When one has a chance to view a snapshot of what an organization has accomplished, there are dozens of facets that could be examined. Did it grow, were its goals met, are its resources sufficient? How about the people making those things happen? Are they dedicated, cooperative, productive? If that snapshot is one of an organization that serves and protects membership, have the members benefited from their association, its networking with their colleagues, and are they experiencing growth themselves?

These are questions we ask ourselves each year here at NSSF® as we study what we’ve done, and compare it to the goals we’ve set. We then evaluate the roads in front of us that will lead to better things—and it is in that reflection that I can say with great pleasure and pride that 2015 has been a chapter of turning points.

The 2015 SHOT Show®, the event that is the horses-in-the-gate starting point for the year, turned out to be one of the most positive and well-received shows we have experienced in our more than three decades of hosting this all-important gathering. Buyers found hundreds of new best-in-class products, exhibitors found buyers serious about improving what they do through strengthened networking and business planning, and media members found a cornucopia of new stories and fresh angles to help buyers and manufacturers connect to consumers. Feedback from attendees of every walk told us this was the best show they had ever attended—by a long shot.

That didn’t happen by accident. The NSSF has an incredible team of people who, more than anything, want to hear what our members have to say, want to find solutions for their problems, and want to provide information that helps each of them do business better, smarter and more professionally. Since the SHOT Show has grown to the bursting point, we listened to our attendees and both narrowed the ability to obtain press credentials and purged nearly 2,000 unqualified attendees from the 2015 SHOT Show attendee list. Both efforts provided a better working environment and a greatly improved return on investment for everyone who attended the show. It’s still the largest trade show and biggest gathering of outdoor media in the world, and it keeps getting better.

When you start the year on such a high note, events that follow can pale in comparison. But they didn’t. Our Industry Summit, held in May, demonstrated an unprecedented level of inter-industry cooperation. At hand was the subject of diversity and there was more than the usual chatter of needing to “do something about it.” Attendees came away prepared to make the changes necessary to embrace the recreational shooters, competitors, hunters and collectors who haven’t yet discovered all the firearms industry has to offer them. To say there’s a ground-swell shift in attitude and action would be an understatement. It is from this point that you can expect to see our industry not just courting, but embracing many entirely new faces of American shooters.

Diversity, of course, is one of the NSSF’s primary long-term goals set in 2014. It arose from ongoing research that shows there is a world of new firearms enthusiasts out there who, for a variety of reasons, just aren’t part of the larger industry picture. That research continues at an accelerated pace, in large part because our members are utilizing it wholeheartedly. From manufacturer to wholesaler, ad rep to retailer, our industry members are turning to high-quality NSSF research to meet the demands of today’s recreational shooters and create the messages that resonate with them.

That shift in attitude to accepting new participants from diverse backgrounds by using research and statistics will prove to be the key to growth in our industry. That shift couldn’t come at a better time, as we embark on the roller coaster ride of the 2016 U.S. presidential election. As we release this annual review, we are just weeks away from our country’s two political parties beginning the primary elections to determine who they will chose to battle it out for the most powerful position in our free world. If the last few elections have told us anything, this will be a hard and bitter fight to the end, not just for the presidency, but for control of the Senate and House, as well as important state and local elections, that are also in play.

No one knows better than the people of the firearms industry that this country is in critical need of an administration that believes
in the preservation of the entire Constitution—not just the pieces from which they want to pick and choose. We need your help in making that happen. Educate yourself about the politicians who work to preserve your rights by visiting nssf.org/gunvote. Use the #GUNVOTESM logo on your websites and company literature and help spread the word to your customers and others.

The NSSF PAC helps us elect the men and women to Congress who will help protect your rights, our industry and our way of life. We need to, and can, make a difference in November’s elections. The NSSF PAC continues to grow and aid our efforts to elect representatives who will work as hard as we do to promote, protect and preserve the American traditions of hunting and the shooting sports and fight against legislation that inhibits the lawful commerce in firearms.

Our membership now stands at more than 12,000. From just more than 4,000 members 10 years ago, that’s positive growth no one can deny. And each and every one of you must pass on what you know about lawful and responsible ways you conduct business everyday to your friends, family, customers and friends. Then you become influential in the most positive way. NSSF is dedicated to helping you do that.

Our tools in this fight are your tools. Our newly introduced Retailers Summit and our second annual SHOT Show Exhibitor Academy are forums designed to promulgate an exchange of ideas across like-minded colleagues seeking to improve both individual business endeavors and our industry as a whole. Likewise is our annual Import/Export Conference, which saw record attendance by industry members exploring the benefits of international trade. Other platforms like the Congressional Fly-In, Firearms Industry Compliance Conference, our Range Workshop and especially our Retailer Seminars, which were expanded to include marketing and business creativity segments, also saw their highest attendance numbers.

Of course, there’s also the work that I feel is the most satisfying, NSSF’s flagship Project ChildSafe® and “Own it? Respect it. Secure it.” safety campaigns, which reached new heights in 2015. To date, more than 15,000 law enforcement agencies in communities all across the country have participated in Project ChildSafe events and handed out more than 37 million firearms safety kits, safety literature and free gun locks. When joined by the industry-wide effort to promote “Own it? Respect it. Secure it.” and educating the public on safe firearms storage, the number of lives impacted by just these two efforts is exponential. The number of fatal firearms accidents has never been lower, less than half of one percent of all fatal accidents nationwide, despite record numbers of firearms sales and new gun owners in recent years.

Taken as a whole—the SHOT Show to the Industry Summit, Retailer Seminars to range dialog, Congressional Fly-In to Project ChildSafe, and Don’t Lie for the Other GuyTM to FixNICS®—what we witnessed in 2015 was unprecedented engagement across our membership.

It’s in seeing that engagement that I remarked at the beginning of this letter that 2015 has been a chapter of turning points. There is real value being seen in coordinating efforts, and there is real value being found in uniting behind a single message like #GUNVOTE, because when divided, we fall.

There is so much basic commonality that unites all of us who love outdoor recreation, who cherish a day afield with family and friends, and who know that those who don’t understand will never give up their fight to do us in. But the flow of new participants coming to us in unprecedented numbers only serves to show us that they will never win—and that is the best encouragement of all. I think that bodes well for facing the many challenges our industry will encounter in the months ahead.

There is more, of course. The pages that follow tell those stories, explain the picture within the picture of our work in 2015. It’s those stories that will provide the foundation for our future, one I’m very proud to be a part of.

