

**The National Shooting Sports Foundation**  
**A History 1961 to 2011**

*50 Years of Promoting, Protecting and Preserving  
Hunting and the Shooting Sports by NSSF,  
the Firearms Industry's Trade Association*

**By Doug Painter**

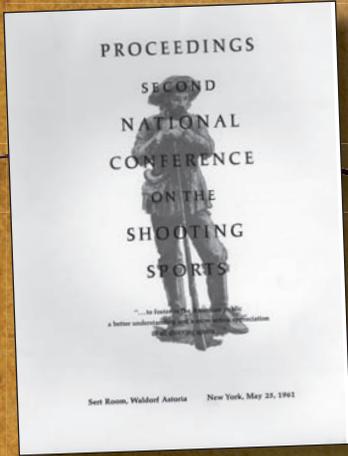
# NSSF HISTORY TIMELINE

NSSF chartered with 30 founding members

A. Robert Matt named first executive director

NSSF headquarters in Riverside, Conn.

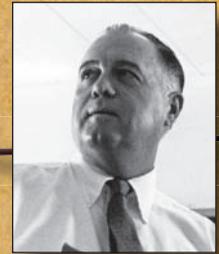
Charles Dickey named executive director



1961



1964



National Hunting & Fishing Day

Warren Page succeeds Charles Dickey as executive director



1972



"Un-Endangered Species" film

Hunter's Clays, promotion of sporting clays

1980

1981

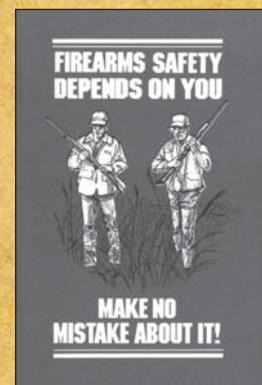


Boys' Life, Scouting Magazine shooting insert

1982

"What They Say About Hunting" film for schools

1983



5 million "Firearms Safety Depends on You" booklets distributed

1984



"Firearms Record Book" for retailers



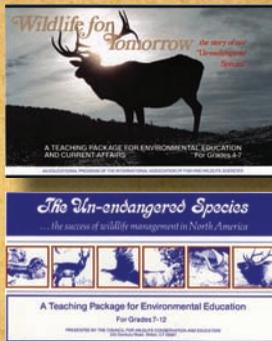
NSSF boasts 41 literature titles

1967

1969



A. H. "Rocky" Rohlfing succeeds Warren Page as executive director



Wildlife conservation films for youth



Hunter ethics literature



**SHOT SHOW**

First SHOT Show, in St. Louis

"Firearms Safety Depends on You"

1976

1977

1978

1979



Bob Delfay named executive director  
Membership=450



"Shooter in shield" blue logo



NSSF moves to Wilton, Conn., with staff of 12

1985

1987

1988

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*The National Shooting Sports Foundation: A History 1961-2011*

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[www.nssf.org](http://www.nssf.org)

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## References and Acknowledgments

In compiling this fifty-year history of the National Shooting Sports Foundation, several sources proved to be extremely valuable. These included meeting reports to the NSSF Board of Governors, NSSF annual reviews, the *NSSF Reports* newsletter, *SHOT Show* anniversary publications and the annual *SHOT Show Directory*.

Roger Barlow's 1961 *Guns & Ammo* magazine article on the Second National Conference on the Shooting Sports, at which the National Shooting Sports Foundation was formed, shed light on a period from which there were few other records. This article and additional photographs were provided by Bob Delfay from his archives.

James B. Trefethen's carefully researched and enjoyable *An American Crusade for Wildlife*, published by the Boone and Crockett Club, chronicles the wildlife protection efforts of early "sportsman-conservationists" and served as a resource for writing the sidebar, "The First in Industry to Speak Out."

Jim Dorr's paper, "Withstanding the Tsunami: The History of Efforts to Impose Public Nuisance Liability on Firearms Manufacturers," provided a succinct summary of the period when the industry faced down the municipal lawsuits.

Deb Moran, NSSF's director of creative services, undertook the job of designing the book with her staff and has done a wonderful job of bringing NSSF's fifty-year history "to life" in these pages.

Jane Gray, secretary to the president at NSSF, provided invaluable assistance in finding and compiling much of the research for this publication.

NSSF expects to publish the contents of this publication on its website—[NSSF.org](http://NSSF.org)—where a video about the first fifty years of the Foundation may also be viewed.

## About The Author

Doug Painter has served on the staff of NSSF since 1973. Formerly executive director and president/CEO, Painter is currently senior advisor and trade liaison at NSSF, from which he plans to retire in 2011 after a distinguished career of 37 years. Painter also was president of the Hunting and Shooting Sports Heritage Fund and the Sporting Arms and Ammunition Manufacturers' Institute. A lifelong hunter, shooter and an avid fisherman, Painter has written extensively on a broad range of shooting-sports topics as well as on wildlife conservation and the hunter's role in wildlife management.



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Stephen L. Sanetti  
NSSF President & CEO

## Introduction

The National Shooting Sports Foundation, or NSSF, has been the trade association for firearms, ammunition and related hunting and shooting sports companies since 1961—a fairly typical such description, one would think. Its recently restated mission, “To promote, protect, and preserve hunting and the shooting sports,” seems straightforward enough. With more than 6,000 members representing manufacturers, wholesalers, retailers, gun clubs, shooting ranges, outdoor media, safety and conservation groups, NSSF is by far the largest association representing the trade. So you might suppose it to be the best known—and you would be mistaken.

It takes an opus such as you are reading to fully describe who we are, why we are, how we got here and where we are going. It is an interesting story, crafted by men and women of vision and those willing to put up hard-earned funds to support a cherished way of life they saw to be in mortal peril. And in doing so, by repeatedly staving off threat after threat during fifty tumultuous years, they have created an enduring institution that serves as a model for others in our sphere of influence.

We have protected the industry against ill-advised legislation, regulation and litigation. We have created a wide array of programs to encourage novice shooters of all ages to take their *First Shots* and to *STEP OUTSIDE*. We own the industry’s largest trade show, the *SHOT Show*, and its revenues support such worthy causes as range promotion, hunter education and even the U.S. Olympic Shooting Team. Through the excise taxes they pay, our manufacturer members provide a substantial portion of the funds used by state wildlife agencies to conserve game and non-game species alike. Yet many persons and companies in our own industry have only a scant idea of all the good we do.

I became involved in this industry in the late seventies and have personally seen numerous highs and lows. The public mood toward our industry has been largely driven by external events, and it has ranged from open embrace to ambivalent tolerance to downright hostility. The pendulum always swings, and, as I write this, we enjoy a period of acceptance and successes that I never thought I would see again and which we’ve not seen since the halcyon days of my youth and round-the-clock television Westerns.

Public opinion surveys currently show that more than 78 percent of Americans support hunting and the shooting sports as



legitimate forms of recreation. Support for additional gun control, conversely, has plummeted (along with the crime rate involving firearms) to 1960-era levels. The firearms accident rate among all groups has dropped more than 60 percent during the last twenty-five years to a century-long low, with such accidents now comprising less than 1 percent of all fatal accidents nationwide. This has occurred while both the population and the number of firearms in existence continue to grow. Even hunting license sales have started to again increase, bucking a thirty-year trend.

The reader will forgive me for stating that some of these felicitous landmarks have been due at least in some small part to the largely unsung efforts of the National Shooting Sports Foundation and its small but extremely hard-working and dedicated staff. I am constantly amazed and humbled by their competence, energy and creativity in handling all the many tasks handed to them. Like any successful organization, any measure of success we enjoy is completely due to our employees. My hat is off to all the fine men and women of the NSSF.

I think you will be as amazed as I was at all the good efforts they and their predecessors have expended to ensure the health of America's shooting sports. I had been in the business for twenty-eight years before I was named to my current position, and I confess I had only a superficial idea of the magnitude and breadth of NSSF's programs.

So I hope you enjoy this publication and learn from it just what we are about. If it inspires any ideas for new programs or improving existing ones, I urge you to let us know. We exist for the expansion of the lawful and responsible enjoyment of all the shooting sports—and we welcome your suggestions for our mutual success.

*Steve Sanetti*

Stephen L. Sanetti  
President & CEO  
National Shooting Sports Foundation



## Foreword

The creation fifty years ago of the National Shooting Sports Foundation by leaders in the hunting and shooting sports industry has proven to be a major milestone in the long struggle to preserve America's hunting and shooting heritage.

That struggle is the epic story every individual associated with our industry—indeed, every hunter and shooter—should know. Trailblazers such as Theodore Roosevelt, George Bird Grinnell and Aldo Leopold, plus organizations like the Boone and Crockett Club and National Rifle Association, made immense contributions to protecting our sporting way of life. As the years passed, new individuals and groups emerged to continue the fight, demonstrating a passion for hunting and shooting at least equal to that of the early champions. One of those groups was the National Shooting Sports Foundation. NSSF enters the story in 1961, its formation a bold next step on the part of an industry that had contributed so much already to preserving the nation's sporting traditions and conservation efforts.

NSSF was the new organization for a new time, formed to respond to a growing number of challenges that were increasingly troubling hunters, sport shooters and the industry itself. Some challenges will sound familiar—loss of habitat and access for hunting, anti-hunting and anti-gun movements, and people relocating from rural areas to cities and suburbs where they gained jobs and a landscaped yard yet lost their ties to social groups whose members enjoyed—and supported—owning firearms and using them for sport.

NSSF got off to a grand start. Its formation was unanimously approved by a vote of 130 to 0 at the Second National Conference on the Shooting Sports on May 25, 1961, in New York City. A roll call from that conference would show the United States Secretary of the Interior, military generals, executives from industry, state governors and leaders from conservation organizations and some groups that today would seem very unlikely supporters. Such was the widespread appeal of hunting and target shooting in that era.

In contrast to the excitement surrounding NSSF's birth, the Foundation's early years were quiet ones. Records from this period are few; perhaps the organization was quietly searching for ways to carry out the broadly stated bylaws set down to guide it. Writing about the historic Second National Conference on the Shooting Sports for *Guns & Ammo* magazine, Roger Barlow anticipated that NSSF would require a period of development: "The mere establishment of this organization does not in itself constitute an automatic solution of the myriad problems besetting all phases of the shooting sports, but it does mean that we can now speak with one voice and more effectively bring all our efforts to bear upon specific problems and dangers."

Gradually, NSSF acquired its focus. An early mission statement read "to create a better public understanding of and a more active participation in the shooting sports." The NSSF mission statement today reads "to promote, protect and preserve hunting and the shooting sports." Word changes aside, the Foundation's objective has stayed true for five decades, which is remarkable in this change-a-minute world. Strategies and tactics varied over time, for sure, yet this razor-sharp focus on its mission has served NSSF, its membership and firearms owners everywhere well.

