage introducing the initiative. Close to 300 attendees shared their stories by posting a photo and taking the pledge to *Make A First*.

I caught up with Liz Bush, NRA Recreational Programs & Ranges managing director, to ask her about this interactive platform and the catalyst for its success. "The beauty of *Make A First* is in its simplicity—a series of firsts can lead to a passion that will span a lifetime," she explained. "It doesn't take an overwhelming commitment of mentorship to create a sportsman; it takes a moment or an experience to ignite this spark. This is not an ad campaign or some fleeting 'feel-good initiative.' We are embarking on the greatest movement that we have seen in our generation to preserve a shared and time-honored heritage."

So, this article wouldn't be much of a story if I didn't have my own *Make A First* experience to share. And what an experience it was. Early this spring, on a beautiful ranch in central Missouri, I faced my fears and harnessed my inner adventurous spirit in front of a tough crowd of ten coworkers. There's nothing worse than a crowd waiting to see if you can do it.... and if you are

" We are facing the greatest and most profound threat to our outdoor heritage our generation has ever seen. There is no overnight solution. This needs a proactive voice. It needs you. **"**



PHOTOS Credit NRA. This page: Stories shared by Annual Meeting attendees create a wall of firsts in the KEC. Opposite page, from top: Kristina participates in an NRA AR Challenge in Utah; Kristina prepares her stance and aims carefully for her first shot; The *Make A First* digital display in Louisville.



any good at it. I can tell you the minutes leading up to it were drenched in sweat and adrenaline.

After a safety tutorial by NRA Field Operations Distribution Center Manager Bart Ballew, it was game on. With my hands clutching that Smith & Wesson Model 17 double action revolver, I raised my arms and aimed.

BANG. BING!

“Did I hit it? ... WOW. I DID. SA-WEET!”

That’s right friends, I shot my first gun, and I nailed the target. Pure elation. Two months later, I attended an NRA AR Challenge event with a host of mentors and shot a Daniel Defense AR15. Aside from an intense tactical workout and a steamer of a day in Salt Lake City, Utah, I rocked it and it felt great!

Next time you head out on a day off, before you grab that phone, tablet or laptop, opt for a fishing pole, a bike or a rifle and mentor someone in your outdoor art. Then grab your phone, tablet or laptop and tell us about it! ■



Share your story and learn more at www.makeafirst.org. Apply for a grant to help educational shooting sports programs make firsts for community members in your area at www.nrafoundation.org.



Seven Hills and



By **Christina Paladeau**
*Event Marketing and Communications Coordinator,
 National Rifle Association*

Located in the rolling foothills of the Blue Ridge Mountains along the banks of the James River, Lynchburg, Va. sits near the geographic center of the state. The “City of Seven Hills” is home to programs like the Izaak Walton League of Lynchburg (IWLL) youth clay target team, which also places it at the heart of The NRA Foundation mission to ensure the continuity of America’s shooting sports traditions.

Not only does participation in the IWLL shooting sports program create a respect for firearms safety and a commitment to practice and teamwork in the youth who participate, but it also supports the Izaak Walton League of America’s (IWL) goal as a conservation organization: “To conserve, maintain, protect, and restore the soil, forest, water, and other natural resources of the United States and other lands; to promote means and opportunities for the education of the public with respect to such resources and their enjoyment and wholesome utilization.”

Established in January 1941, the IWLL has worked to fulfill that mission through the development and maintenance of its Walton Park recreational facility, which covers 325 acres and includes a campground, playgrounds, swimming and fishing lakes, picnic areas, and shotgun, rifle, pistol, and archery ranges. The park provides the ideal setting for helping foster a sense of outdoor sportsmanship and firearms appreciation in local youth.

Shotgun Shells

Thanks to a 2015 grant of \$4,600 from The NRA Foundation, the IWLL clay target program has been able to use the trap and skeet fields to their fullest potential. “The grant assistance has allowed our youth clay target team to expand participation,” reports Billy Wood. “The shells allow youngsters to practice and compete in more events.”

The youth clay target team practices once a week from March through October and once a month during the winter. Shotgun shells in 12 and 20 gauge provided through the grant have supported the participation of youths who could not otherwise afford to take advantage of the program and gain the knowledge of firearms safety and marksman training that it develops. “Young athletes who are committed to becoming proficient as marksmen benefit from the additional repetitions and drills that the granted ammunition allows,” Wood shares. “Furthermore, we are able to participate in more competitions and expose others by example to the positive experience of competitive clay target shooting.”

Last year the team and individual shooters competed in the Virginia AIM 16yd. Trap Championship, Virginia Handicap and Doubles Trap Championship, Virginia Trapshooting Championship, West Virginia State Trapshoot, North Carolina State Trapshoot, 4-H State Championship, 4-H State Shotgun Championship, US Open Sporting Clays Championship, Virginia State Sporting Clays Championship, Virginia Youth Trapshooting League events, monthly trapshoots hosted by IWLL, and other events held across the state of Virginia where the team proudly wears shooting shirts displaying the *Friends of NRA* logo.

Acknowledging the support of *Friends of NRA* and The NRA Foundation, leaders of the IWLL clay target team share with the youth athletes and their parents the importance of the granted ammunition to the effectiveness and accessibility of their program. The young participants are also encouraged to develop a sense of community involvement and volunteerism by giving back to the local *Friends of NRA* committee through raffle calendar sales and participation at the annual banquet, creating a prime example of how America's shooting sports traditions get passed on to future generations of enthusiasts, fundraisers, and Second Amendment protectors.

“

Young athletes who are committed to becoming proficient as marksmen benefit from the additional repetitions and drills that the granted ammunition allows, and we are able to participate in more competitions and expose others by example to the positive experience of competitive clay target shooting.