– Stephen L. Sanetti, President

The National Shooting Sports Foundation
Some would say that it would be hard to improve on the outstanding success and record attendance of the 2014 SHOT Show. In most cases, they’d be right, but the 2015 SHOT Show demonstrated that it isn’t always bigger that makes things better.

**Feedback is important, but only if you make use of that information.** After the explosive attendance at the 2014 SHOT Show, NSSF staff paused to catch its breath and then take a pulse, soliciting feedback at every opportunity from members and non-members, manufacturers, wholesalers and media members, about what they wanted to see in the show. What we heard was that they wanted a better quality show, one that provided them more avenues to do business, improved networking and made better use of the time and money invested in attending the show. And that’s just what we gave them, pruning more than 2,000 unqualified buyers from the show rosters, tightening the credentials for media and other attendees, enhancing social media outreach and expanding the forums most important to show goers, such as the New Product Center and International Buyer Program. The results were a show where it seems everyone remarked, “This is the best SHOT Show I’ve ever been to.”

**A successful SHOT Show depends on the teamwork of dozens of contractors and hundreds of people, but the ones who work most closely with NSSF to make each show better than the last are proving to be a magic mix of talent from four enterprises.** CSG Creative continues to be an invaluable marketing resource for the show, working with NSSF’s Communications team to produce messages that resonate across the spectrum of our industry. The Sands Expo counts SHOT Show as one of its top priorities, and its staff and facilities continue to fill our needs like no other venue can. Now deep in a five-year commitment with NSSF, exhibition services contractor Freeman is another enterprise the SHOT Show is well-served by, the company’s well-trained staff demonstrating time and again their ability to find solutions to exhibitors’ needs. Finally there’s the outstanding team at ConvExx, our Las Vegas-based trade show management partner. Thanks to its tremendous dedication, ConvExx was recently granted a three-year contract to continue in this capacity for SHOT Show and increase its involvement in other NSSF events such as the Industry Summit and Exhibitor Academy.

**The SHOT Show was honored with Gold 100 recognition and an “Against All Odds” Grand Award at Trade Show Executive’s Gold 100 Awards & Summit.** The awards signify that the show is among the Top 100 trade shows in the world and, for the Grand Award, that the SHOT Show overcame great obstacles to achieve extraordinary success at its 2014 show, making it the perfect candidate in the “Against All Odds” category.
Media Day Becomes Industry Day at the Range

In yet another example of listening to what SHOT Show attendees have to say, in 2015 Media Day at the Range became Industry Day at the Range. For the past 10 years, the day before the opening of the SHOT Show has been an exciting day at the range for members of the media getting their first look and hands-on experience with the latest and greatest firearms and ammunition making their debut at the show. But not only were our media members requesting a better quality event, NSSF and the event’s co-owners CMG Marketing & Events and Triple Curl Public Relations and Advertising were fielding hundreds of requests from buyers who wanted in on the action. We responded with a redesigned, invitation-only platform controlled by the exhibitors. It proved to be an inspired move, matching exhibitors with members of the press who were truly interested in spreading the word about their products, and buyers who saw how hands-on testing could translate to improved consumer sales when orders for those products arrived at their stores in the months ahead.

State of the Industry Dinner Heralds in New Commitment to Industry Cooperation

Heralding in what is clearly becoming a groundswell movement of inter-industry cooperation, the annual State of the Industry Dinner emphasized a fresh determination from NSSF staff to the smallest retail store to educate, grow, improve and work together to further as one our mission of promoting, protecting and preserving hunting and the shooting sports. NSSF President Steve Sanetti, in providing the dinner’s keynote address, stated, “The numbers tell part of our success, but not the whole story. The facts are there: The record numbers of firearms sales and new owners during the last eight years. The growing number of new sport shooters from many diverse backgrounds. The record number of over 12,000 NSSF member organizations. The Telly and the Stevie awards for our determined communications efforts to counter media ignorance, fear and bias. The statistics on the tremendous decreases in crimes and accidents with firearms so often overlooked in the media. The public opinion polls showing support for what we do at a record high, and the support for gun control at a record low. But most of all, in the determination of ordinary people who want nothing more than to peacefully, lawfully and responsibly exercise their constitutional rights to protect their families and enjoy the shooting sports, and by their determined rejection of the false notion of controlling criminals by heaping even more restrictions on the law-abiding. I have never seen our industry more determined to succeed in its mission by working together. And may that determination never falter.”
SHOT Show® University℠ and Daily Education Seminars Have Highest Attendance Ever

SHOT Show is about more than buying and selling products. For the thousands of buyers who attend, it’s their finest opportunity to capture the newest in information and education that can propel their businesses towards success in the months to come. Always sold to capacity, our annual SHOT Show University, the premier education event for retailers held each year the day before the show opens, is nonetheless a challenging event to organize. That challenge, in part, lies in providing fresh content for the many who attend the University year after year. The 2015 SHOT Show University met that challenge head on, with a cornucopia of well-regarded and highly respected speakers covering topics as diverse as advertising planning, digital marketing, addressing the changing face of today’s firearms buyers, driving sales and turn rates, hiring the right people and an extensive listing of ATF compliance topics.

In the months leading up to the 2015 SHOT Show, NSSF began fielding multiple requests from exhibitors wanting to attend SHOT Show University. As we witnessed in other venues like the Industry Summit and Import/Export Conference, exhibitors were telling us they needed and wanted more participation from the retailers selling their products. We quickly responded by adding more than 100 seats to the venue and, for the first time, permitting exhibitors to attend.

SHOT Show University wasn’t the only information forum available to show-goers. Multiple educational sessions were held throughout each day of the show. Compliance, safety, merchandising, store security and purchasing strategies were just some of the many topics covered. Attendance was high in each of the 12 sessions, with most sold to standing room capacity.