In assembling this book, we

**The NSSF staff in a 1970 office photo in Riverside, Conn.—"a small organization operating on a small budget in a small office."**



developed a mental picture of NSSF going about its business in those early years—a small organization operating on a small budget in a small office in Riverside, Conn. That's not to suggest the men and women who worked at NSSF then were not roll-up-the-sleeves busy and didn't accomplish a lot. They were, and they did. It's just that from our vantage point today at NSSF headquarters in Newtown, Conn., with a staff of 45 men and women, state-of-the-art electronic communications, a video-production studio and a reach that is truly national and sometimes international, we look back on those days as somewhat quaint. The later years at NSSF reflect the fast pace of business and life that defines our world today. To meet the demands of its fast-growing membership, NSSF launched far more programs and services in the last two decades than in the first three of its existence, though some of those early programs were blockbusters. One of them was *National Hunting & Fishing Day*, which was started in 1972 and today still helps introduce thousands of people to traditional outdoor activities and explains the sportsmen's role in wildlife conservation. During that time of growth, NSSF's *Shooting, Hunting and Outdoor Trade Show*, the *SHOT Show*, became the behemoth it now is—one of the largest trade shows in North America—and the multi-million dollar economic engine that largely funds NSSF's broad-based activities.

Looking through a half-century of NSSF history and how the Foundation responded to many different challenges will cause readers

to ask, "Where do we stand today?" It's a good question, and here is a brief answer:

Formed with thirty founding members, NSSF is now supported by 6,000 companies—manufacturers, wholesalers, retailers, shooting ranges and outdoor publishers. Despite many past and current challenges, the efforts of NSSF (and other concerned organizations and individuals) have kept the shooting sports a vibrant part of American life. Sport shooting is in good shape, with an all-time high of 34.4 million people, or 15 percent of the U.S. adult population, having gone target shooting in 2009, according to an NSSF-commissioned study.

As for hunting, though it continues to face significant challenges, the precipitous slide in participation that began in the eighties has been halted, and an encouraging sign is that many states now are showing an increase in the number of hunters going afield.

In the area of protecting the manufacturing and sale of firearms, one achievement stands above many—the passage by Congress in 2005 of the *Protection of Lawful Commerce in Arms Act*, ensuring that industry would no longer be troubled by nuisance lawsuits filed for political purposes.

Add to that an increased level of firearm sales that began in 2008, and we can state that in NSSF's fiftieth anniversary year the firearms, ammunition, hunting and shooting sports industry is healthy.

We would like to think that the founders of NSSF, most of whom have passed on, would be proud of the work that the organization they

formed in New York City in 1961 has accomplished. If those founding individuals were here, they would be able to enjoy hunting and target shooting today much as they were able to fifty years ago. That surely would be one measure of success of their vision and effort in creating the National Shooting Sports Foundation.

To properly tell NSSF's history, we need to consider the early challenges that occurred long before NSSF was formed. It is not overstating matters to say that the spirit of NSSF's mission can be traced back to the nineteenth century and a time when the new "sportsman-conservationist" responded boldly to stop the commercial exploitation of game species across America. This was the first great challenge for all those concerned with preserving hunting and the sporting life.

NSSF's many initiatives to this day can be linked to seminal moments in the history of wildlife conservation, ethical hunting, competitive target shooting and safe and responsible firearms ownership. Understanding the supporting role or, in some cases, the leading role that industry played in these early initiatives will help readers more fully understand and appreciate what NSSF has accomplished over the last fifty years and the weighty responsibility—the legacy—that NSSF and current leaders in our industry bear to sustain the heritage of hunting and the shooting sports in America.

Bill Brassard, Jr.  
Director of Communications  
Newtown, July 2010

## The First in Industry to Speak Out

*The buckskin-clad hunter moved silently through the tall prairie grass till he came to the crest of the ridge. In front of him, the pale-yellow landscape stretched out as far as the eye could see.*

*The hunter's scouts had done their job well. Soon he could see a long ribbon of buffalo to his right, working their way upwind through the valley below him. As the herd passed in front of him, he nestled the stock of his well-worn Sharps to his shoulder and began to go to work.*

With a range that extended from central Canada to northern Mexico and practically from coast to coast, it is estimated that original bison numbers ranged from 60 to perhaps as many as 100 million animals. The American Plains Indians, even early pioneers and homesteaders, whose outposts of civilization dotted the Midwest by the early 1840s, had little impact on bison numbers.

America around the midpoint of the nineteenth century, however, was changing rapidly. As settlers poured west of the Mississippi, prairie sod gave way to fields of wheat and corn, and grasslands became grazing pastures for livestock. While agriculture and cattle greatly reduced the bison's range, their fate was hastened by the quick push west of the railroads. With hides able to be shipped back to eastern tanneries, buffalo hunting transformed itself from subsistence hunting to a rapidly expanding, large-scale commercial enterprise.

Groups of professional buffalo hunters working with teams of skinners practically wiped out the buffalo herds of the central and southern plains by the mid-1870s. By the early 1880s, the destruc-

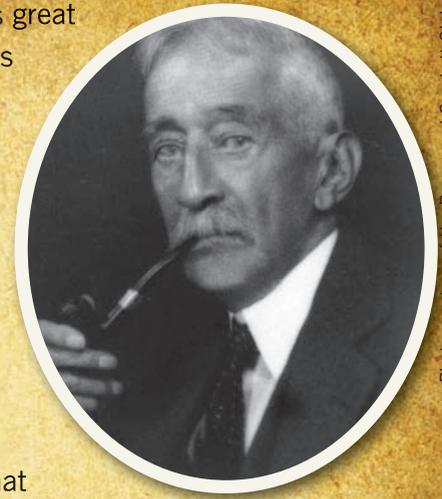
tion of America's great buffalo herds was nearly complete.

Only a small band of some 250 mountain buffalo in Yellowstone National Park remained as the last remnants of the vast herds that only a few decades ago had

roamed throughout much of the American West.

"If the buffalo," wrote wildlife historian and professional conservationist James B. Trefethen, "like a number of other American species before it, had simply withered away before the onslaught of civilization, its passing may have attracted little attention. As it was, its precipitous decline shocked the sensibilities of men who had known it in better days and who mourned its elimination from the American scene."

Among those men, notes Trefethen, was Dr. George Bird Grinnell, editor and publisher of *Forest and Stream*, the nation's leading sportsman's magazine. Grinnell, with his magazine as the platform, was, in the late 1800s, the first in industry to speak out against the wholesale



**George Bird Grinnell**

Photo courtesy of the Boone and Crockett Club  
— www.booneandcrockettclub.com





Photograph courtesy of the Boone and Crockett Club – www.booneandcrockettclub.com

### Theodore Roosevelt

exploitation of America's wildlife.

As the United States headed toward the twentieth century, populations of most all species of native wildlife continued to plummet. This precipitous decline was the first major challenge that confronted sporting firearms and ammunition manufacturers. If the downward trend continued, industry leaders understood, their businesses, like many game species at the time, were likely doomed.

Spearheading America's first efforts to stop the slaughter of native wildlife and protect our nation's natural resources was a new breed of hunter—the sportsman-conservationist—embodied in men such as Theodore Roosevelt. Soon after attaining the presidency, Roosevelt began to establish a wide range of efforts to help conserve America's wildlife and wilderness areas. The setting aside of land to protect threatened wildlife species was a step in the right direction, but much more needed to be done, especially in financing fledgling conservation efforts and enacting federal legislation that would help put an end to the commercial exploitation of wildlife.

In 1911, prompted by the efforts of the Winchester Repeating Arms Company, a coal-

ition of sporting arms and ammunition companies pledged support for the creation of a new organization that would dedicate its efforts to the preservation of game birds and mammals. Incorporated in New York City that year, the establishment of the American Game Protective and Propagation Association, the forerunner of today's Wildlife Management Institute, marked the beginning of the firearms industry's commitment that, in the decades ahead, would help rebuild wildlife populations and restore critical habitat throughout America.

This initial effort by sporting arms and ammunition companies was an important first step in industry's commitment to wildlife conservation. The big leap forward, however, occurred in 1937 with the passage of the *Pittman-Robertson Federal Aid in Wildlife Restoration Act*.

With the strong support of America's firearm and ammunition companies and the industry's technical association, the Sporting Arms and Ammunition Manufacturers' Institute (SAAMI), this legislation earmarked an existing 10 percent (later 11 percent) manufacturer's excise tax on sporting arms and ammunition exclusively for wildlife restoration work by state wildlife agencies.

Today numerous game species exist in healthy and abundant numbers thanks to the *Federal Aid in Wildlife Restoration Act*. Beyond increasing wildlife populations and enhancing wildlife habitat, funds from *Pittman-Robertson* have helped the states acquire 68 million acres of hunting land and maintain an additional 390 million acres for hunters across America.

As the editor of *Forest and Stream* magazine, Grinnell was the first in our industry to "raise the call" for a new conservation ethic in America. It is interesting to note that more than half a century later it was an editor of *Field & Stream* magazine, the successor of *Forest and Stream*, who saw new challenges ahead for the hunting and shooting sports industry. In creating a response to these challenges, the National Shooting Sports Foundation was born. ■

# ONE VOICE FOR AMERICA'S SHOOTERS

by ROGER BARLOW

**T**hobly Roosevelt forcefully formulated American foreign policy in his colorful "Speak softly but carry a big stick" statement. As a dedicated outdoorsman and hunter, he was equally forthright in leading the political battles to save some of our rapidly dwindling public lands for our rapidly growing public. Now, half a century later, the fight to preserve our wilderness lands still goes on and, additionally, we are ever hindered pressed to maintain our traditional rights as American citizens to hunt. Restrictive legislation and the mindless growth of our cities make it increasingly difficult to enjoy any of the shooting sports. As a group we shooters and hunters not only speak softly but apologetically and we seem to carry no stick at all. Small wonder we have come upon such evil days.

Yet the pressures of modern urban living have clearly shown the need for periodic excursions into our wilderness areas to renew our spirits. Hunting further serves to reestablish in modern man an important sense of primitive self-sufficiency lost to us in these days of supermarket living. The game we now bring home may not be necessary to put food on our twentieth century tables—but hunting (and allied shooting sports) certainly provides much-needed nourishment for the soul of modern man.

Those of us concerned with the precarious future of this traditional American sport can take heart from the news of the formation of the National Shooting Sports Foundation at a meeting in New York City on May 25th of this year. The new establishment of this organization does not

Harmon Williams, Browning Arms Co., makes the motion to set up the "National Shooting Sports Foundation" at the New York meeting.



*Guns & Ammo* magazine covered the Second National Conference on the Shooting Sports in New York City. The image shows Harmon Williams of Browning making the motion to establish the "National Shooting Sports Foundation."