”

Fund educational shooting sports programs in your area by applying for an NRA Foundation grant at www.nrafoundation.org! Learn more about Friends of NRA in Virginia at www.friendsofnra.org/VA.



FUTURE *FUNDERS* OF AMERICA

By Christina Paladeau

Event Marketing and Communications Coordinator, National Rifle Association

2015 MARKED A SPECIAL OCCASION for the Warrenton, Mo., chapter of the National FFA Organization. With the support of a \$16,000 grant from The NRA Foundation, the group was able to found a trapshooting team at Warrenton High School for the 2015-2016 school year.

The grant supplied the team with 15 Remington 11-87 shotguns, a Champion electric trap thrower, ear and eye protection, 15 shooting pouches and gun cleaning supplies, allowing 15 students to practice for and participate in local and district FFA trapshooting events for the first time in many years at Warrenton High School.

The entire trap team was able to have matching shooting jackets, proper safety equipment, and access to quality firearms, as well as to complete a firearms safety course before the program started in the fall. For 10 students, the grant even meant that they could participate in this new and exciting community activity without spending as much of their personal money.

The new team sport made possible by The NRA Foundation grant had a hugely positive impact on the community, where the agricultural education promoted by FFA plays an important role. “The school district welcomed the trapshooting program with open arms,” reports Diane Meiderhoff. “The trap team was recognized by our school board for their accomplishments and effort, and the program brought new support from community members to the high school agriculture department. It has sparked new conversations and sup-

port for both the trapshooting program and local agriculture department.”

Awareness and appreciation of that new program, its positive impact and the role of the grant program in it spread as trap team sponsors wrote an article for the local newspaper and published posts on social media recognizing The NRA Foundation for its support.

FFA aims to help the next generation rise up to meet the challenges of leadership, personal growth and career success by helping its members to develop their own unique talents and explore their interests in a broad range of agricultural career pathways. Shooting sports like trapshooting play an important part in this effort because it creates an even playing field for all participants. Whether heavy, thin, slow, fast, short, tall, boy or girl, every kid can participate and the whole team goes to the tournaments and experiences the challenge and excitement of competition.

The high schoolers who joined the Warrenton FFA Trap Team competed with the FFA trapshooting events held at various schools and gun clubs through the fall season. New shooters and students who previously shot for fun got to take their shooting to the next level and become better shooters through practice and competi-



tion. The season ended for the team at the Area 5 FFA shoot held at West Quincy Gun Club where the high team score was a 208.

Shooting sports are among the fastest growing activities for young people, and thanks to the fundraising of *Friends of NRA* and the support of The NRA Foundation, the FFA Warrenton chapter added to that opportunity and participation in 2015. The new trapshooting team introduced the sport to high schoolers who took their refined skills and honed marksmanship all the way to the State Trap Shoot at Lynn Creek.

The mental focus required to be a competitive shooter carries over into all other aspects of these athletes' lives, including academics, citizenship, and community leadership. The NRA Foundation is able to fund the future of American shooting sports traditions and Second Amendment freedoms by helping programs like this one which develop new generations of enthusiasts and advocates. They are the future funders of America. ■

Help fund the future of America! Go to www.nrafoundation.org to apply for a grant for your program. Learn more about Missouri Friends of NRA at www.friendsofnra.org MO.

The Warren Co. R-3 School District
FFA TRAP TEAM
 was granted 
\$16,036.84
 through **FIREARMS**



15 Remington Model 11-87
 Sportsman® Synthetics, 12GA, 28"

Including:
 10 Boyt
 H48
 Hard
 Gun
 Cases

**FIREARM
 STORAGE**

**SAFETY
 GEAR**



Including: 36 Pairs
 of Radians Basin Clear Safety Glasses



**CLEANING
 SUPPLIES**

Including: 30 Hoppe's 12 Ga.
 Boresnake Shotgun Cleaners

SHOOTING GEAR

Including: 10 Shooting Vests



&MORE

NO FISHING *Needed* IN THE PELICAN STATE

By Christina Paladeau

Event Marketing & Communications Coordinator, National Rifle Association

What can \$28,300 do to promote the shooting sports? A look at two chapters of the Louisiana 4-H Foundation and the NRA Foundation grants they received in 2015 alone reveals the impressive support and influence that those funds can generate.

A \$13,600 grant to the Acadia Parish 4-H Shooting Sports program impacted more than 150 boys and girls who benefitted from the availability of shotgun shells, eye and ear protection, muzzle-loading accessories, trap target throwing machines, three 22LR rifles, 2,775 rounds of 22LR ammunition, eight bows, five dozen arrows, other archery accessories like gloves, quivers, and cases, and more.

The grant products allowed new members to be introduced to the sport of shooting, which included a required 10 hours of safety instruction where they obtained knowledge that will last a lifetime. Returning members of the 4-H shooting sports program had the opportunity to continue practicing and refining their marksmanship skills.

“The NRA Foundation grant contributed to the success of the program by allowing youth to participate at a minimal cost,” reported Acadia Parish 4-H volunteer and parent Dana Leger. “Through the grant we were able to obtain supplies and equipment to implement and bring awareness to shooting as a sport. We were able to provide the ammunition for practices, which is very difficult to obtain at retail outlets.”

In East Baton Rouge (EBR), a \$14,700 grant including two automatic trap throwers, air rifle targets, archery accessories, targets and storage, eye and ear protection, shotgun shells, a portable 10-point air gun range, and more to the 4-H shooting sports program impacted nearly 100 boys and girls.

“Youth interested in the shooting sports program were able to shoot disciplines that they had never shot before and break a clay or hit a bullseye,” shared LSU AgCenter Assistant Extension Agent Katie Strecker. “This allowed them to feel a sense of achievement and belonging in the program. Without the generosity of The NRA Foundation we would not have been able to supply the equipment and necessities needed for the EBR 4-H Shooting Sports Program.”