Second Annual Exhibitor Academy Motivates

Building on the success of the inaugural event, the second annual Exhibitor Academy demonstrated that today’s firearms industry professionals are committed to working together to improve business across the board. Representatives from companies ranging from veteran to just a year or two of SHOT Show exhibition experience gathered to exchange ideas and learn how to make the most of their investment as an exhibitor. Presentations on social media outreach, media recruitment and booth enhancements that can draw a crowd were paired with roundtable discussions on streamlining booth setup and takedown, responsible firearms handling tips, the pros and cons of hiring celebrities, holding product-reveal press conferences and hosting in-booth giveaways. Throughout it all, exhibitors were fully engaged, discussing with the staff members of NSSF, ConvExx, Freeman and the Sands Expo, as well as each other, just what it takes to make their area of the industry tick.
Project ChildSafe Earns High Praise Nationwide – And a Federal Grant

Established in 1999 (as Project HomeSafe), NSSF’s Project ChildSafe firearm safety program made significant gains during 2015. High-profile events with law enforcement and community leaders in San Diego, Houston, Phoenix, Greater Tampa and Michigan’s Oakland County heightened awareness that secure storage of firearms when not in use is the number one way to help prevent accidents, theft and misuse. Early in the year, Utah launched a multi-year partnership with Project ChildSafe, and later in the year NSSF received exciting news that it was selected to receive a $2.4 million, two-year federal grant to promote gun safety through Project ChildSafe. Over its history, Project ChildSafe has distributed more than 37 million firearms safety kits to communities in all 50 states and the five U.S. Territories. Public information campaigns, including S.A.F.E. Summer, Hunt S.A.F.E. and Local Champions, brought increased attention to safe firearms ownership practices. The projectchildsafe.org website continued to evolve, adding new resources for gun owners, industry supporters and the more than 15,000 law enforcement departments that have used the program’s gun locks, brochures, infographics, child safety pledges and safety videos. In 2015, the Project ChildSafe Blog was launched, and our interactive quizzes – Mythbusters and “Are You a Safe Hunter?” – proved to be extremely popular. The program’s Facebook page supporter total more than doubled to over 43,500, and updates can also be found on Twitter @ProjChildSafe.

Champion Shooter Julie Golob Discusses Safety and Children in New Project ChildSafe Video

Talking to children about serious subjects like gun safety can be difficult. How much information you provide and what’s the right information at the right time are important considerations. To help parents, teachers, shooting clubs, retailers and other safety instructors better reach today’s young people, U.S. Army veteran, champion shooter and mother Julie Golob worked with NSSF to create the “How to Talk to Your Kids about Gun Safety” video. Released in April and viewable at projectchildsafe.org, Julie helps parents address questions that children ranging from elementary to high school age might have, such as what to do if they see a gun at a friend’s house. Golob emphasizes not only the importance of having repeated conversations about gun safety, but also why it’s important to deliver the message in a way that’s appropriate to a child’s age and maturity.

Project ChildSafe Foundation

In 2015, Project ChildSafe Inc., a 501(c)(3) tax-exempt charity, began doing business as the Project ChildSafe Foundation, in response to many requests from individual industry members who wish to help support the Project ChildSafe program’s commitment to firearm safety education. During the year, public and industry support for the Foundation came from a variety of sources, including donations, a direct-mail sweepstakes, SHOT Show registration voluntary contributions, crowdfunding and an online auction. Donations to the Project ChildSafe Foundation are tax deductible to the extent allowed by law.
“Own It? Respect It. Secure It.”

Industry Supporters Increase

Project ChildSafe continues to garner major industry support for its “Own It? Respect It. Secure It.” message campaign, with Ducks Unlimited, Delta Waterfowl, the Scholastic Shooting Sports Foundation and National 4-H Shooting Sports, among others, added to the impressive list of more than 1,200 industry supporters.

There is no cost for companies or organizations to participate in the “Own It? Respect It. Secure It.” initiative. Supporters use the campaign logo on websites and in print materials and ads, with retailers and ranges displaying counter cards and window decals. All materials are available at nssf.org/ors. The goal is to educate and continually remind the public about responsible firearms ownership, and to visibly demonstrate our industry’s commitment to encouraging responsible use and storage of its products.

Partnering with Amazon.com and AmazonSmile

Shoppers utilizing online giant Amazon.com can now support Project ChildSafe through the retailer’s charitable donation arm, AmazonSmile. Project ChildSafe was added to AmazonSmile’s list of registered charities that shoppers, through their purchases on Amazon.com, can choose to receive .5-percent of their purchases, that funding provided through the AmazonSmile Foundation.

OWN IT? RESPECT IT. SECURE IT.

projectchildsafe.org
Industry Summit Sets Sights on Diversity

With a record crowd in attendance, the 2015 Industry Summit quickly became one of the most well received NSSF events of the year. Working with the central theme of diversity, response from the wealth of industry professionals who participated in the Summit indicated that, across the board, ours is a business ready to make the changes necessary to embrace a new consumer audience and propel us on fresh avenues of growth. Summit attendees came fully prepared, arriving with focused, on-point questions for the panel of expert speakers who presented numerous, replicable models of success that are applicable from manufacturer to retailer, wildlife agency to public range. Summit attendees took away viable avenues of change that will positively impact our industry in the months to come.

Held in Savannah, Georgia, with Georgia USA continuing its commitment to our industry’s success following its platinum sponsorship from 2014, the 2015 Industry Summit gathered a number of other notable sponsors, including The U.S. Sportsmen’s Alliance as a Silver sponsor, Daniel Defense, Magpul, Blue Force Gear, Troy and Boy Scouts of America as Bronze sponsors, and Polycase Ammunition sponsoring both a welcome reception and the Summit’s wi-fi service. Plans for the 2016 Summit, scheduled for June 6-8, are currently underway.

Hunting Works for America Adds Two New States

With the launch of the Maine and Washington State chapters in 2015, NSSF’s Hunting Works for America now counts 12 chapters. A grassroots initiative designed to forge better relationships and even greater partnerships between the hunting and shooting industry and key influential individuals, organizations and businesses at a state level, this goal is being accomplished by showcasing the essential role the industry plays in local, state and national economies. By working with area chambers of commerce, business owners, convention and tourism bureaus, trade associations and others, Hunting Works for America is an unprecedented example of top-to-bottom representation and cooperation working to raise hunter participation numbers, especially in areas and states where those numbers have been declining.
Detailed Precision, In-Depth Discovery are Hallmarks of NSSF Research

Today’s firearms and ammunition manufacturers, distributors and retailers are not only small mom-and-pop institutions. Ours is an industry of professionals who analyze trends and adjust their ways of doing business to capture fresh audiences while continuing to engage their core customer bases. In doing so, more and more turn to NSSF for the tools and data they need to keep their enterprises growing and prospering.

Research on the Diversity Market

In support of one of NSSF’s primary strategic goals, a dedicated focus was placed on determining what opportunities exist in diverse markets. NSSF’s new research report: A Hispanic Market Study – Firearms and The Shooting Sports, provided NSSF members with a better understanding of potential growth opportunities for the shooting sports within this diverse consumer segment.

Addressing the Women’s Market

Making a splash at the 2015 SHOT Show to a standing room-only press conference, NSSF’s research report Women Gun Owners—Purchasing, Perceptions and Participation studied the gun ownership and user habits of women ages 18 to 65. The report was well-received by the industry, which discovered through its review new participants in this significant market segment.