Below: NSSF's first logo utilized a shield motif either in black and white or red, white and blue. NSSF's original mission statement.



*"To create a better public understanding of and a more active participation in the shooting sports."*

## PROCEEDINGS SECOND NATIONAL CONFERENCE ON THE SHOOTING SPORTS

"...to foster in the American public a better understanding and a more active appreciation of all shooting sports..."

Sert Room, Waldorf Astoria New York, May 25, 1961

This early NSSF advertisement, possibly the first developed by the Foundation, asked readers who agreed with this statement—"Carry your firearm proudly. It is part of your great American heritage—a symbol of freedom"—to tear it out and send it to their state and federal representatives.

### BORN TO THE SPORT

Train him firmly and gently. Enjoy the growth of his skill, watch his reflexes sharpen. Take him into the field. Introduce him to the sport slowly, with patience and understanding. Watch his love and enthusiasm grow until it becomes a fast bond between you.

The wily pheasant, the unpredictable woodcock and the crafty grouse are among the world's most elusive game birds, worthy of matching wits with the cleverest of men and dogs. Many a startled hunter has stood and watched a bird rocket away without even raising his gun. It takes quick reflexes, sharp wits and skill born of experience to make an upland bird hunter, man or dog. But when the birds fly back and land, and when you and your dog work together in perfect coordination, you can't beat it for real sport.

The shooting sports, whether you use a shotgun, rifle, a handgun or an air rifle, are as deeply American as the freedoms we enjoy. Our country's freedom was won and remains free because of people who knew how and when to use a gun. The pioneer backed his way west. With his gun he found a wild continent, defended his home, and built a great country.

Carry your firearm proudly. It is part of your great American heritage—a symbol of freedom.



If you are in agreement with the feeling expressed in this message, tear this page out and send it to your representative in state or national assembly. You may get his name and address by calling your local city or county government offices.

The Honorable \_\_\_\_\_  
 Please support a Hunter Safety Program in our state so that my family and I may continue to enjoy the shooting sports in freedom and safety. Thank you.  
 Signature: \_\_\_\_\_  
 Address: \_\_\_\_\_

**NATIONAL SHOOTING SPORTS FOUNDATION, INC.**  
 P. O. Box 355, Hartford 1, Connecticut  
 —a group of diversified industries dedicated to "fostering in the American public a better understanding and a more active appreciation of all shooting sports."  
*Outdoor Life is a member of the National Shooting Sports Foundation*

## Chapter One

# A TRADITION GROWS

The years directly after the Second World War were good years for the hunting and shooting sports industry.

A growing middle class with vacation time and a car in every driveway dramatically increased the pool of Americans who could enjoy time afield. At the same time, wildlife management programs were showing excellent success in helping to rebuild the populations of many popular game species, enabling sportsmen in practically all areas of the country to enjoy quality hunting experiences.

From hunting license sales that had hovered around seven million before the war, hunter numbers jumped to over 12.5 million by the late forties. In good measure, this group of post-war hunters established the modern customer base for the firearms and ammunition industry—the men and women who would pass on their passion for sporting traditions to the next generation, and they, in turn, to the next.

As much as America's economic progress in the post-war years helped open the door for millions of new hunters to get started, it also accelerated trends that created new challenges for the industry.

In many areas of the country, small farms were giving way to new suburban communities and, farther out, to huge farming operations. Highly efficient, agribusiness practices also greatly

reduced the hedgerows, woodlots and potholes that provided ideal habitat for many game species. As small family farms began to disappear, many non-rural sportsmen had to look harder, and farther out, for convenient and accessible places to hunt.

Industrial and residential development was impacting not only America's landscape but its culture as well. As early as 1950, America had developed an urban tilt, with 64 percent of the population residing in metropolitan areas. And, as the cities grew, new attitudes began to have an impact on many long-standing American traditions.

The anti-hunting movement, for example, gained momentum in the mid-fifties based on a new thesis of "animal rights" that propelled the growth of organizations such as the Friends of Animals and the Fund for Animals. The Friends of Animals, for example, declared that, "Hunting is cruel. It is deceitful. It is socially unjustifiable. It is ecologically disruptive. Friends of Animals opposes hunting in all its forms."

Attitudes toward firearms themselves were also increasingly viewed through an urban lens, a new perspective that associated guns far more with the violent crime that was growing in America's cities than with time-honored outdoor traditions. To many, "gun control" became the easy, if erroneous,



Worldwide sportsman and shooting editor at *Field & Stream* magazine for 27 years, Warren Page was a driving force in the creation of NSSF.

answer to crime control.

In response to these trends, *Field & Stream* magazine took a leadership position by organizing and hosting the First National Conference on the Shooting Sports held on June 8, 1960, in New York City. Brainchild of the magazine's shooting editor, Warren Page, the conference brought together a wide cross-section of industry leaders and related organizations such as the Wildlife Management Institute, the National Rifle Association and the Sporting Arms and Ammunition Manufacturers' Institute.

As the shooting editor for *Field & Stream* since 1947, Page had long been a leading figure in both the hunting and shooting sports world. His worldwide hunting exploits were legendary; he was awarded the Weatherby Big Game Trophy in 1958 and was the first living American named to the Hunting Hall of Fame.

As a shooter, he was a highly accomplished shotgunner and almost without peer as a rifleman. He held many world and national records in benchrest shooting, a sport he helped guide through its infancy during the

early fifties.

A graduate of Harvard and a former educator, Page was a unique combination of intellectual and outdoorsman. He was keenly aware of the benefits that successful wildlife-management efforts were providing to America's sportsmen, benefits that carried over equally to the millions of non-hunting Americans who valued wildlife and the conservation of the country's natural resources.

He recognized, however, that industry support of wildlife conservation, while critical, was no longer enough. New and added challenges lay ahead.

In a society increasingly removed from its rural heritage, Page realized that the future of hunting and the future of private ownership of firearms also depended on creating a better public understanding of hunting and the shooting sports and the responsible use of firearms.

The minutes of that first conference on the shooting sports show clearly that many leaders in the industry agreed that a unified and professional response was needed to tell their side of the story to the American public. Additionally, it was felt that industry needed to expand its efforts to encourage new and added shooting sports participation.

Through a study committee established by the First National Conference on the Shooting Sports, a recommendation was made to start a new industry organization—the National Shooting Sports Foundation. Chartered in 1961 with thirty founding members, NSSF's original mission statement was "To create a better public understanding of and a more active participation in the shooting sports."

From the beginning, it was always a

fundamental purpose of NSSF to represent not just sporting firearms and ammunition makers but the broad brush of the hunting and shooting sports industry. Early supporters, for example, ranged from the Lyman Gunsight Corporation and Reinhart Fajen, Inc. (stock makers and suppliers) to Trius Products, Inc. (clay-target throwers) and the Utica Duxbak Corporation (hunting clothing). As Bill Talley of Winchester and chairman of the NSSF Board of Governors from 1972 to 1981 once remarked, “The entire shooting-associated industry, from gun maker to boot maker, should speak with one voice.”

Though the NSSF started out small, the fledgling organization received a major boost in 1963 when the Sporting Arms and Ammunition Manufacturers’ Institute voted to merge its promotional branch—The Sportsman’s Service Bureau—with NSSF. This move brought most of the major sporting arms and ammunition manufacturers into the NSSF camp and helped to establish the Foundation as the lead promotional group for the industry.

With this added funding from the major manufacturers, NSSF began its “modern history” with, in 1964, a move to offices in Riverside, Conn., the hiring of a professional staff and the appointment of Charlie Dickey as its executive director.

A highly decorated torpedo bomber pilot who fought in the Pacific Theatre of World War II, Dickey was a former newspaper writer and editor and longtime sales representative for Winchester. Dickey served as the Foundation’s executive director until 1972.

In its formative years under Dickey’s leadership, NSSF moved quickly to develop a wide range of shooting promotions and outreach programs designed to inform and educate both sportsmen and the non-hunting public.

By the late sixties, for example, the Foundation had created a literature program that included 41 titles—from brochures on firearms safety and the hunter’s role in conservation to those on good sportsmanship and getting started in the shooting sports. Annual distribution totaled more than five million individual items!



**Charlie Dickey served as NSSF’s executive director from 1964 to 1972 at the Riverside, Conn., office.**



**In the early years, a mainstay of NSSF’s outreach activities was a wide-ranging literature lineup.**

NSSF also established a leadership role in working with outdoor communicators and the general media. Press releases on key hunting- and shooting-related topics were sent on a weekly basis to all members of the Outdoor Writers Association of America (OWAA), effectively placing messages in the outdoor columns of newspapers around the country. To actively promote shooting disciplines of all kinds among the outdoor writing community, the Foundation started a “day at the range” shooting sports workshop in conjunction with the annual OWAA conference, a tradition that continues today.

With an arsenal of facts and figures on firearms use and ownership, NSSF staff became active in developing relationships with major newspapers, wire services and television networks. Key milestones in that era included first-of-their-kind television sequences—prompted by NSSF—on shooting sports events, from the Grand American World Trap Shooting Championships to the National Muzzleloading Championships, on ABC’s longrunning *The American Sportsman*.

In the shooting-promotion arena, a key strategy of the Foundation was

to reach out to future outdoor educators through workshops on how to start shooting-sports activities in high schools, colleges and public recreation facilities. This teach-the-teachers concept reached many hundreds of future educators through the *Outdoor Education Project* sponsored at the time by the National Education Association.

In the sixties, a core safety effort of NSSF was to promote and publicize the safety value of hunter-orange clothing in many types of hunting. As a result, hunting clothing manufacturers began to add hunter-orange garments to their lines, and sportsmen began to understand how this “new color” provided an important safety advantage afield. In the seventies, NSSF worked with state wildlife agencies across the country to adopt mandatory hunter-orange regulations for certain types of hunting.

Today hunter orange has become as much a part of traditional wear for hunters as a red plaid wool coat and is widely recognized as a major factor in having dramatically reduced hunting accidents over the past three decades. The successful promotion of hunter orange is still considered by many as one of NSSF’s hallmark safety achievements and an ongoing part of the Foundation’s commitment to hunting and firearms safety.

In the summer of 1972, Page, who had served on the Foundation’s board since 1961, was hired as NSSF’s chief operating officer. Under Page’s leadership NSSF significantly expanded its outreach to the non-hunting public through television and radio and through its first nationally recognized program, *National Hunting & Fishing Day*.

The first to suggest an official day of thanks for the contributions of

Among NSSF’s earliest safety initiatives was the nationwide effort to promote the use of hunter orange clothing.



America's hunters and anglers to conservation was a firearms retailer from Upper Darby, Penn., named Ira Joffe. In 1970 Pennsylvania Gov. Raymond Shafer adopted Joffe's idea and created *Outdoor Sportsman's Day* in the state.