With the support of the grant, EBR 4-H successfully held practices to teach youth safe firearm handling techniques along with sportsmanship and better marksmanship. The goal of the program is to build the confidence and skills of its participants, allowing them to advance on to shooting competitions or just enjoy the sport for the rest of their lives.

Sustaining shooting sports programs like these 4-H clubs does more than just create a new generation of sportsmen and women, which is a significant achievement in itself. It helps these youths develop self-worth by belonging to an organization and a team. It helps them become better thinkers, leaders, friends and teachers. And support from *Friends of NRA* and The NRA Foundation means that these young thinkers, leaders, friends and teachers don't have to go fishing for that amazing education and experience. ■

Apply for a grant to fund your local shooting sports programs and projects at www.nrafoundation.org! To learn more about Friends of NRA in Louisiana, go to www.friendsofnra.org/LA.

LOUISIANA 4-H FOUNDATION

ACADIA PARISH 4-H SHOOTING SPORTS CLUB

received a \$13,661.42
grant that impacted:



by providing:

**AMMO, FIREARMS & BOWS,
RANGE GEAR, SHOOTING GEAR
AND SAFETY EQUIPMENT**

EAST BATON ROUGE 4-H SHOOTING SPORTS CLUB

received a \$14,723.81
grant that impacted:



by providing:

**AMMO, SAFETY GEAR, RANGE
GEAR AND SHOOTING GEAR**

SCOUTING OUT A POSITIVE FUTURE



By Megan McConnell

Special Events Coordinator, National Rifle Association

For 106 years the Boy Scouts of America have been living up to Robert Powell's dream of finding the good in every boy and developing it. The Yucca Council is no exception and has changed the lives of over 700,000 youth since 1917. Nestled on the borders of Texas, New Mexico, and Mexico, the Yucca Council proudly serves numerous counties in Texas and New Mexico, and the Yucca Scout Camp offers area youth responsible fun and adventure through many different activities including the shooting sports.

The Boy Scouts of America is one of the largest youth organizations in the United States with more than 2.4 million members. It has been changing lives and developing future leaders since 1910 through troops like Yucca Council. One of the ways their Council helps to instill lifetime values and develop a boy's ethical character is through the shooting sports.

In 2015, an NRA Foundation grant of more than \$5,000 in equipment supported those efforts. With the BB guns, safety glasses, bows and arrows provided through the grant, they were able to instruct more youth in firearms safety, safe firearms handling, and marksmanship skills under the supervision and tutelage of trained staff.

They were able to help develop a lifelong interest in the shooting sports and hunting in over 1,000 youth participants. "Offering shooting at Scout Camp provides the next generation of policy makers with positive shooting experiences and generates positive public relations,"

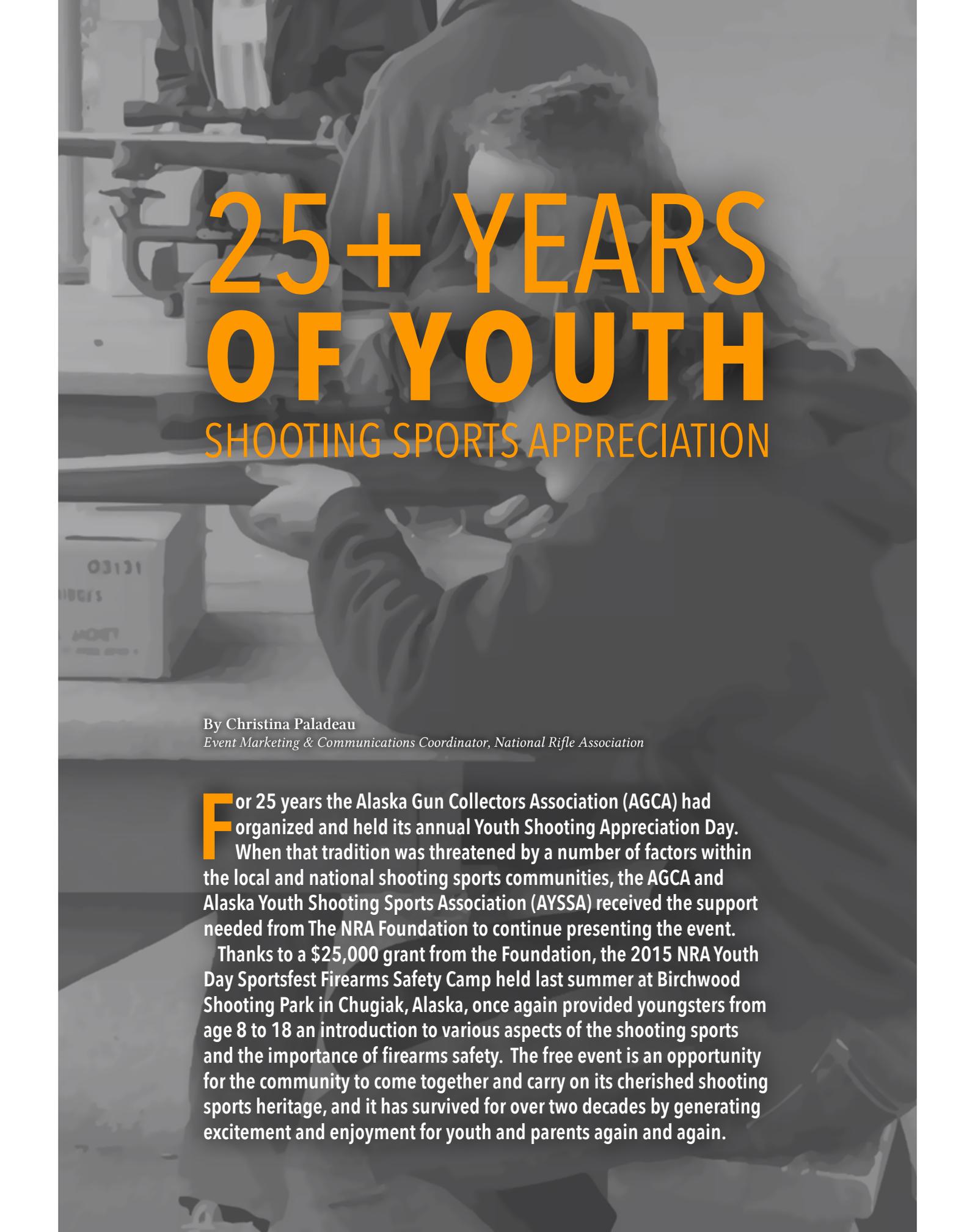
shared BSA Yucca Council Scout Executive and CEO Mario Perez. As Ronald Reagan said, "Freedom is only one generation from being extinct." Experiences like this help ensure a secure future for shooting sports enthusiasts and the Second Amendment.