Customized Market Reports

For the fifth year running, NSSF created more than 100 Customized Market Reports. These in-depth reports provide a wealth of local market data to range and retailer owners, both those established and seeking ways to expand their enterprises, as well as those analyzing their area market before starting up a new business.
Modern Sporting Rifles and Today’s Hunters

Modern sporting rifles have expanded their footprint among hunters across the country in recent years. NSSF’s Incidence Rate of Hunting with Modern Sporting Rifles report addresses the demographics, motivations and consumer opinions behind this growing trend.

Industry Reference Guide

The latest edition of NSSF’s flagship report, the Industry Reference Guide, was hailed as the best yet. This 180-page document is a must-have for industry professionals interested in staying on top of the latest trend data. Dozens of new and updated sources, along with improved graphics, made this report the most highly utilized and sought-after report in the industry.

Participation Data

NSSF has been tracking participation in hunting and target shooting for more than 10 years and produces the annual Industry Intelligence Reports, A Hunters Profile and Hunting and Target Shooting Participation, which provide trend data from the U.S. Fish & Wildlife Service, as well as the National Sporting Goods Association, in easy-to-view formats.
Families Afield® Sees Great Success in 2015

Now in its 11th year, NSSF’s Families Afield is just 11 states away from becoming a unanimous success. Begun in 2004 to combat a decline in the number of hunters across the nation, NSSF, along with the Sportsmen’s Alliance, the National Wild Turkey Federation, the Congressional Sportsmen’s Foundation and the National Rifle Association, was part of a national effort to recruit new hunters by expanding apprentice hunting opportunities throughout the country. With a focus on removing unnecessary barriers to hunting and creating opportunities for adults to mentor those wishing to try hunting, the ultimate goal of Families Afield is to have the apprentice hunter complete a hunter education course in the future and continue to hunt on their own.

Apprentice licenses work on a “try-before-you-buy” philosophy, encouraging young hunters to go afield with licensed mentors to learn hunter safety and acquire skills for the hunt without having first undergone a lengthy hunter education course. Such an approach has proved invaluable to those states instituting those license types: nearly a half-million new hunters have entered the field since the Families Afield program achieved its milestone of 1,000,000 new hunters in 2013. This year Iowa, Montana, Colorado, and New Jersey became the 36th, 37th, 38th, and 39th states, respectively, to pass legislation incorporating the Families Afield apprentice hunter licensing concept.

Other work builds on the foundations laid by Families Afield. Maine, for instance, became the 40th state to allow its residents to decide the best age to introduce a new hunter to the sport. Likewise, Tennessee, one of the very first states to adopt apprentice licensing, in 2006, sought to expand its program by allowing for multi-year apprentice licensing participation during its 2015 state legislature session.

With the foundation laid for new hunters to enter the field, NSSF is now working with state agencies in a pilot effort to increase the use of these apprentice hunting permits. Up until this point, the sale of these permits was organic, meaning people who knew about the program were putting it to use teaching the next generation to hunt. Now we are building on that foundation and working with state agencies to increase awareness and, ultimately, market this permit to new adult hunters. At the completion of this project, we hope to identify the strategies that work and encourage other states to implement them, thereby continuing this program’s overall impact.

It is critical that we work to maintain our hunting heritage for the generations that follow us. With the program’s success in nearly 40 states, NSSF will continue to work with its partners, wildlife agencies and legislators throughout the country to expand and improve state laws to encourage apprentice hunting licenses and provide the opportunities new hunters need to go afield.
First Shots®
Reaching a significant milestone, NSSF’s First Shots program celebrated its 10th year in 2015. The flagship program was designed not only to introduce safety and basic marksmanship skills to first-time shooters, but also as a way to help retailers and ranges expand their community visibility while at the same time providing those new shooters invaluable resources in their own communities through which they continue to expand their firearms and responsible shooting skills knowledge.

This year’s efforts included two Big City Tours, one in Dallas and one in Philadelphia, where attendees from all walks of life stepped outside their urban digs and onto several area ranges to take their first shots. Today, the roster of First Shots attendees stands at more than 50,000, and the impact of that number is being felt across the industry, with those new shooters generating more than $15 million in industry sales and nearly 50 percent of those novices returning to their host ranges for additional instruction and target shooting entertainment.

Statistics like these point to the ongoing success of First Shots and the program’s intrinsic value to the shooting industry as a whole. That value hasn’t gone unrecognized by the industry. Thanks to fundraising efforts at FMG Publications’ Shooting Industry Masters, a gathering of firearms industry professionals who enjoyed a summer weekend of friendly competition, $338,600 has been raised over the past eight years in support of NSSF’s First Shots program. Over the Masters’ 13-year history, it has been a strong supporter of NSSF’s efforts to recruit newcomers to the shooting sports.

Rimfire Challenge® Paves the Way for New Competitors
2015 marked a second year of continued growth of the Rimfire Challenge under the guidance of NSSF, having taken over the administration of the program from Sturm, Ruger & Co. in 2013. With NSSF’s first Rimfire Challenge World Championship taking place in the autumn of 2014 to well-received reviews from the 170 competitors in attendance, the program experienced solid growth in 2015. More than 30 new ranges signed on to host local and regional Rimfire Challenge matches, adding an estimated 300 fresh competitors to the sport. More than 400 events were offered to both seasoned and new competitors throughout the 2015 season, representing exceptional growth of 124 percent over the number of matches held the year before.

The true telling of the program’s success was the Rimfire Challenge World Championship. Fort Smith, Arkansas’ Old Fort Gun Club, which specifically asked to repeat as host, pulled out all the stops to make its second undertaking of the event even better than the first, including a revamped, easier to use registration process that was well received by the record attendance of nearly 200 competitors. In addition to the program growth, the industry support remained strong at the corporate sponsorship and product sponsorship levels. Nearly every sponsor from the 2014 season renewed for 2015 in addition to more than 10 new companies, demonstrating an industry-wide commitment to the Rimfire Challenge and validating the intrinsic value these new shooters are bringing to the shooting sports.
NSSF Riding High on State and Federal Victories

With its offices fully staffed and operational in the last few months of 2014, NSSF’s Washington-based team of legislation and subject matter experts joined forces with those at Connecticut headquarters to face a gauntlet of controversial battles over industry issues and gun control. While the fight for Second Amendment rights continues unabated, there are numerous success stories to come out of the court rooms and legislative sessions of 2015.