NSSF saw this concept as an ideal vehicle to launch a national campaign. With strong prompting by NSSF in Washington, D.C., Congress unanimously passed a joint resolution authorizing *National Hunting & Fishing Day* on the fourth Saturday of every September.

In May of 1972, President Richard Nixon signed the first presidential proclamation of *NHF Day*, writing "I urge all citizens to join with outdoor sportsmen in the wise use of our natural resources and in insuring their proper management for the benefit of future generations." Reaching out to elected officials at the state and local level, NSSF obtained, by the late summer of that year, state *NHF Day* proclamations from all 50 governors and more than 600 mayoral proclamations from towns and cities across the

country.

*NHF Day* was far more than just a "day in name only." From the start, national, state and local organizations got behind the concept by annually staging some 3,000 "open house" hunting- and fishing-related events—from shopping centers to local rod and gun clubs—providing millions of Americans each fall with a chance to experience shooting and fishing first-hand, as well as gain a better understanding of the sportsman's role in supporting conservation.

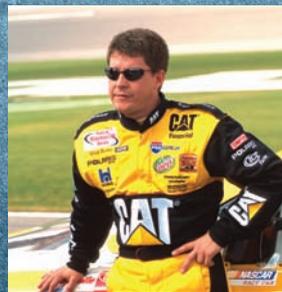
Over the years *NHF Day* boasted a wide range of public-relations successes spearheaded by celebrities who volunteered to help spotlight the conservation accomplishments of sportsman-supported wildlife and fisheries management. Honorary chairs have included President George H. Bush, Tom Seaver, Jim "Catfish" Hunter, Hank Williams Jr., Arnold Palmer, Terry Bradshaw, George Brett, Robert Urich, Louise Mandrell, Travis Tritt, Tracy Byrd, Jeff Foxworthy and many other sports and entertainment figures.



Jim "Catfish" Hunter



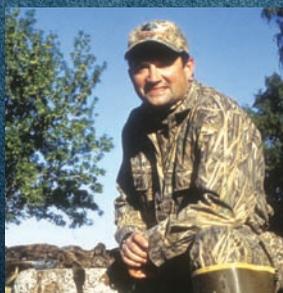
Wade Boggs



Ward Burton



Louise Mandrell



Tracy Byrd

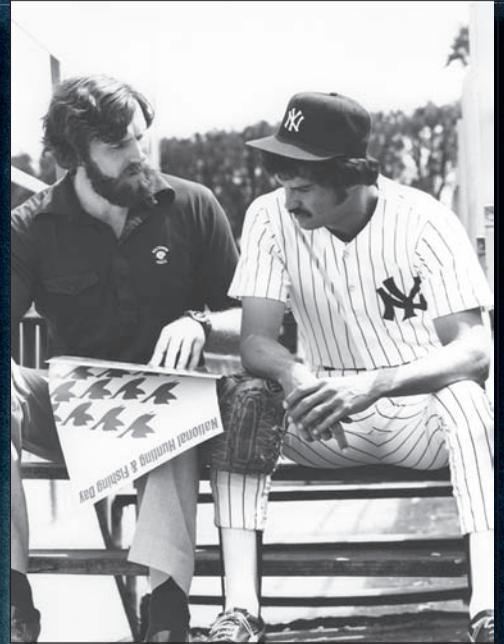


Travis Tritt



Jeff Foxworthy

Through the years, many of America's most well-known public figures helped deliver the *NHF Day* message by serving as the program's honorary chairpersons.



| SOURCE OF \$\$\$                           | PAID BY             | TOTAL AMOUNT                    | APPLICATIONS   |
|--|---------------------|---------------------------------|--|
| Excise tax on sporting arms and ammunition | Hunters & shooters  | Over \$500 million (since 1957) | Purchase of lands for wildlife conservation, wildlife refuges, wildlife management and research, Restocking game animals |
| Tax on fishing tackle                      | Fishermen           | \$200 million                   | Fisheries research and management  |
| Hunting license fees                       | Hunters             | \$1.8 billion                   | Support of state fish & game departments and their conservation programs   |
| Federal excise tax on firearms             | Gun buyers          | Over \$48 million               | Purchase and maintain wildlife and migratory bird refuges  |
| Federal excise tax on boats                | Boat buyers         | Over \$20 million               | Purchase, restoration & management of waterfowl breeding grounds   |
| Federal excise tax on fishing gear         | Fishing gear buyers | \$100 million annually          | Improving food and cover for wildlife, for non-plastic tackle  |

**FROM THIS SUPPORT?**  
 • boaters • campers • canoeists  
 • climbers • sight-seers • vacationers  
**... AND ENJOY THE OUTDOORS**



**NHF DAY MOMENTS:** Clockwise from upper left: New York Giants running back Ron Johnson helped promote *NHF Day* in 1973; NSSF's Bob Delfay with New York Yankees pitching great Jim "Catfish" Hunter; *NHF Day* helped educate the non-hunting public about the hunter's role in conservation; today *NHF Day* is sponsored in cooperation with Wonders of Wildlife Museum in Springfield, Mo.; anglers were an important part of *NHF Day* celebrations, spreading the word on how they and hunters contributed to the conservation of natural resources; many outdoor organizations, including the Izaak Walton League of America, helped promote *NHF Day* with programs and displays.



Now sponsored in cooperation with the Wonders of Wildlife Museum, *NHF Day* continues as one of the most effective grassroots efforts ever undertaken to promote traditional outdoor sports and conservation.

Beginning in the early seventies, NSSF launched nationwide radio and television public service campaigns with the help of hunter celebrities such as Robert Stack, Slim Pickens, Andy Griffith and Bing Crosby. Topics focused on wildlife conservation, hunting safety and good sportsmanship, and individual spots were widely used by network affiliate stations throughout the country. Among the Foundation's first partnership programs, these public-service campaigns were sponsored in cooperation with the International Association of Game, Fish and Conservation Commissioners, a forerunner of today's Association of Fish and Wildlife Agencies.

*A Question of Hunting*, a landmark film produced by the Remington Arms Co. in the early seventies, also became a key communications tool for NSSF. A first-of-its-kind presentation that examined hunting from both its historical perspective as well as modern viewpoints, *A Question of Hunting* was distributed under the NSSF name to schools across the country and also was made available to television stations. A major undertaking in a time when individual 16-millimeter prints of the film had to be mailed to classroom teachers, the effort in its heyday reached many thousands of school-age youngsters each year.

Due to failing health, Page resigned as NSSF president in 1975. He died at his home in New Canaan, Conn., on January 22, 1977. Replacing him was longtime industry executive A. H.



**Former Winchester and Sturm, Ruger executive and longtime NSSF executive director, Arnold H. "Rock" Rohlfling was at the helm when the Foundation launched the *SHOT Show* in 1979.**

"Rock" Rohlfling, who, prior to working for Winchester Repeating Arms and Sturm, Ruger & Co., had a distinguished career in the advertising agency business.

Recognizing the need for a more complete understanding of public attitudes toward hunting, Rohlfling, in one of his first initiatives, called for an in-depth opinion study that would accurately gauge how non-hunters felt about the activity. NSSF hired one of America's top research and advertising agencies, BBDO, to conduct the study using a representative national sample of the American public.

Key findings of the BBDO study were surprising. In short, the public had far less of a problem with hunting than it did with hunters. Asked questions about hunter skills and hunting behavior, the public response was across-the-board negative.

The issues brought out with the BBDO study prompted the Foundation to launch a major campaign to foster good sportsmanship among hunters nationwide. While the sporting community recognized that the vast majority of hunters hunted ethically and responsibly, it was clear that the actions of a minority of "slob hunters"

**BE A GOOD SPORTSMAN:** NSSF's first efforts to encourage good sportsmanship included a nationwide advertising campaign in outdoor and sporting publications. This page contains examples of those early ads.

## the measure of the hunt is largely a measure of yourself



The notion of quality hunting may encompass many things. But the most important part is always up to you: Your attitude. Your sense of responsibility. The principles you adhere to. Hunting that emphasizes traditional skills, fair chase and proper conduct is always an experience of value. It's when the emphasis is on the quickest and easiest way to fill the game bag, though technically legal, it is not much of an experience at all. And it degrades both the sport and the participant. The standards you set for yourself are the true measure of your experience in the field. For more information, write to: National Shooting Sports Foundation, 1075 Post Road, Riverside, CT 06878.

## it's your place too



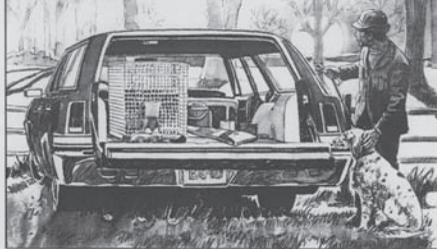
To the ethical hunter, the land on which he hunts holds a special value. Over the seasons, he has come to know the area, to develop a kinship with the land. Though he holds no title to the property, he respects the land as if it were his own. However, a landscape marred by litter is an eyesore to all, and a real problem for the landowner. And it matters not whether the trash has been left by careless hunters, picnickers or campers. If trash is a problem in your hunting area, why not organize your hunting partners in a cleanup campaign and make the landowner aware of your action? It may not be your trash, but it is, in a sense, your place. For more information, write to: National Shooting Sports Foundation, 1075 Post Road, Riverside, CT 06878.

## BEFORE YOU GO

### A 10-Point Checklist for the Responsible Hunter

- Are you familiar with all the game laws and regulations that apply to the species you plan to hunt?
- Are you familiar with your game's habits, and can you readily identify the species in the field?
- Are you familiar with how property is closed and care for your game?
- If you're planning to hunt on private land, are you sure that you have permission from the landowner and understand where you may hunt on his land?
- Are you familiar with the safe and proper operation of the gun you'll be using?
- Are you, your dogs and your equipment in good working order?
- Are your gun and ammunition appropriate for the game you'll be hunting?
- Is your ammunition the proper match for the gauge or caliber gun you're bringing along?
- If using a rifle, is it sighted in?
- If appropriate for your type of hunting, have you brought along your hunter orange vest or coat and cap?

National Shooting Sports Foundation  
1075 Post Road  
Riverside, Conn. 06878



## "Open and shut case against hunters"



Stop and think — for just a few seconds. Because that's just about as long as it takes to close a gate behind you. And it requires about the same effort as picking up your empty shells, packing out your litter or offering a bird to the landowner at the end of the day. There are no more than basic courtesies and plain old common sense. Sounds simple, doesn't it? But it doesn't always happen. And it takes just a few to leave it open to get it shut for all. For good. For further information, contact NSSF at the address below.