The mission of the Yucca Council is to use the methods of the Boy Scouts of America in order prepare the youth of the Yucca Council to make ethical and moral decisions throughout their lives by instilling in them the values of the Scout Oath and Law. NRA Foundation grants to programs like this one invest in more than just BB guns and glasses—they invest in the future of our American heritage and the

freedom of our nation. ■

|| *NRA Foundation grants to programs like this one invest in more than just BB guns and glasses—they invest in the future of our American heritage and the freedom of our nation.*

Do you know of an organization that could benefit from an NRA Foundation grant? Apply at nrafoundation.org. To learn more about Friends of NRA in Texas go to www.friendsofnra.org/TX.



25+ YEARS OF YOUTH

SHOOTING SPORTS APPRECIATION

By Christina Paladeau

Event Marketing & Communications Coordinator, National Rifle Association

For 25 years the Alaska Gun Collectors Association (AGCA) had organized and held its annual Youth Shooting Appreciation Day. When that tradition was threatened by a number of factors within the local and national shooting sports communities, the AGCA and Alaska Youth Shooting Sports Association (AYSSA) received the support needed from The NRA Foundation to continue presenting the event.

Thanks to a \$25,000 grant from the Foundation, the 2015 NRA Youth Day Sportsfest Firearms Safety Camp held last summer at Birchwood Shooting Park in Chugiak, Alaska, once again provided youngsters from age 8 to 18 an introduction to various aspects of the shooting sports and the importance of firearms safety. The free event is an opportunity for the community to come together and carry on its cherished shooting sports heritage, and it has survived for over two decades by generating excitement and enjoyment for youth and parents again and again.

Alaska Youth Shooting Sports Association for NRA Youth Day



SPORTSFEST CAMP

received a **\$25,000 GRANT**

used for: range fees, supplies for the event, t-shirts, lunches, hats, clay targets and safety items

this impacted: **125 BOYS** **225 GIRLS** **125 MEN** **75 WOMEN**

More than 500 boys, girls and their parents attend each year, and attendance in 2015 was high. Within 24 hours of registration opening online, the event was full. In the remaining time before the event, parents continued to call to find out how they could enroll their kids or have them placed on a waiting list. The long-sustained interest in the event is fueled in part by the way that event is organized so that youth of different ages can attend year after year and still learn new things and enjoy the activities.

The unique organization of the Youth Day divides participants into two age groups (8-11 and 12-18), which are then broken down into teams of 10-15 kids. The teams cycle through eight different age-appropriate venues that keep them learning throughout the day.

The younger participants learn basic NRA gun handling and safety from an NRA Eddie Eagle class followed by hands-on experience in air pistol and rifle, archery, orienteering, sling-shot, conservation, and more, while the older participants increase their skills at shooting skeet and trap, pistol and rifle black powder, large and small bore rifle, archery, single-action revolvers, and more. After refueling with the lunch provided free as part of the event, the youth attend special presentations from Police SWAT teams and machine gun shooting matches. At the end of the day, the kids are left happily tired and the event wraps up with drawings and presentations of awards.

With a total cost of more than \$35,000, the 2015 Youth Day would not have been possible without the grant support. The AGCA and AYSSA faced several obstacles that the funding helped to overcome: decreased oil production in Alaska meant personnel layoffs and cutbacks from companies that previously contributed to the event; some major equipment needed for the various activities was no longer available to borrow or rent from a local fish and game foundation; ammunition was becom-