‘Ballistics Imaging’ Law Repealed in Maryland

Topping the list was the battle to overturn Maryland’s failed ballistics imaging law. The win for NSSF repealed the law that required firearms manufacturers and retailers to submit fired cartridge casings for all handguns sold in the state. This victory for the industry brings to an end a decade-and-a-half-long failed experiment in crime lab technology that never worked, but nevertheless was embraced by gun control advocates. Even in its early stages of implementation, Maryland’s own State Police recommended repeal of the law, noting that the “ballistics imaging” database had never helped solve a single crime. The victory in Maryland laid to rest the last of only two U.S. states that attempted this burdensome form of gun control, after NSSF successfully repealed the New York State requirement through budget language in 2012.

Industry Discrimination By Banks Won’t be Tolerated

Working closely with Missouri Congressman Blaine Luetkemeyer, NSSF can count itself instrumental in forcing the Federal Deposit Insurance Corporation (FDIC) to cease its practice of endorsing termination and withholding of banking and financial services to those in the lawful firearms industry. Known as “Operation Choke Point,” the initiative was a move by the U.S. Department of Justice put in place to curtail banking and financial services to industries the DOJ deemed “high risk.” In addition to Congressman Luetkemeyer, other key members of Congress and allies worked with NSSF and forced the FDIC’s hand, successfully removing firearms retailers and others in our industry from the agency’s “watch list.” NSSF named Congressman Luetkemeyer its Legislator of the Year at the 2015 Congressional Fly-in, in recognition of his work to defeat Operation Choke Point.

FIND Act Introduced in Multiple States

Discrimination against the firearms and ammunition industry has become increasingly common due to the anti-gun rhetoric continuously employed by this Administration, the media, anti-gun politicians and gun control groups. Fueled by the hard-won fight with the FDIC over “Operation Choke Point,” NSSF began advocating for the Firearms Industry Nondiscrimination Act (FIND Act). The FIND Act, promoted on the state level, would make it an unlawful business practice for any person to refuse to provide goods or services of any kind solely because a business or individual is engaged in the lawful commerce of firearms or ammunition products. Kansas was the first state in the country to introduce the FIND Act in 2015, followed by Alabama. NSSF will continue to work towards the passage of the FIND Act in these states in 2016, along with a list of other targeted states.
Ban on ‘Green Tip’ .223 Ammo Stopped in its Tracks

In February, ATF sought to fast-track a new regulatory interpretation that would have banned the sale of “green tip” 5.56mm (.223) rifle ammunition, a common source of ammunition for target shooters for many years, by repealing its “sporting purpose” determination that ATF granted nearly 30 years ago. The move didn’t get far. NSSF immediately jumped into the fray, meeting with pro-gun members of the House and Senate, bringing national media attention to the issue, and through NSSF Action Alerts helped to rally the general public to contact their senators and congressmen and to write ATF to oppose the proposed ban. The campaign worked. In March, ATF withdrew its proposal after receiving a record 311,000 public comments. ATF’s then-director B. Todd Jones told Congress that ATF would not move forward with the proposal while it reviewed the overwhelming public opposition.

North Carolina Joins Growing List of States Allowing Sunday Hunting

Recognizing the impact to its economy and its conservation efforts, North Carolina was the most recent state to further expand Sunday hunting opportunities in the state. Backed by NSSF’s research on the economic impact of Sunday hunting, which found that by lifting its archaic “blue laws” North Carolina could see the benefits of up to an estimated 3,600 jobs and a positive dollar impact to its economy of more than $311 million. The Tar Heel State, following the success of its neighbor to north, Virginia, was not to be left behind this legislative session by finally removing the prohibition on Sunday hunting with firearms dating back to Colonial era “blue laws.” NSSF is working to repeal Sunday hunting restrictions in all the remaining states with such laws still on the book, with legislation currently pending in Pennsylvania, West Virginia and Maine.

Vermont Added to List of FixNICS Successes

In a prolonged, hard-fought battle, NSSF added another victory in its ongoing FixNICS campaign. In May, Vermont legislators passed S.141, incorporating NSSF’s FixNICS language that extends to the state federal regulations barring violent criminals and persons found mentally unstable by a court from possessing a firearm. Though Vermont is the 16th state to pass FixNICS legislation, it is perhaps one of the hardest-fought victories: NSSF and pro-gun groups supporting the FixNICS legislation in the Green Mountain state had been outspent by a 10-1 margin by former New York Mayor Michael Bloomberg’s gun-control group.
Pro-Suppressor Legislation Sweeping Country

With nearly 800,000 suppressors in circulation and skyrocketing consumer demand, NSSF has taken a greater role in supporting efforts to legalize the ownership and use of suppressors for recreational shooting, self-defense and hunting. **As more target shooters, hunters and people living near shooting ranges and hunting areas realize the noise reduction suppressors provide, the popularity of these tools across the United States will continue to increase.** In 2015 alone, three states legalized the use of suppressors for all lawful hunting, bringing the total to 37 states that allow hunting with suppressors. Additionally, Minnesota and Vermont legalized the ownership and use of suppressors, the addition of these two states making it legal to own and use suppressors in 41 states. When UPS announced it would stop shipping suppressors to licensed dealers, NSSF quickly engaged with UPS and was able to get UPS to reverse its decision. NSSF will continue to work toward normalizing the use of suppressors, as well as reducing the paperwork and resulting delays, with the ultimate goal of having suppressors removed from National Firearms Act regulations and come under the same regulations as firearms.

Concealed Carry Reciprocity Makes Headway

Now that Illinois and Washington, D.C., have implemented some form of concealed carry (albeit very restrictive), and with the growing market for smaller firearms designed for concealed carry, industry members have expressed an increased desire for a national law that streamlines the patchwork of state laws and regulations impacting individuals with concealed carry permits. **Restrictive laws in some states and those states’ unwillingness to recognize the permits from a neighboring state have effectively limited a lawful gun owner’s Second Amendment rights to their home state.** Understanding this injustice, members of the U.S. House and Senate have introduced several bills to rectify this problem. In the House, Rep. Richard Hudson (R-North Carolina) has introduced a bill with 183 co-sponsors that would allow permit holders to cross state lines, provided those permit holders abide by all state and local laws. On the Senate side, a variation of this bill has been introduced by Sen. John Cornyn (R-Texas) and has the support of 32 co-sponsors. Both bills have broad support from a bipartisan coalition.
Bipartisan Sportsmen’s Act in the Spotlight

Once again, the Bipartisan Sportsmen’s Act, which is comprised of a number of components intended to benefit hunters, target shooters, anglers and other outdoor enthusiasts, has received widespread support. The bill would allow more flexibility to state fish and game agencies to use Pittman-Robertson excise tax dollars to construct and maintain public shooting ranges. The bill also provides for increased access and opportunities for hunters and target shooters to enjoy public lands for those outdoor traditions.