National Shooting Sports Foundation  
1075 Post Road  
Riverside, CT 06878

## you're a sportsman when:

- You respect the rights of landowners
- You use a dog when hunting birds
- You know your gun and what it can do
- You match your ammunition to the game
- You shoot only when absolutely certain of your target
- You pick up spent shells and other litter and leave an area better than you found it
- You clean and care for your game properly
- You can have a great day without taking the limit
- You know that just being out there is really what it's all about



National Shooting Sports Foundation  
1075 Post Road  
Riverside, CT 06878

## A Few Minutes of Courtesy Can Mean a Season of Good Hunting

Sure, it can be discouraging. You've spent a lot of time looking for a good place to hunt. But as often as not, what you end up finding is a string of "No Hunting" signs tacked up to a fence. So, you shrug your shoulders and drive on. Well, the news isn't all bad. In a nationwide survey conducted for the National Shooting Sports Foundation, almost one-third of all landowners who posted their property said they would allow hunting if hunters came to them and asked permission. That's one out of every three landowners and, in any league, that's a good average. Remember: ASK PERMISSION. The few minutes you spend talking to a landowner may turn into a season of good hunting. And when you're hunting on someone else's land, respect it as if it were your own. For more information write to NSSF at the address below.

National Shooting Sports Foundation  
1075 Post Road  
Riverside, Conn. 06878



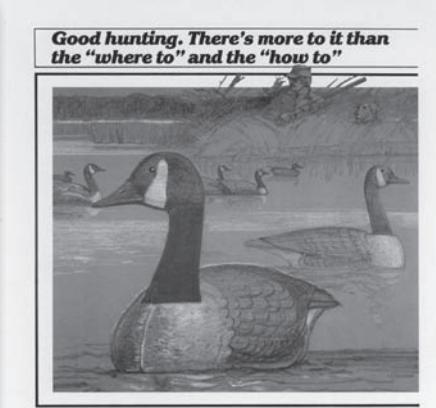
## "Maybe you can make it happen"



You know, it's really not that difficult. Mostly it takes some courtesy, consideration and a sense of respect for what belongs to others. Consider: spending the day afield on someone else's land is quite a privilege. And an opportunity not to be taken for granted. Sure, hunting may be one of our traditional rights. But as with all of our other freedoms, it is not without its obligations and responsibilities. And if you don't understand that, you're part of the problem. For further information, contact NSSF at the address below.

National Shooting Sports Foundation  
1075 Post Road  
Riverside, CT 06878

## Good hunting. There's more to it than the "where to" and the "how to"



Good hunting skills, marksmanship and a knowledge of game and its habits are all an important part of what goes into making a responsible hunter. But there's more to it than that. To be a sportsman — in the true sense of the word — involves much more than skill or knowledge. In large measure, it's a question of attitude: the principles of ethical conduct you set for yourself and that you adhere to. Hunting based on a commitment to ethical standards is always an experience of value and is the true measure of what good hunting is all about.

National Shooting Sports Foundation  
1075 Post Road  
Riverside, Conn. 06878

had significantly impacted public perceptions.

NSSF's campaign included the development of a wide array of new hunter-ethics literature, a major outreach campaign to the outdoor writers and a print ad campaign that received tremendous support from NSSF's many publishing members.

At the same time, NSSF spearheaded an effort to encourage a mandatory hunter education requirement for young hunters in all the states. Working closely with the NRA, state wildlife agencies and the Hunter Education Association (now the International Hunter Education Association), NSSF supported a movement toward mandatory hunter education that gained strong impetus in the late seventies. By 1990 almost every state had established this requirement.

Over the years, excellent hunter education programs throughout the country have played a major role in developing a new generation of safe, responsible and ethical hunters. Since mandatory programs became common in the eighties, hunting-accident fatalities have decreased dramatically to a record low of thirty-nine in 2009, according to the International Hunter Education Association. Hunting continues to be one of the safest outdoor recreational activities.

During the mid-seventies, major new programs such as NSSF's hunter-ethics initiative and the desire to continue to expand educational, safety and promotional efforts prompted the Foundation and its Board of Governors to consider options for new funding sources. Since its formation in 1961, NSSF's sole funding, as with most industry associations, was from member dues. Now, some fifteen years later, the

good news was that essentially all the major companies in the industry were strong NSSF supporters. This good news was also the bad news: With everyone already onboard, significant new income would have to be generated from a source other than membership.

Facing similar challenges, other industry associations had started their industry's own trade show. Was it now NSSF's turn?

For many years industry companies, from firearms and ammunition manufacturers to hunting and shooting sports accessory firms, had exhibited at the National Sporting Goods Association's (NSGA) annual trade exposition, a show that encompassed a broad range of sporting equipment, from team sports to camping and fishing supplies. Was the firearms industry now ready to break away from the NSGA show and stand on its own two feet?

From a purely business perspective, the NSGA show—in its heyday a “mega show” attracting close to 3,000 exhibitors—was an attractive and successful venue for individual

For many years prior to the *SHOT Show*, NSSF and industry companies were exhibitors at the National Sporting Goods Association's trade show.





***“The entire shooting-associated industry, from gun maker to boot maker, should speak with one voice.”***

—Bill Talley of Winchester and chairman of the NSSF Board of Governors from 1972 to 1981.

exhibitors in the shooting, hunting and outdoor industry. To move away from this longstanding venue was not an easy decision. The key question came down to this: Did the NSSF membership want to take a chance on a new venture that, if successful, would enable the Foundation to become a stronger and more capable entity that would better be able to meet the industry’s current and future challenges?

In the summer of 1977, NSSF mailed a questionnaire to hundreds of industry companies to gauge their interest in starting a separate trade show. When the responses were tallied, 81 percent of potential exhibitors voted “yes” for a new show. Bill Talley, who at the time was senior vice president of Winchester and chairman of the NSSF Board of Governors, remarked, “We had done some preliminary work to help sell the concept because we all felt it was the right thing to do for the industry. Even the board, however, was surprised at the overwhelming positive response.”

With a green light from industry, NSSF formed a committee to direct the launch of the new trade show. The Charles Snitow Organization (later the Cahners Exposition Group and now part of Reed Exhibitions) was selected to manage the show. St. Louis was selected as the site for the inaugural event because of its central location.

The name SHOT (for Shooting, Hunting and Outdoor Trade) was adopted as the official name for the show. Show committee member Ted Rowe, then president of Harrington & Richardson, came up with the now-famous acronym. “I guess,” said Rowe at the time, “I am usually given credit for the name. The show committee was fiddling with other combinations of the

letters and then ‘SHOT’ just seemed to be a natural.”

With the groundwork in place, plans for the first show went into high gear during 1978. An extensive direct-mail and trade-advertising campaign was launched featuring the original *SHOT Show* slogan, “We Won’t Waste Your Time.” Former Texas Governor John Connally accepted an invitation to be the keynote speaker as part of the grand-opening ceremonies that were planned.

As opening day grew closer, there was considerable speculation about the potential success—or failure—of a trade exposition exclusive to the firearms industry. While exhibit-space sales had been encouraging, would retailers from across the country attend? “Hunting buyers are cool to the idea of an NSSF Show” was the headline in a story in one trade magazine. The president of one large sporting-goods dealership was quoted as saying, “There are too many shows to attend now . . . the last thing we need is another show to kick tires at.”

On a personal note, this author remembers sitting with Bob Delfay and Arnold H. “Rock” Rohlfing, then NSSF’s executive director, in Rohlfing’s hotel suite in St. Louis the evening before the show opened. Pouring himself a Scotch and, swirling the ice cubes as he gathered his thoughts, Rohlfing finally looked at us and said, “Boys, I sure as hell hope someone shows up tomorrow morning.” Rocky need not have worried.

All the hard work of the many who were involved in the planning and execution of the first *SHOT Show* paid off. At 9:00 a.m. on Tuesday, January 19, 1979, the first *SHOT Show* was declared officially open by Mayor John Conway

of St. Louis.

At the opening ceremonies, Bill Talley, chairman of the NSSF Board of Governors, remarked, "This show, soon to open, is the realization of a dream of many years. We've long wanted a forum for products allied with hunting and shooting, and now we have it. The support and enthusiasm you have all displayed has been extremely encouraging, and we know that this will be an important beginning for an annual event of growing influence." Prophetic words, indeed.

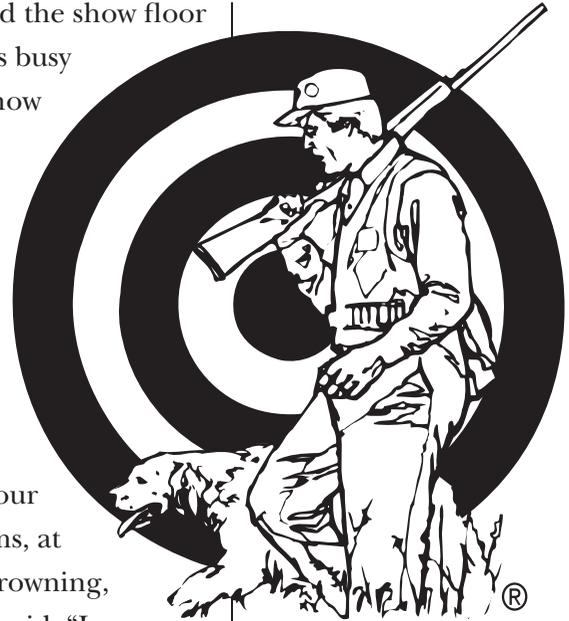
The St. Louis *SHOT Show* opened with 290 exhibitors occupying a total of 52,153 net square feet of exhibit space. Show manager at the time, Jerry Van Dijk, admitted a few years later that he had laid out the show with aisles on the diagonal to create the illusion of a larger overall footprint. There was, however, no illusion in respect to the success of this inaugural event.

Fears about the lack of dealer support were laid to rest when almost

4,700 attendees crowded the show floor and kept manufacturers busy for three days. As the show wound down, press notices were highly favorable, with all segments of the industry—dealers, distributors and manufacturers—overwhelmingly endorsing the *SHOT Show* as "the" annual trade event for our industry." Harm Williams, at the time president of Browning, summed it up when he said, "In retrospect, I don't know why we were so worried in the first place."

The *SHOT Show* was a turning point not only for NSSF but for industry as a whole. For the Foundation, the show not only provided significant new funding but also substantially raised the visibility and stature of NSSF within the entire hunting and shooting-sports community.

The show was also the first time the



Developed for the first *SHOT Show*, the "hunter and dog" *SHOT Show* logo was used through the 2010 show.

Former Texas Governor John Connally (center right) joins St. Louis Mayor John Conway in cutting the ribbon to officially open the first *SHOT Show* on January 19, 1979.





Two men who played major roles in creating the first *SHOT Show*, Arnold H. “Rock” Rohlifing, executive director of NSSF, and Bill Talley, senior vice president of Winchester Group, Olin, happily announce the success of the first show in St. Louis in 1979.