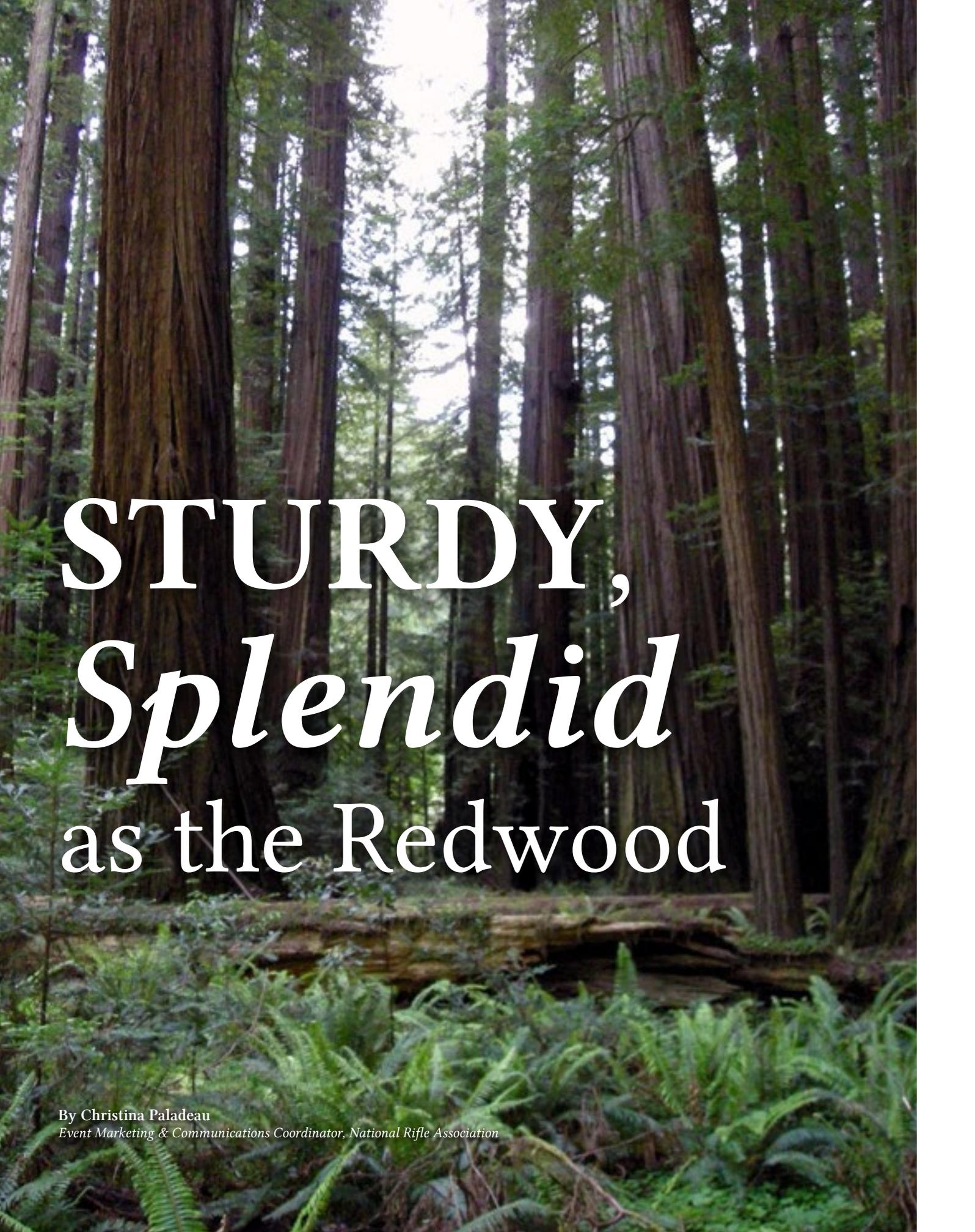
ing harder and harder to come by, as experienced by shooters throughout the country; and specific regulations at the host shooting range required costly hats be worn by all participants.

“The grant from The NRA Foundation saved the event and allowed us to proceed,” reported Vicki Swanson of the AYSSA. “Thanks to the grant we have purchased most of our equipment and now we are not at the mercy of borrowing. We can always ensure the event occurs. Because of the grant, we also have the funds to go directly to an ammo distributor for our ammo and purchase the necessary hats to ensure we are in compliance with the range.”

From range fees, shooting supplies and safety items to t-shirts, lunches and hats, the components that went into making the 2015 NRA Youth Day Sportsfest a success rested on *Friends of NRA* fundraising and The NRA Foundation grant program, and the community is aware and appreciative of that support.

“Alaska is a big state in land-mass, but a small closely-knit community of not a lot of people,” Swanson explained. “Because Youth Day is closely associated with *Friends of NRA*, wherever *Friends of NRA* goes so does Youth Day. Whenever brochures of Youth Day are distributed, the *Friends of NRA* logo is present. At the range, there are *Friends of NRA* banners in constant view as the youth transfer between venues. *Friends of NRA* literature is included in the gift bags the youth take home, and The NRA Foundation is thanked and given credit in the opening, closing and lunchtime ceremonies. Alaskans are proud of being associated with *Friends of NRA* and the NRA.” ■

*Apply for a grant to support educational shooting sports programs in your area at www.nrafoundation.org. Support local and national grants by attending a *Friends of NRA* event! Find one near you at www.friendsofnra.org/Events.*

A photograph of a dense forest of tall redwood trees. The trees are very tall and thin, with thick, textured bark. The forest floor is covered with green ferns and other vegetation. A large, fallen log lies horizontally across the middle ground. The lighting is soft, suggesting a slightly overcast day or a shaded forest interior.

STURDY, *Splendid* as the Redwood

By Christina Paladeau
Event Marketing & Communications Coordinator, National Rifle Association

Shooting at Humboldt Trap & Skeet Club (HTSC) in Eureka, Calif., provides the lucky sportsmen, women and youth who experience it with a unique experience. The Pacific Ocean glimmers on the horizon beyond Humboldt Bay, and the claps of shots fired echo merrily off the mountains curving around the coastal area.

Active since 1952 and resting on land leased from the county of Humboldt, the nonprofit club is nestled in the Redwood Empire region of northern California. Through its more than 60 years of operation, HTSC has created a welcoming atmosphere and sense of community that mirrors the enduring strength and beauty of the impressive trees that flourish around it. The family-friendly club focuses on fun, safety and encouraging new shooters and has three skeet fields, two trap fields, a 5 stand sporting clays field and a field house to support trap, bunker trap, skeet and sporting clay shooting.