The sponsor of the Senate bill, Sen. Lisa Murkowski (R-Arkansas) and lead co-sponsor Sen. Martin Heinrich (D-New Mexico), pledged to work together in a transparent and bipartisan fashion. The bill has already passed out of the Senate Energy and Natural Resources Committee and a hearing in the Environment and Public Works Committee is expected in January 2016.

Like the Senate bill, the House version, known as the Sportsmen’s Heritage and Recreational Enhancement (SHARE) Act of 2015, has been introduced by a bipartisan coalition led by the leadership of the bipartisan Congressional Sportsmen’s Caucus. These include Reps. Rob Wittman (R-Virginia), Tim Walz (D-Minnesota), Jeff Duncan (R-South Carolina) and Gene Green (D-Texas). The bill has already passed out of the House National Resource Committee.

Some issues have arisen in the Senate that have slowed the progress of the bill. While not preferable, we are confident the Senate can work through these differences and that this very popular legislation can be passed by both houses of Congress this year.

NSSF Joins Forces to Fight Seattle Firearms & Ammunition Tax

NSSF, along with member retailers, joined forces with the NRA and Second Amendment Foundation to challenge the city of Seattle’s recently enacted sales tax of $25 per firearm and five cents a round of ammunition. The tax is supposed to be used to offset the cost of violence committed by criminals misusing firearms. The lawsuit argues the tax is unlawful because Washington state preemption law blocks cities from regulating the sale of firearms. NSSF looks forward to ensuring that the rights of our members to engage in the lawful commerce of firearms and ammunition are not infringed by the city.

Challenge to California Municipal Ordinances Heading to Trial

NSSF has received several favorable rulings in its ongoing lawsuit against the City of Pleasant Hill’s unlawful regulations governing firearms and ammunition retailers in the city. The city’s regulations violate California’s preemption law that prohibits local jurisdictions from regulating the sale of firearms. The trial is scheduled to begin in March.
Friend-of-the-Court Briefs Filed to Support Our Industry

This year, our industry continued to face new legal challenges, and NSSF stepped up to provide courts across the country with our industry’s perspective. With NSSF’s own microstamping challenge proceeding in California state court, we filed a friend-of-the-court brief with the Ninth Circuit U.S. Court of Appeals to better inform the court of the true impossibility of complying with the microstamping requirements of California’s Unsafe Handgun Act. In the Fifth Circuit U.S. Court of Appeals, NSSF filed a brief in support of the lower court’s ruling that the Interstate Handgun Transfer Ban is unconstitutional. The Protection of Lawful Commerce in Arms Act (PLCAA) has come under increasing scrutiny and, in November, NSSF filed a friend-of-the-court brief with the Missouri Supreme Court to address the fact that a criminal conviction is not required for the PLCAA’s protections to apply. Finally, after the dissenting opinion in the Seventh Circuit U.S. Court of Appeals cited heavily to NSSF-provided information, we filed a brief with the U.S. Supreme Court to urge the court to grant review in the case of Friedman v. City of Highland Park. In 2013, the Chicago suburb of Highland Park passed an ordinance categorically banning the sale, purchase and possession of standard capacity magazines and modern sporting rifles with features such as a barrel shroud or pistol grip, that make firearms safer, more ergonomic and more accurate. While the court declined in early December to hear the case, Justices Thomas and Scalia issued a blistering dissent arguing the Supreme Court should have taken the case. Citing NSSF research data, the justices argued that the federal appellate court in upholding Highland Park’s categorical ban on commonly owned modern sporting rifles had failed badly to adhere to the Supreme Court’s holdings in the Heller and McDonald cases.

TSCA Litigation Defeated Once and for All

After a long battle, NSSF has prevailed in preventing the radical anti-hunting Center for Biological Diversity and similar organizations from pursuing its goal of having the EPA ban traditional ammunition made with lead under the Toxic Substances Control Act (TSCA). NSSF had intervened in the litigation to argue the EPA did not have authority to regulate traditional ammunition. In December of 2014, the District of Columbia U.S. Circuit Court of Appeals agreed with NSSF’s position and ruled that traditional ammunition is beyond the EPA’s regulatory reach, which is precisely what Congress intended. In November, Congress passed NSSF-backed legislation to clarify that the EPA does not have TSCA jurisdiction over ammunition and its components.

NSSF Argues Across the Country Against Post-Newtown Gun Control Laws

Late last year, NSSF attended oral arguments before the Second Circuit U.S. Court of Appeals to hear the cases of Shew v. Malloy and NYSRPA v. Cuomo, cases in which NSSF filed friend-of-the-court briefs in support of challenges to the sweeping gun and ammunition magazine bans passed by Connecticut and New York following the Newtown tragedy. In March, NSSF appeared before the Fourth Circuit U.S. Court of Appeals to argue Maryland’s post-Newtown ban on commonly-owned modern sporting rifles and standard-sized magazines violates the Second Amendment. In September, NSSF joined numerous other parties and organizations to argue before the Tenth Circuit U.S. Court of Appeals in Denver that two Colorado statutes prohibiting standard-sized magazines and requiring so-called “universal background checks” violate the Second and Fourteenth Amendments, as well as the Americans with Disabilities Act.
**2015 WALL OF DONORS**

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**Industry’s Voice in Washington**

The NSSF Political Action Committee (PAC) proactively supports pro-industry, pro-Second Amendment and pro-sportsmen candidates for President, the U.S. Senate and the U.S. House of Representatives. In 2015, NSSF hired a full-time PAC manager to oversee the significant expansion of membership and participation, as well as to educate new and existing PAC members about the challenges our industry will face during the 2016 election. The PAC also reached another milestone in 2015 having raised almost $700,000 since its inception just five years ago. The PAC is an important part of our overall government relations efforts that strives to be our industry’s voice in Washington.

The NSSF PAC is a non-partisan, multi-candidate Federal Election Commission-registered political action committee that supports pro-industry, pro-Second Amendment and pro-sportsmen candidates for federal office.
Membership Prospers Through Added Value

As an organization of people at every level committed to providing its members value for their investment, NSSF continues to set lofty goals year after year—and meet them. 2015 realized nearly 1,500 new members, improving from just over 10,600 to more than 12,000 at the half-year mark.

New Premium Range Membership

Operating a range today takes more than simply giving people a place to shoot. Ranges that are proactive in their OSHA- and state OSH-compliance business practices are safer and more efficient, productive and profitable.