*SHOT Show* celebrated its fifth anniversary at the Dallas Convention Center in 1983, having grown to almost 1,000 exhibitors and some 20,000 attendees.

industry—not only major firearms and ammunition manufacturers, but hundreds of companies whose products are used in the hunting and shooting-sports world—united behind a common cause. After 1979, industry companies no longer formed just a “section” of the sporting-goods business but instead had their own showcase event, one that allowed many companies to dramatically grow their businesses and enabled everyone to stand proudly together.

With following shows in San Francisco, New Orleans, Atlanta and Dallas, the *SHOT Show* experienced exceptional growth in its first five years. Celebrating its fifth anniversary in Dallas Convention Center in 1983, the



show brought together 962 exhibitors and had expanded to cover 162,000 net square feet of exhibit space. Nearly 20,000 attendees gathered at that fifth annual event, firmly establishing the *SHOT Show* as the largest show of its kind in the world.

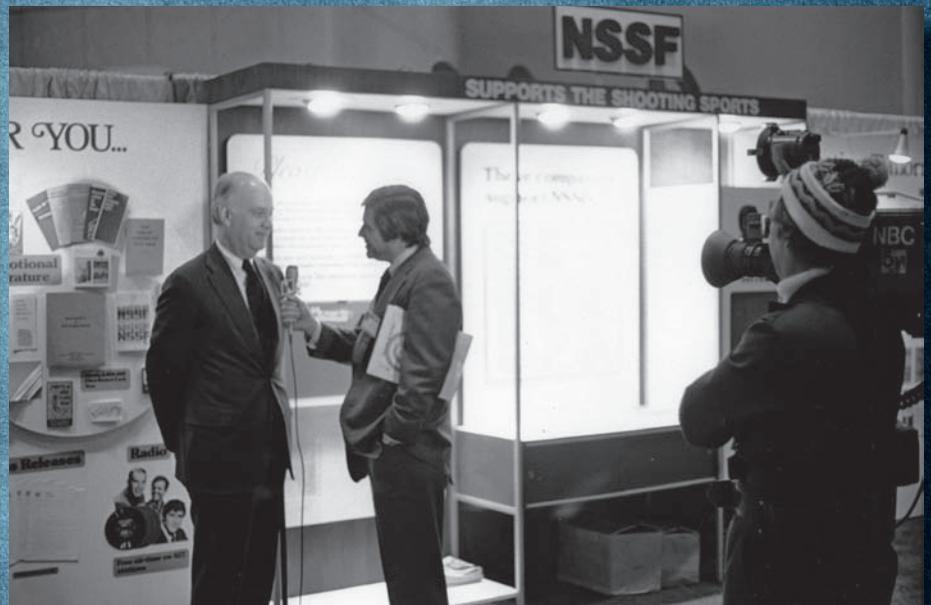
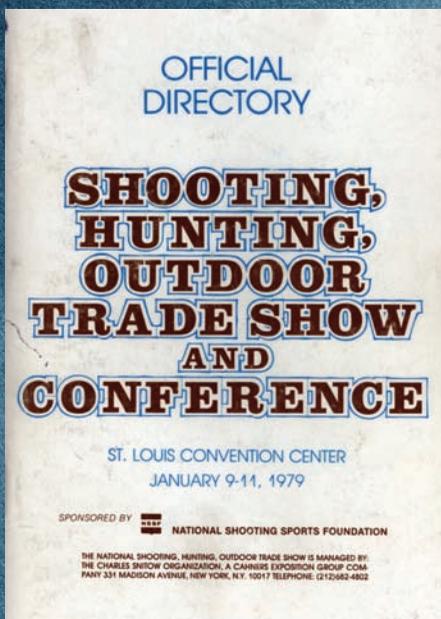
A key selling point of the *SHOT Show* to industry was that revenue generated by this annual exposition would be plowed back into new and expanded NSSF programs. Mindful of this pledge, the Foundation had, by the early eighties, launched several major new programs that were to become among NSSF’s most successful and longrunning efforts.

Recognizing the importance of reaching school-age youngsters, especially those living in suburban and urban communities, with the

*...the show not only provided significant new funding but also substantially raised the visibility and stature of NSSF within the entire hunting and shooting-sports community.*

success story of the nation’s wildlife-management efforts and the roles that hunters and hunting play in wildlife conservation, NSSF embarked on an ambitious effort designed to reach students across the country with its own classroom program.

Introduced in 1980 in cooperation with the Wildlife Management Institute, the International Association of Fish & Wildlife Agencies (now the Association of Fish & Wildlife Agencies) and the National Wildlife Federation, NSSF’s 18-minute filmstrip, *Un-Endangered Species*, was sent free



**SHOT SHOW SCENES:** Clockwise from upper left, a strong show of support from firearms retailers across the country helped make the inaugural *SHOT Show* an instant success; former President Jimmy Carter, an avid bird hunter, checked out the shotguns at the 1982 *SHOT Show* in Atlanta, Ga.; from its earliest days *SHOT Show* has received excellent coverage from outdoor and mainstream media; a busy show floor and 290 exhibiting companies marked the first *SHOT Show* at the St. Louis Convention Center; the first *SHOT Show* Directory was 100 pages, one quarter the size of recent show directories.

## The Elite Eight: *SHOT Show's* Host Cities

Only eight cities have served as home to the NSSF-owned *Shooting, Hunting and Outdoor Trade (SHOT) Show* in its 33-year history. From a modest start in 1979 in St. Louis, the *SHOT Show* has increased in size and importance, consistently ranking among the largest trade shows in North America. The 2008 Las Vegas show saw the largest jump in attendance ever.

|      |               |        |
|------|---------------|--------|
| 1979 | St. Louis     | 5,600  |
| 1980 | San Francisco | 8,500  |
| 1981 | New Orleans   | 17,800 |
| 1982 | Atlanta       | 17,850 |
| 1983 | Dallas        | 20,000 |
| 1984 | Dallas        | 22,000 |
| 1985 | Atlanta       | 19,200 |
| 1986 | Houston       | 20,950 |
| 1987 | New Orleans   | 19,500 |
| 1988 | Las Vegas     | 19,800 |
| 1989 | Dallas        | 23,500 |
| 1990 | Las Vegas     | 23,523 |
| 1991 | Dallas        | 25,525 |
| 1992 | New Orleans   | 23,262 |
| 1993 | Houston       | 25,030 |
| 1994 | Dallas        | 27,800 |
| 1995 | Las Vegas     | 29,600 |
| 1996 | Dallas        | 28,500 |
| 1997 | Las Vegas     | 35,102 |
| 1998 | Las Vegas     | 32,759 |
| 1999 | Atlanta       | 25,814 |
| 2000 | Las Vegas     | 29,607 |
| 2001 | New Orleans   | 25,496 |
| 2002 | Las Vegas     | 31,342 |
| 2003 | Orlando       | 27,494 |
| 2004 | Las Vegas     | 33,264 |
| 2005 | Las Vegas     | 37,730 |
| 2006 | Las Vegas     | 40,892 |
| 2007 | Orlando       | 42,216 |
| 2008 | Las Vegas     | 58,769 |
| 2009 | Orlando       | 48,907 |
| 2010 | Las Vegas     | 58,444 |
| 2011 | Las Vegas     |        |

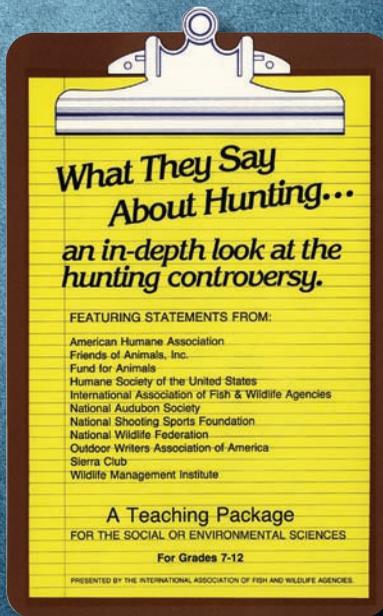
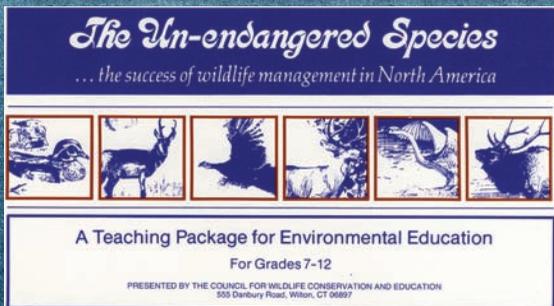
of charge to several thousand junior high and high schools nationwide and within a few years was in the classrooms of 40 percent of America's schools.

Three years later a second school filmstrip was produced, *What They Say About Hunting*. Narrated by Pat Summerall, a former New York Giant who was then building a name as one of the nation's top sportscasters, the program provided statements on hunting from a wide spectrum of conservation, preservation and humane organizations, and examined both sides of commonly asked questions about hunting. A third filmstrip, *Wildlife for Tomorrow*, designed for elementary grades, followed.

Over the years these programs were modernized in format from the original filmstrip version (essentially a roll of 35-millimeter film that was manually advanced, frame by frame, in a projection device), to videotape, DVD and, more recently, made available through the NSSF.org website. Since the early eighties, these educational programs have been placed in more than 100,000 schools nationwide.

"If there exists an ideal vehicle for reaching millions of young people and their adult leaders with a message on hunting, target shooting and wildlife conservation," an NSSF report noted in 1982, "it has to be *Boys' Life* and *Scouting* magazines, the official publications of the Boy Scouts of America." With, at the time, a combined circulation of two million and a readership of eight million, these magazines were among the most widely read youth publications in the country.

Although marksmanship is a core tradition in the Scouting movement, by the early eighties the more likely cover story in *Boys' Life* was on skateboarding, not skeet shooting.



Introduced in 1980, NSSF's educational series for students of all ages—*Wildlife for Tomorrow*, *The Un-endangered Species* and *What They Say About Hunting*—has been one of the Foundation's most successful and enduring programs.

To address this editorial trend, the Foundation worked closely with Boy Scout leaders and the editors of the Scouting publications to create an NSSF-produced, multi-page annual segment for both *Boys' Life* and *Scouting* that included a wide array of shooting-related topics with an emphasis on safety and responsibility. The first insert appeared in 1982 and featured a target-shooting promotion that awarded Scouts a special patch for shooting a qualifying score.