HUMBOLT TRAP & SKEET CLUB

was granted

\$21,954.40

for:



A Savage Stevens 555 o/u 20 GA Shotgun



A Remington Model 11-87 Sportsman Youth Compact 20 GA Shotgun



A Weatherby SA-08 Semi-Auto 12 GA Shotgun

and
\$20,100.00
for Clubhouse Renovations and Structural Upgrades

THIS GRANT HELPED IMPACT:


80
BOYS


50
GIRLS


200
MEN


70
WOMEN

“ Last year an NRA Foundation grant helped the club ensure the continuation of its tradition of family-friendly fun, safety and encouraging new shooters. ”

Last year an NRA Foundation grant of nearly \$22,000 helped the club ensure the continuation of that tradition. Along with three new shotguns that will be made available for member training and for use by members of the public, the grant provided funding for improvements to keep the facilities up to building codes and to rehabilitate the three skeet fields.

“The structural upgrades to the clubhouse have improved the safety of the participants who use it,” reported HTSC President Joe

Wheeler. “Without the grant funding, the necessary upgrades would not have been able to be completed.”

The renovated clubhouse inspires shooters who haven’t visited recently to return to the club and draws new individuals to the range. Additionally, the upgrades have resulted in many more young people visiting the club, and the addition of the youth and adult loaner shotguns will assist in attracting new members of the general public that may not own a shotgun.

A staff of volunteers keeps the club operation humming along, and many of the about 200 members join in the effort. They act as maintenance workers and groundskeepers, range officers, board members, cooks and cashiers. Thanks to this dedicated community of shooting sports enthusiasts, more than 100 youths and 350 men and women were impacted by The NRA Foundation grant program through HTSC activities in 2015.

While some shooters at the club compete in national tournaments and the club sponsors occasional events and competitions, fun and social aspects of shooting remain the focus at Humboldt Trap & Skeet. By supporting the survival and growth of ranges like this one, *Friends of NRA* fundraising and the NRA Foundation grant program are helping spread the love and appreciation for the shooting sports that will carry that piece of American heritage forward for generations to come. ■

Apply for a grant at www.nrafoundation.org! To learn more about the California Friends of NRA events that raise money for programs like this one, go to www.friendsofnra.org/CA.

SUSTAINING SUCCESS

Three National Corporate Sponsors Contribute to Friends of NRA Fundraising Efforts

BARON TECHNOLOGY, INC. (BTI), has been doing engraving and customization on *Friends of NRA* firearms for more than a decade. It has donated hundreds of thousands of dollars in technical and artistic services and is now the program's main source for engraving on standard package knives and firearms. David Baron is a much-respected leader in the industry with regards to his engraving capabilities and several manufacturers use his unique services for enhancing products for special editions. The uniqueness and exclusivity added to *Friends of NRA* merchandise by BTI plays a critical role in creating desirable items for event attendees. "They are an essential part of what we do," re-

trait-frame of Eliphalet Remington surrounded by open-vine scroll work and accented by a duck in flight, a banner reading "Remington 200 Years 1816-2016," and the NRA seal on the right side of the receiver. The embellishment on the left side portrays two ducks with scrollwork and banners reading "Remington Arms" and "200th Anniversary." This extensive and stunning artwork by BTI adds an undeniable and classic appeal to this piece of the 2016 package.

BTI continued to honor the Remington 200th Anniversary and support fundraising efforts by donating a Remington 1911 R1 and a Remington Model 700 featuring special Remington 200th Anniversary engravings to the National NRA Foundation Banquet at the 2016 NRA Annual Meetings in Louisville. Additionally, BTI provided further embellishment on the number 1 Remington 870 Wingmaster 200th Anniversary Edition from the standard package, which was also used at the Annual Meeting banquet.

"Protecting the Second Amendment is paramount for all gun owners' rights and freedoms," says David Baron, president of Baron Technology, Inc. "These are trying times for the

folks who legally own firearms, and in the coming years the fight for gun owners' rights may be even more difficult than it is now."

"This is why it is extremely important that The NRA Foundation and *Friends of NRA* get supported in as many ways as possible. For this reason, we at BTI are pleased and proud to donate more of the design and engravings costs of the various NRA Foundation and *Friends of NRA* projects in which our company is involved that help raise funds to Teach Freedom and support our Second Amendment rights."



marks NRA Volunteer Fundraising Merchandise Manager Kathy Purtell. In 2016, Baron continues to support the *Friends* program with donations of its valuable services to firearms used at local and national events.

The 2016 Standard Merchandise Package, used at every *Friends of NRA* event around the country, features a special Remington 870 Wingmaster 200th Anniversary Edition 12 gauge shotgun, customized with design and embellishment donated by BTI. The limited edition features engraving and gold plating displaying an oval por-

By Christina Paladeau
Event Marketing and Communications Coordinator
National Rifle Association

GASTON J. GLOCK STYLE LP, a manufacturer of traditional hunting and shooting apparel and accessories that it offers internationally through an online store, has been involved with *Friends of NRA* since 2012. The relationship began with \$60,000 in 2012 and 2013 statewide underwriting in Georgia, home of GASTON's US headquarters in Smyrna. In 2014 and 2015 GASTON widened its reach by becoming a Defender Level National Corporate Sponsor, and it continues that commitment in 2016.

"We are happy to continue our work with *Friends of NRA* as a National Corporate Sponsor of the program in 2015," says CEO of GASTON USA Beate Arnold. She emphasizes the GASTON™ brand and *Friends of NRA's* shared interest in preserving the shooting sports lifestyle along with the historic handcrafting of products that support it.

Not only is Arnold enthusiastic about the shooting and outdoor sports, but she is espe-

cially interested in promoting youth involvement in these activities—making The NRA Foundation and its concentration on funding youth programs a natural focus for GASTON's support. "By supporting *Friends of NRA* we can reach a large audience of strong shooting and hunting enthusiasts and a lot of young people," she says.