To further assist ranges with OSHA and EPA compliance, NSSF launched its new Premium Range Membership at the 2015 SHOT Show. This exclusive membership is designed to provide ranges and range/retailer operators with unparalleled OSHA compliance tools, resources and expert guidance in implementing workplace health and safety management programs. In addition, should a Premium Range Member ever receive a state OSH or federal OSHA citation, NSSF will provide limited legal assistance to defend the allegations based on qualifying criteria.

Premium Range Members receive a free, onsite OSHA mock audit to identify and abate concerns or issues that can lead to an OSHA violation. During these audits, consultants also work with the range owner or operator to develop their own written health and safety programs, key components to OSHA compliance. Years of experience in the shooting industry as range owners and corporate compliance directors for retail and range operations, have helped them gain the expertise to provide the guidance and the tools shooting ranges need to avoid the penalties that can result from a problematic OSHA inspection. NSSF currently has more than 40 ranges signed to this member category, which is growing by the month as range owners and operators become more familiar with the new premium membership package.
‘Did You Know?’ Campaign Keeps Members Up to Date on Benefits

In 2015, NSSF added four new affinity members to the ever-growing list of affinity benefit business partners. Wanting to educate our members in order for them to better utilize these services and their often significant cost-savings benefits, NSSF began the “Did You Know?” campaign. Appearing in every weekly Bulletin Points publication and the monthly Members News e-newsletter, in addition to other appearances in blogs and additional newsletters, “Did You Know?” works to inform NSSF members about services and products that are available, either complimentary or at substantial discounts, to NSSF members. Such services and products include those from video surveillance companies, point-of-sale software management, range insurance, secured store display cases, air filter systems, alarm monitoring, employment screening tools, educational seminars, compliance consultations and NSSF’s research publication library.

Jobs Board Connects Industry Employers, Job Seekers

Realizing the need to better match qualified job seekers to the employment opportunities requiring a dedicated knowledge of the firearms industry, NSSF launched a new jobs board to benefit its member companies. The new jobs listing page focuses solely on available positions and talent within the firearms industry by providing focused resume searches by employers and resume uploads for job seekers that result in quick discovery by employers looking for specific qualifications. Open to both members and non-members, NSSF members receive a discounted rate of 30 percent for each job posting. Job seekers may upload their resumes for free. Launched in June, the new jobs board has nearly 150 companies, more than 1,292 job seeker account creations and more than 200 job postings that garnered more than 320,000 views and 80,000 visitors. The site also provides links for career coaching, resume writing, reference checks and a valuable online career learning center.

Associate Membership Introduced

No industry works completely within itself. Materials providers, parts makers, marketing and public relations experts, advertising agencies and other professionals work both directly and indirectly with the manufacturers, retailers, range owners and outdoor media of the firearms industry. To better connect these outside service and product providers with the core members of our industry, NSSF introduced a new Associate Membership late in 2015.
New Members Added to FFL Compliance Team

Meeting increased demand for compliance-related and security services, NSSF added three new members to its team of FFL Compliance Consultants. Mary Jo Hughes and Gary Bangs, both retired from ATF after decades-long careers, and loss prevention expert John Clark added a combined 85 years of experience to NSSF’s highly respected group of FFL Compliance Consultants, who, in addition to making onsite store visits, performing mock ATF audits and answering questions on our 24/7 retailer hotline, also regularly contribute to the NSSF retailer’s blog on matters of compliance.

Starting Point – The New Retailer’s Complete Resource

With firearms sales and new gun owner numbers continuing at a vigorous pace, and with the tension of the upcoming 2016 presidential elections, a corresponding increase in new firearms retailers is occurring. To aid these startups, NSSF launched the Starting Point program in the third quarter of 2015. Created specifically as an in-depth, go-to resource for entrepreneurs new to firearms retailing, Starting Point provides business planning, compliance training, access to customized market reports and other tools that ensure the first steps these new businesses take are the right steps. For startup retailers new to NSSF membership, Starting Point also serves as a foundational introduction to the other resources the association provides, such as those from the FFL Compliance Consultant Team.

Retailer Seminars Extended to Include Marketing

Soon after the first of 12 new retailer seminars was underway, NSSF responded to feedback from its members and extended five of those seminars to include business planning, marketing and other related topics designed to help retailers improve floor traffic, community outreach and customer base growth. Moving from a four-hour format to one of nine hours, attendees participated in updated ATF compliance learning in the morning, before moving on to the business-planning tract in the afternoon. These extended seminars were held in New Orleans, Anaheim, Atlanta, Detroit and Corpus Christi to provide the widest availability to retailers working in various marketplaces. NSSF partnered with Shoot Smart of Fort Worth, Texas, in these two-part seminars, with that organization’s Jared Sloane, Roxanne Laney and Marily Hailey working to educate attendees on successful models of diversity outreach and new customer retention, covering supporting topics such as staff hiring, special event promotions, store layout and marketing plans.

Ranges & Retailers

As today’s retailers and range operators become increasingly more business savvy, NSSF is extending many of its efforts for this sector of our industry to expanding the services we provide that enable these businesses to keep pace with today’s ever-changing marketplace. From safety to sales materials, research to legal aid, compliance seminars to mock government agency audits, NSSF is dedicated to providing its range and retailer members the tools they need to succeed.

Advisory Councils Help Lead the Way

NSSF’s Retail and Range Advisory Councils, composed of industry leaders, work tirelessly to improve our industry and our trade association. Their guidance, feedback and support have contributed greatly to the success of SHOT Show University, retailer education seminars, lead management and OSHA compliance seminars and the association’s unparalleled ATF compliance programs.
Five Star Range Continues Path of Excellence

The NSSF Five Star Range rating program is the go-to tool for both shooting range owners and those in the business planning stage. For existing range owners, it helps them examine their facilities across six different categories, providing an evaluation and discovery of key areas that can realize improvement, from their business model to the image the public sees. For those in the planning stages of a new range, this same evaluation helps them build on the model they envision. Because this rating system is now a highly utilized template for those in the developmental and business planning stages, ranges built in the last five years that have used this plan increasingly go above and beyond the criteria of excellence established in the Five Star rating program.

In 2009, there were only 12 Five Star ranges recognized through this program. But through the extensive marketing and promotional efforts of this program, there are now 65 Five Star ranges and 17 Four Star ranges, with many more candidates on the waiting list for onsite visits and certification.

Due to the technological advancements in overall business management over the last 15 years, NSSF, with the help of its Range Advisory Council members, is redesigning this program to fully address those changes while raising the bar of what is expected from both Four and Five star rated ranges. The revamped program is expected to launch during the first quarter of 2016.