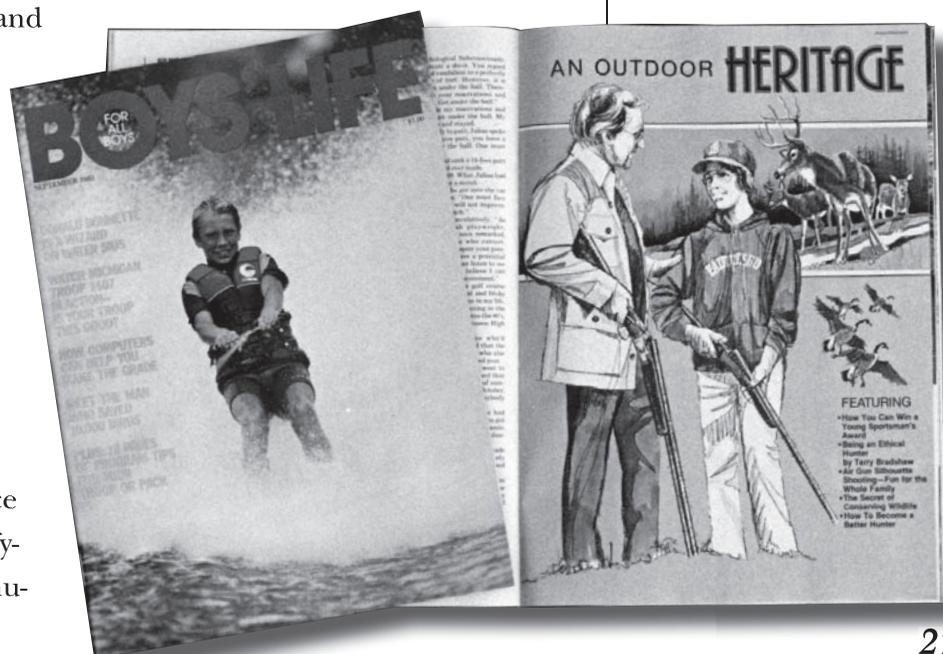
As the program developed, additional qualifying targets for air rifle and rimfire shooting were provided to Scoutmasters for use in summer camps, and target shooting quickly developed into a highly popular camp activity.

Clearly, the Foundation hit the bull's-eye with this groundbreaking initiative, now called the *Junior USA Shooting Team* patch program. NSSF-prepared inserts have appeared in *Boys' Life* and *Scouting* every year since 1982. From the 4,000 to 5,000 qualifying targets received from Scouts annu-

ally in the early years of the program, NSSF now fulfills patch requests for qualifying targets from more than 220,000 Scouts each year, a great reminder that there are many young people today who enjoy shooting from the bench as much as they enjoy sitting in front of their computers.

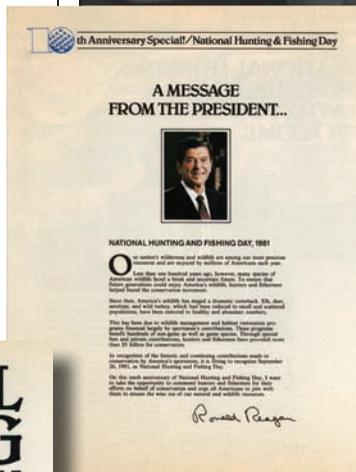
The early eighties was also a time that saw a major expansion of NSSF's firearms safety outreach efforts in partnership with the Sporting Arms and Ammunition Manufacturers' Institute. Beyond literature distribution,

NSSF's educational and shooting promotion segments in *Boys' Life* and *Scouting* magazines have appeared annually since 1982, prompting Scouts to improve their marksmanship skills.





The tenth anniversary of *National Hunting and Fishing Day* was highlighted by a message from President Ronald Reagan that was included in a thirty-page supplement in *Field & Stream* magazine.



new safety campaigns included full-page advertising in hunting and shooting publications and nationwide radio and

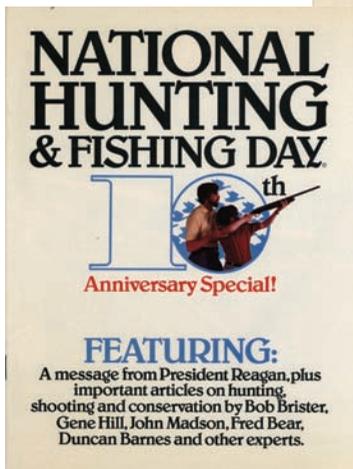
fishermen for their efforts on behalf of conservation and urge all Americans to join with them to ensure the wise use of our natural and wildlife resources.”

The president’s message and important *NHF Day* themes on hunting, shooting and conservation reached millions of sportsmen that year through a first-of-its kind, 30-page supplement in *Field & Stream* magazine. This special anniversary insert included articles from many of the great outdoor writers of the time, including Bob Brister, Gene Hill, John Madson, Fred Bear and Duncan Barnes.

From the days of press-release pickups in local papers to a time where many of the Foundation’s efforts were of national scope and outreach, NSSF had made major strides in its first two decades. With increasing visibility and stature within the hunting and shooting-sports community and as owner and sponsor of the *SHOT Show*, NSSF, on its twentieth anniversary, could rightly claim the title of *the* trade association for the industry.

television public service initiatives. Sportscaster Curt Gowdy, Peter Graves of the hit television series *Mission Impossible* and Roy Rogers, “King of the Cowboys,” were among the celebrities who donated their time and talent in recording these safety messages.

Capping a decade of strong growth, NSSF celebrated the tenth anniversary of *National Hunting and Fishing Day* in 1981. This milestone event was highlighted by a message from President Ronald Reagan, who proclaimed, “On this the tenth anniversary of National Hunting and Fishing Day, I want to take the opportunity to commend hunters and



## Why Connecticut?

NSSF's three main offices have been located in southwestern Connecticut, first in Riverside, a section of Greenwich, then moving to Wilton in 1988. In 1993, NSSF purchased its current headquarters, a 20,000-square-foot office building in Newtown, a community of 27,000 about sixty miles from New York City.

When traveling around the country on business, NSSF employees often are asked by industry representatives and firearm enthusiasts, "Why is the industry's trade association located in the Northeast? States there aren't very friendly toward gun owners."

While the latter is not entirely true—many avid target shooters and hunters live in the Northeast—the answer to the former has to do with history.

The Connecticut River Valley region has long been home to many of the great names in America's firearms industry. Samuel Colt founded his eponymous firearms manufacturing company in Hartford in 1847 to produce the famous the Colt Single Action Army, known as "The Peacemaker," and other revolvers. The factory building, known as Colt Armory, was known for its distinctive onion-shaped dome painted blue with gold stars. Today the building is part of a National Historic Landmark site, and modern-day Colt's Manufacturing Company operates just a few miles away from Sam Colt's armory.

Other companies that either once made their headquarters in the region or continue to do so are, in Connecticut, Remington, Winchester, Sturm, Ruger, Mossberg and Marlin, among others, and, in Massachusetts, Smith & Wesson, Savage Arms, Thompson Center and H&R 1871.

Yet even before Colt set up his shop in Hartford,

firearms manufacturing was taking place in the region. Beginning in the 1790s, Springfield Armory was producing military small arms—think "Springfield" rifles—in Springfield, Mass. Today, the complex is known as the Springfield Armory National Historic Site.

With so many member companies nearby, it's easy to see why NSSF established its headquarters in Connecticut and has remained there.

Newtown itself has no historical tie to America's firearms industry, but like many New England communities it has a good Revolutionary War story. Shots were fired in town, though they were not as famous as those heard "round the world" in Lexington and Concord. In 1781, General Rochambeau's troops marched through Newtown en route to joining General Washington's army at the siege of Yorktown, Va. While encamped in town, soldiers were said to have used the giant rooster weathervane atop the local meeting house for target practice. No one knows whether soldiers actually fired the shots that spun the weatherbird; some say it was twentieth-century farm boys practicing their aim. What can't be disputed are the bullet holes in the gilt weathervane, which still sits gleaming atop the steeple in the center of town, about half

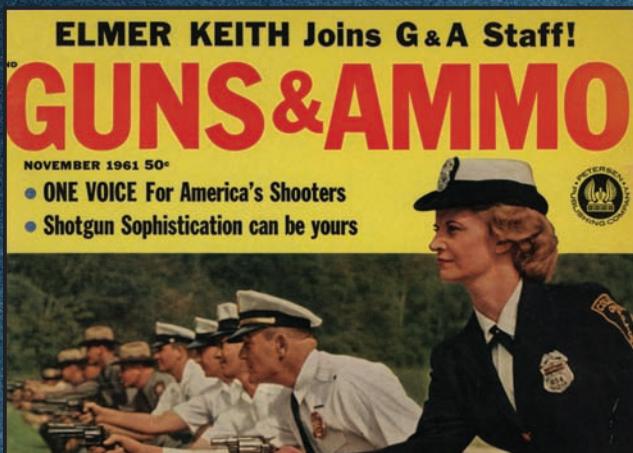
a mile from NSSF's offices.

From Newtown NSSF staff has convenient access to four airports—Bradley Field north of Hartford, LaGuardia and John F. Kennedy in New York and Westchester (N.Y.) County Airport.

In addition, NSSF is fortunate to have access to Fairfield County Fish & Game Protective Association, a private shooting facility in Newtown where many of the Foundation's videos are filmed. ■



Looking over the constitution and bylaws of the newly created National Shooting Sports Foundation, Inc., are, seated, at left, J.A. Brownridge, National Wildlife Federation, and Frank C. Daniel, secretary, National Rifle Association, with, standing, Warren Page, shooting editor, *Field & Stream* magazine, and member of the NSSF Board of Governors.



*Guns & Ammo* magazine covered the historic Second National Conference on the Shooting Sports, which gave birth to NSSF. Roger Barlow wrote the article, which can be read in its entirety at NSSF.org.

Just the facts . . . An early 1960's NSSF report outlines the reasons behind the formation of the Foundation and its goals, and lists NSSF's original Board of Governors.

South Dakota's Governor Joe Foss, a guest speaker at the second shooting conference, goes on "National Shooting Sports Foundation," while *Field & Stream's* Shooting Editor Warren Page.

**AMERICA'S SHOOTERS**

... of individuals and organizations contacted over the past year, it is recommended that a National Shooting Sports Foundation be established to provide what is basically a two-fold program:

"First - to afford an opportunity for ALL of the involved industries, associations and individuals to contribute time and dollars to furthering our mutual interests.

"Secondly - to develop specific, detailed and continuing programs which can be administered by existing agencies ... and which will be financed by the Foundation.

"This is the bedrock concept of the Foundation. And it should be obvious, as mentioned previously, that the Foundation will NOT replace nor duplicate any present functions or efforts ... but rather, through the complete participation of interested members and groups, permit us to forge a much stronger organization and a much stronger program for all areas of our activities ... and, consequently, more readily realize our mutual objectives.