World and National Champion pistol shooter Dave Sevigny. In 2016 it is supplying Damascus knives made from the recycled steel of an old American M48 tank barrel, which are available at select *Friends of NRA* events. "We are always looking to expand the reach of our shooting and hunting products while supporting NRA and NRA Foundation efforts to provide opportunities for all kinds of firearms training," Arnold notes.

In the last three years, GASTON has invested over \$200,000 in sponsorship support of *Friends of NRA* and the NRA, and it is not stopping there. The company intends to continue its support into 2017 with a *Friends of NRA* National Corporate Sponsorship at the Defender Level and with the donation of customized Wall of Guns shirts for use at both Great American and Annual Meetings.

World and National Champion pistol shooter Dave Sevigny. In 2016 it is supplying Damascus knives made from the recycled steel of an old American M48 tank barrel, which are available at select *Friends of NRA* events. "We are always looking to expand the reach of our shooting and hunting products while supporting NRA and NRA Foundation efforts to provide opportunities for all kinds of firearms training," Arnold notes.

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The logo for GASTON features the word "GASTON" in a bold, black, sans-serif font. The letter "O" is replaced by a red circle containing a white stylized letter "G". A registered trademark symbol (®) is located to the upper right of the "N".

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Arnold highlights how GASTON, The NRA Foundation and the NRA all strive to preserve quality of life and tradition. "NRA's traditions and goals are enduring principles," she notes. "It has worked hard for that stability and success, and NRA supporters contribute to the organization to continue that legacy. We do the same with our products and our philosophy to protect our environment."

In addition to its 2016 sponsorship, GASTON donated customized Coolmax® shooting

HENRY REPEATING ARMS' involvement with The NRA Foundation began years ago with their participation as a reliable vendor for the *Friends of NRA* program. For the second year, the manufacturer of classic rifles "Made in America, or not made at all" continues to demonstrate and increase its commitment to the program as a Defender Level sponsor of *Friends of NRA*, donating tens of thousands more dollars in monetary support and firearms to the program. On top of that, the company sponsored the Wall of Guns and NRA Foundation Banquets at both the 2016 Great American Outdoor Show (GAOS) and NRA Annual Meetings.

In 2016 Henry donated thousands of dollars in firearms alone to The NRA Foundation's national events at GAOS and Annual Meetings, including 12 firearms with special serial numbers used in a Henry game, the silent auction, and the live auction at Annual Meeting. "We are humbled by the endless generosity and steadfast support shown to The NRA Foundation by Henry Repeating Arms," said NRA Director of Volunteer Fundraising Sarah Engeset.



HENRY®

Made in America, Or Not Made At All

President of Henry Repeating Arms Anthony Imperato continued the new tradition he established in 2015 with his idea to recognize and thank local heroes of the community including first responders, veterans and active military members by inviting them to the national NRA Foundation Banquets at GAOS and Annual Meeting and presenting them each with a rifle from Henry's line of commemorative tribute rifles. Inspired by Imperato's desire to highlight the positive side of firearm ownership, the presentations are always emotional and moving moments—bringing people to tears and engaging the whole crowd in honoring how American freedoms like the Second Amendment are protected and preserved—and this year was no different.

At the banquet in Louisville, Imperato called forward eight first responders, veterans, active military members, and community heroes to join him on stage, reading aloud their accomplishments of service to our country and its citizens. The emotional response from both Imperato and the crowd was once again an incredible sight as everyone in attendance honored these men and women who represent the best of American pride, dedication and bravery.

Continuing to come up with new ways to help raise money to support The NRA Foundation grant program, this year Henry once again is going above and beyond its commitment as a corporate sponsor. As he addressed a gathering of NRA field representatives and Volunteer Fundraising staff preparing for the 2016 year of fundraising events, Imperato pledged to donate 1,150 Frontier Model lever action rifles with soft cases to be used at *Friends of NRA* events across the country, helping raise funds for the Foundation at the local level.

"Longstanding relationships can eventually go stale; that's not the case with Henry Repeating Arms and The NRA Foundation," Imperato emphasized. "In fact it's quite the opposite. We understand each other's needs and agendas, and we have similar goals – like protecting our Second Amendment rights, promoting youth shooting sports, and firearms safety amongst many others. The NRA Foundation and *Friends of NRA* have allowed us to think out of the box and do new things such as our annual National Banquet tribute presentation. The partnership is solid, growing, and fun, and I look forward to the future."

Outside of the Foundation and *Friends* program, Henry also supports the efforts of other NRA programs. Along with its contributions to NRA programs like Women's Wilderness Escape, youth programs, special drawings and more, Henry is the title sponsor of NRA Gun Gurus TV for the third year in 2016 and a co-sponsor of NRA All Access. It is also spearheading an exciting new event this. On November 14, 2016, at the Ben Avery Shooting Facility in Phoenix, Ariz., history will be made as 1,000 freedom-loving Americans join together

to set a World Record by simultaneously firing 1,000 Henry Repeating Arms Golden Boy Silver rifles. Go to 1000manshoot.nra.org and follow #1000ManShoot for more information.

"We are grateful for the continued support and involvement from Henry in several areas of the NRA including The NRA Foundation, NRA Annual Meeting events and NRA Gun Gurus, to name a few. All are important to the NRA's mission, and Anthony Imperato and Henry Repeating Arms are making a big difference," shared NRA Director of Industry Partnerships John da Silva. "I'm honored to work alongside Anthony and share his passion for ensuring our shooting sports freedoms and traditions for the next generation."

Thank you to Baron Technology, Inc., GASTON J. GLOCK style LP, and Henry Repeating Arms for their support of the NRA and The NRA Foundation. Their contributions help raise millions of dollars for the protection of America's shooting sports traditions and Second Amendment freedoms. ■

Visit friendsofnra.org/corporate-sponsors.aspx to learn more about becoming a Corporate Sponsor.