Range Development Workshop Exceeds Goals

Over the last few years, the firearms industry has seen an upward trend of people exploring the idea of starting an indoor range and retail business. NSSF identified the need to host a range and retail development workshop to better prepare this audience for what it takes to be successful. Planning the event began with the NSSF Range Advisory Council meeting in February 2012, working to identify the most important topics needed to educate this audience. With a goal of 50 to 75 attendees set for this workshop, we were very pleased to have a sellout crowd of 102 attendees, with many more on a waiting list. Due to the high interest level, NSSF videotaped the event and produced a range workshop DVD package from this effort which has proven to be one of the best NSSF resources available for those who are in the exploratory or developmental stages. More than 200 DVD packages at a member price of $350 and a non-member price of $695 have sold to date.

Lead Management & OSHA Compliance Workshops

Shooting ranges are a target for OSHA inspectors. With inspections on the rise, the number of fines issued to range owners is increasing. In many cases, the fines issued are resulting in negative press for our industry and financial challenges for range and retail operators. To better educate and prepare range owners for a potential site visit from an OSHA inspector, we’re hosting compliance workshops that focus specifically on lead management and OSHA compliance.

To date, NSSF has held eight workshops that have attracted more than 400 range owners and managers from across the country.
Voice of the Industry
Reaching the Masses
NSSF’s communications reach continues to grow remarkably. Through social media, digital communications and proactively engaging and educating the news media, the association has made remarkable progress in its role as the “Voice of the Industry.”

Engaging and Educating the Media
Through daily outreach and regular participation in educational media seminars and events, NSSF is the go-to source for mainstream and outdoor media on issues affecting our industry and our sports. NSSF’s online newsroom, an information hub for all members of the press, was named one of three finalists in the 2015 PR News Digital Awards.

In the News
From 60 Minutes to The New York Times to the morning and nightly news at the national and local level, NSSF was everywhere in 2015, speaking on behalf of our industry, correcting errors and providing factual information to make our collective voice heard in the media.

Keeping the Industry Informed
Through its website, email newsletters and alerts, NSSF works daily to keep its members informed on important issues affecting the industry. Through its weekly Bullet Points and Government Relations Update and monthly Import/Export newsletters, to critical updates on regulations and legislation, NSSF communicates to all segments of the industry with need-to-know information.

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Video Production

With more than 120,000 subscribers and 20 million video views, NSSF is the nation’s leading trade association on YouTube. Videos range from safety tips for new shooters to more in-depth videos for experienced shooters to animated infographics on issues affecting our industry. NSSF received two more Telly Awards in 2015, recognizing the quality and effectiveness of its video communications.

Activating and Reactivating Consumers

In an effort to help guide newcomers toward their next steps as gun owners, NSSF launched First Shots News. The newsletter is sent to graduates of NSSF’s popular First Shots program and includes helpful tips and information for beginners. At the same time, NSSF’s Pull the Trigger newsletter – in partnership with GunBroker.com – continues to expand its reach, with more than 1.2 million consumers receiving tips for all skill levels in their inboxes each month.

Social Media

NSSF is America’s leading trade association on social media. With a Facebook following of nearly 500,000, NSSF has more subscribers than the National Association of Realtors, National Association of Manufacturers, National Association of Home Builders, National Restaurant Association and National Retail Federation combined. This massive following stands ready to help spread the word in defense of our industry and our sports.
ANTHONY ACITELLI
President & CEO
Taurus Holdings, Inc.

JAMES P. CAMPBELL
Vice Chairman
Remington Outdoor Company

JIM CHANDLEY
President
Nation’s Best Sports

SANDY CHISHOLM
President
North American Arms, Inc.

MICHAEL O. FIFER
CEO & Director
Sturm, Ruger & Company, Inc.

BRETT FLAUGHER
Vice President
Marketing, Sales & Strategy
Olin Corporation/Winchester Division

TRAVIS HALL
CEO
Browning Arms Company

MICHAEL HALLERON
Vice President
Business Development
Chattanooga Shooting Supplies, Inc.

BILL KEMPFFER
President
Deep River Sporting Clays & Shooting School

BRUCE PETTET
President & CEO
Leupold & Stevens, Inc.

TODD SEYFERT
Vice President, Sales
Vista Outdoor, Inc.

RUSSELL THURMAN
Publisher
FMG Publications

Chairman:
ROBERT L. SCOTT
Vice Chairman
Smith & Wesson Holding Corp.

Co-Vice Chairman:
STEPHEN HORNADY
President
Hornady Manufacturing Company

Co-Vice Chairman:
JEFFREY REH
General Counsel
Beretta USA Corporation

Secretary:
JOSHUA W. DORSEY, IV
Vice President
Glock

Treasurer:
JOSEPH H. BARTOZZI
Senior Vice President & General Counsel
O.F. Mossberg and Sons, Inc.

26
## NSSF LEADERSHIP | Senior Management Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steve Sanetti</td>
<td>President &amp; CEO</td>
</tr>
<tr>
<td>Randy Clark</td>
<td>Managing Director, Business Development</td>
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<tr>
<td>Bill Dunn</td>
<td>Managing Director, Marketing Communications</td>
</tr>
<tr>
<td>Debra Kenney</td>
<td>Vice President, Human Resources &amp; Administration</td>
</tr>
<tr>
<td>John Smith</td>
<td>Vice President, Assistant Treasurer &amp; Chief Financial Officer</td>
</tr>
<tr>
<td>Chris Dolnack</td>
<td>Senior Vice President &amp; Chief Marketing Officer</td>
</tr>
<tr>
<td>Lawrence G. Keane</td>
<td>Senior Vice President, Assistant Secretary &amp; General Counsel</td>
</tr>
</tbody>
</table>

### Calendar of Upcoming Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 19-22</td>
<td>SHOT Show</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>April 1-3</td>
<td>NSSF Shooting Sports Fantasy Camp</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>April 12-13</td>
<td>NSSF Congressional Fly-In</td>
<td>Washington, DC</td>
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<tr>
<td>May 2-4</td>
<td>Firearms Industry Compliance Conference</td>
<td>Atlanta, GA</td>
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<tr>
<td>June 6-8</td>
<td>NSSF Industry Summit</td>
<td>Pittsburgh, PA</td>
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<tr>
<td>June 20-22</td>
<td>SHOT Show Exhibitor Academy</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>August 1-3</td>
<td>NSSF Import/Export Conference</td>
<td>Washington, DC</td>
</tr>
<tr>
<td>January 17-20</td>
<td>SHOT Show</td>
<td>Las Vegas, NV</td>
</tr>
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2016

2017