Become a Friends of NRA Sponsor!

THE 2016 FRIENDS OF NRA SPONSOR PROGRAM

Liberty

- Framed NRA seal display
- *Traditions* magazine (mailed quarterly)
- Sponsor Hat



\$250

Heritage

CHOOSE ONE:

- Silver Stag Frontier Freedom Knife with leather sheath and *Friends of NRA* logo
- Yukon Outfitters Tactical Survival Backpack with Friends of NRA logo patch and survival kit



\$600

Freedom

CHOOSE ONE:

- Kel-Tec SUB-2000 9mm rifle with NRA logo*
- Kel-Tec CMR .22 Mag Rifle*
- Uberti 1873 Single-Action Cattleman Steel New Model .45 Colt (with NRA logo and custom serialization)



\$1250

Pioneer

CHOOSE ONE:

- Winchester Model 70 .30-06 Rifle (with "Don't Tread on Me" text laser-engraved on bolt and Gadsden rattlesnake and NRA logo on floorplate in selective 24k gold plating - only 50 available)
- Springfield 1911 EMP® 4" Lightweight Champion™ 9mm* (with NRA logo - only 50 available)



\$2500

Patriot

CHOOSE ONE:

- Winchester Model 73 Short High Grade .357/.38 (special engraving and "National Rifle Association" text in 24k gold - only 75 available)
- Daniel Defense DD5 v1 7.62 NATO with NRA logo (only 25 available)*
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THERE'S NOTHING "MID" ABOUT MID COAST

The 2015 Committee of the Year Demonstrates How Friends of NRA Makes Firsts Everyday

By Liz Foley

NRA Senior Field Representative, South Texas

As we approach the 2016 Mid-Coast *Friends of NRA* event in September, it is both humbling and awe-inspiring to consider the possibility that this amazing committee could potentially raise over \$1 million in just four years. The committee has held the national record for highest net proceeds for the last three years, amounting to a total of \$833,000. This puts that \$1 million mark well within striking distance, and it would not come as a shock for this committee to step up and achieve that goal.

Hitting a "trifecta" like raising top revenue dollars for the *Friends* program three years in a row triggers a ton of "How did you do it?" questions. Mid-Coast's impressive track record is a testament to the passion, the people and the program it encompasses as well as an example of how mentorship has made a difference throughout the 24-year lifespan of *Friends of NRA*.

As NRA Field Representatives we have opportunities to "make a first" every day as we work with volunteer committees across the country to plan events. Connecting with thousands of individuals who share the goal of raising funds to support the future of the shooting sports and teach freedom has a powerful impact. Combining the passion of our volunteers with our

knowledge and resources to achieve "firsts" within the *Friends* program is the foundation of what we do.

The NRA programs funded nationally and locally by money raised by *Friends of NRA* provide important outside support for the efforts of the one-on-one mentor—who teaches us firearms safety, takes us to the range, introduces us to hunting, instills in us the desire to protect these traditions—who ensures the continuation of our collective legacy. Each and every volunteer, every attendee, every sponsor and donor, and every grant recipient plays an important part in perpetuating mentorship that promotes the future of the shooting sports and keeps alive the spirit of the Second Amendment in youth, women, hunters and all shooters!

As leaders of the Mid-Coast committee, Darrell and Sandra Hester embody this mentorship. Since day one they have served as true mentors not only to their committee but also to the entire South Texas area. Finding a committee willing to listen to what works for the *Friends* program's non-profit fundraising model, open to new ideas and ready to tackle each of the components of a successful event can be a challenge for a field rep. What makes Mid-Coast so amazing is that they hit on all cylinders.

PHOTO by Peter Fountain. Sandra and Darrell Hester accepted the 2015 Committee of the Year award on behalf of Mid-Coast Friends of NRA at the National NRA Foundation Banquet in Louisville. South Central Region Director Tom Ulik (left) and Redpoint Resolutions Vice President Tom Bochnowski (right) presented the award.

When we first sat down in year two, they accepted the challenge to break \$100,000 and made that their goal. As their mentor I discussed with them each fundraising area: table sales, donations, underwriting, pricing structure, auctions and all event details—no stone was left unturned. We assigned individual volunteers to each area and they made them their own. Each year these volunteers have worked to make these projects their own, tweak them, and take them to the next level. Every piece of this team and its fundraising structure has supported our goal to raise more net dollars—which means more funding available to be recommended for local programs during the annual State Fund Committee meeting. More funding means more grants to local programs and more local mentoring—more firsts!

The growth experience by *Friends of NRA* over the last 24 years has been driven by powerful mentors, forward-thinking leaders, and dedicated field staff going above and beyond to coach committees, support each event, and inspire passionate volunteers. At its core *Friends of NRA* is about making firsts and bringing it full circle: from raising the funds

to recommending the grants to ensuring we continue to teach freedom, to protect the Second Amendment, and to be the number one program supporting the shooting sports.

This spirit will take *Friends of NRA* into the future. Looking ahead to 2017 and our 25th Anniversary, the possibilities are endless, not only in South Texas but across the country as grassroots volunteers come together with a singular focus to continue to be the most generous and sustaining fundraising program supporting NRA programs and so many deserving local organizations through The NRA Foundation grant program. Now is the time to step up as a mentor and help bring the next generation of grassroots volunteers on board; help them host their first successful event; and pass the torch of freedom friend to friend. Let's continue to build our success with our established committees and grow our program with firsts!

Learn more about the Make A First program at www.makeafirst.org. To apply for a grant to help shooting sports programs in your community make firsts, go to www.nrafoundation.org/grants.



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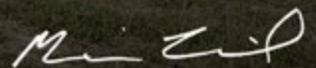


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