"It is with these thoughts and this plan in mind that the following four-point program is proposed:

1. The National Shooting Sports Foundation shall be established within the American Rifle Association, National Wildlife Federation, or other existing organization, associated with the shooting sports.
2. Its membership shall include all individuals, associations, organizations, and individuals who wish to support the activities and educational program of the Foundation.
3. Its permanent headquarters shall be developed by a group to be elected at the first meeting, incorporation a preliminary operation.
4. Funds for the program shall be derived from the sale of tax-free securities, and other sources, and shall be used for the purpose of developing and maintaining the program.

why?  
when?  
who?

**WHY WAS THE NATIONAL SHOOTING SPORTS FOUNDATION, INC. CREATED?**

The need for the education of the American public in the pleasure of the shooting sports by an association of manufacturers whose products are used in the shooting sports has, over the years, become increasingly evident.

**WHEN DID THE NATIONAL SHOOTING SPORTS FOUNDATION, INC. COME INTO EXISTENCE?**

May 25, 1961, was the occasion of the 2nd Annual Conference on the Shooting Sports. It was at this conference that the shooting industry voted to create the Foundation. Incorporation papers have been filed in the state of New Jersey and the Constitution and By-Laws have been ratified by the member companies. A Board of Governors has been elected and a staff employed to administer the affairs of the Foundation.

**WHO ARE MEMBERS OF THE NATIONAL SHOOTING SPORTS FOUNDATION, INC.?**

Companies, partnerships, organizations, associations, corporations and individuals who wish to support the activities and educational program of the Foundation are members. At the present time, the membership roster reads as follows:

- |                                  |                          |                                    |                        |
|----------------------------------|--------------------------|------------------------------------|------------------------|
| Aikan Company, Inc.              | Alton, Illinois          | Marble Arms Corp.                  | Gladstone, Michigan    |
| American Gun Dealers Association | Washington, D.C.         | National Sporting Goods Assoc.     | Chicago, Illinois      |
| Browning Arms Company            | Ogden, Utah              | National Wildlife Federation       | Washington, D.C.       |
| J. W. Buchsmeier Company         | Frederick, Maryland      | Nosler Partitions Bullet Co., Inc. | Bend, Oregon           |
| David Connor                     | Holden, Massachusetts    | The Original Sight Company         | Pasoli, Pennsylvania   |
| Colt's Patent Fire Arms Mfg. Co. | Hartford, Connecticut    | Outdoor Life                       | New York, New York     |
| Daisy Manufacturing              | Rogers, Arkansas         | Poly-Chase Company, Inc.           | Hartford, Connecticut  |
| C. H. Die Company                | Los Angeles, California  | RCBS, Inc.                         | Oroville, California   |
| Reinhardt Fajen, Inc.            | Warsaw, Missouri         | The Redfield Gun Sight Co.         | Denver, Colorado       |
| Field & Stream                   | New York, New York       | Ruddy Schellkopf Products, Inc.    | Dallas, Texas          |
| Firearms International Corp.     | Washington, D.C.         | Sheridan Products, Inc.            | Racine, Wisconsin      |
| General Sporting Goods Corp.     | South Lansing, New York  | Shooting Times                     | Peoria, Illinois       |
| Herb Glass                       | Bullville, New York      | Simmons Gun Specialties, Inc.      | Kansas City, Missouri  |
| The Gun Digest                   | Chicago, Illinois        | Sovereign Instrument Company       | Dallas, Texas          |
| Guns Magazine                    | Skokie, Illinois         | Speer Products Company             | Lewiston, Idaho        |
| Harr Rifle Barrels, Inc.         | Lafayette, New York      | Keith Stegall                      | Gunnison, Colorado     |
| B. E. Hodgdon, Inc.              | Merrimack, New York      | Storm, Ruger & Company             | Southport, Connecticut |
| Hudson Sporting Goods Co.        | New York, New York       | Utica Duxbak Corp.                 | Utica, New York        |
| The Lyman Gun Sight Corp.        | Middlefield, Connecticut | Weatherby, Inc.                    | South Gate, California |
|                                  |                          | W. R. Weaver Company               | El Paso, Texas         |

what?  
how?

**WHAT DOES THE NATIONAL SHOOTING SPORTS FOUNDATION, INC. PROPOSE TO DO?**

The stated purpose of the Foundation is: "...to foster in the American public a better understanding and a more active appreciation of all shooting sports..." Primarily, the objective is to broaden the number of active shooters and people interested in shooting. The Foundation proposes to stimulate more people to become shooters through a broad educational program.

**HOW WILL THE NATIONAL SHOOTING SPORTS FOUNDATION, INC. ACCOMPLISH ITS OBJECTIVE?**

Every means of news media available to the Foundation will be utilized to bring our message to the American public. Television and films will be used extensively to accomplish the Foundation's objectives.

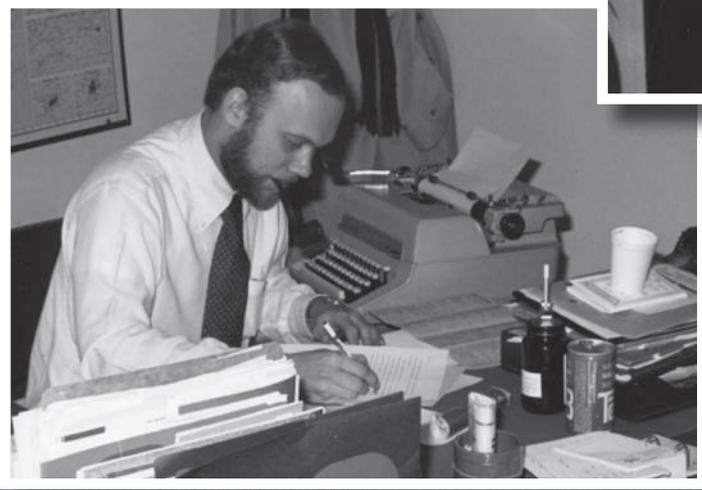
A longer range program will be developed with a major state university to incorporate firearms training into the physical education curriculum of that university. Consequently, more physical education teachers will be prepared and able to teach safe firearms handling to more youngsters throughout America.

officers and board of governors

- |                |                     |  |
|----------------|---------------------|--|
| President      | FRED A. ROFFE, JR.  | Colt's Patent Fire Arms Mfg. Co., Inc. |
| Vice President | HARBOUR WILLIAMS    | Browning Arms Company                  |
| Vice President | WARREN PAGE         | Field & Stream                         |
| Secretary      | GILBERT H. JONES    | Utica Duxbak Corporation               |
| Treasurer      | E. H. HILLIARD, JR. | Redfield Gun Sight Company             |
|                | HOWARD CARTER, JR.  | Gifford, Woody, Carter & Hays          |
|                | FRED T. HUNTINGTON  | RCBS, Inc.                             |
|                | THOMAS L. KIMBALL   | National Wildlife Federation           |
|                | JOHN R. POWERS      | Daisy Manufacturing                    |
|                | WILLIAM B. RIGER    | Storm, Ruger & Company                 |



Every president since Richard Nixon has signed an *NHF Day* Presidential Proclamation. Here NSSF Executive Director Arnold H. "Rock" Rohlfing shakes hands with President Jimmy Carter. In the background are NSSF's Bob Delfay, center, and Congressman John Dingell of Michigan.



NSSF's Doug Painter at his desk in the early 1970s. Note the manual typewriter and can of Tab soda.



Using the latest technology, NSSF provided radio stations with its public service announcements on 33 1/3 rpm vinyl records.

**NSSF**  
REPORTS

NATIONAL SHOOTING SPORTS FOUNDATION • 1075 POST ROAD • RIVERSIDE, CONN. 06878  
JULY—AUGUST 1971

## THE NATIONAL SCENE

Volume 1, Edition 1

This is Volume 1, Edition 1, of a novel step for the NSSF. It will be published periodically, some six times a year, and will keep the foundation membership hep to what cooks at Riverside, excepting only such really important trivia as the size of the striped bass Charley Dickey catches or the cost of Jean Van Voorhies' new tires. It will not attempt to imitate any great eastern newspaper, although it may wind up being as objective as some. It will not present all the news, just those elements which will, we hope, make the foundation come alive for you. — W.P.

### National Hunting And Fishing Day

Sen. Thomas J. McIntyre

A "National Hunting and Fishing Day" will honor sportsmen on the fourth Saturday of September if Congress enacts S.J. Resolution 117 recently introduced by Sen. Thomas J. McIntyre, N. H. Sen. McIntyre called on Congress to recognize sportsmen for their contributions to conservation and outdoor recreation. In citing the need for Americans to take a break from tense modern life, Sen. McIntyre said, "There are few pursuits providing a better chance for healthy exercise, peaceful solitude, and appreciation of the outdoors than hunting and fishing." Persons wishing to express an opinion on S.J. Resolution 117, should write the senators from their states with a copy to Sen. McIntyre. The NSSF is pulling out every stop to forward this bill, now in the Senate Committee on the Judiciary, under Chairman James Eastland, Miss.

Warren Page, NSSF executive vice president, gives benchrest shooting instruction to CBS radio's Mark Sozin at outdoor clinic coordinated by NSSF at Pensacola OWA.

### Outdoor Clinic Successful

Nearly 400 writers, their wives and kids enjoyed the most successful outdoor clinic ever held at the Outdoor Writers Association's annual conferences. The clinic was coordinated by the NSSF, as it has been for the past seven years. Master-minded by Charley Dickey, the clinic treated the writers and their families to skill centers in handgun, scoped rifle, air gun, and muzzle-loader shooting, stock fitting, casting, camping, outdoor vehicles and archery. More than 40 industry experts volunteered to instruct the writers, including such pros as Bill Blankenship, Joe Benner, George Nonte, Lucy Chambliss, Ernie Lind and your executive vice president and world record holder in benchrest shooting, Warren Page.

Debuting in the summer of 1971, *NSSF Reports* became the Foundation's newsletter. Today the e-newsletters *Member News* and *Bullet Points* deliver similar information.

Good sportsmanship begins with good marksmanship

**HOW TO SHOOT RABBIT, QUAIL, DUCK, PHEASANT DOVE, GROUSE & WOODCOCK... ALL IN ONE AFTERNOON**

One option, of course, is to go out and buy your own private shooting preserve. A far simpler, and much less expensive alternative, is to round up a few of your friends and head out to your nearest sporting clays course.

For variety, challenge and all-around shooting fun this game, "where claybirds fly like gamebirds," is tough to beat. From "Decoying Mallards" to "Springing Teal" and from "Flushing Grouse" to "Darting Dove," each station on the course will present you with targets flying at angles, elevations and speeds that simulate the real thing.

For any wingshooter, sporting clays offers an exceptionally realistic way to practice just about every shot in the book. And this game is hard to top as a way just to get out and "pull the trigger." All you need is your favorite shotgun and a few boxes of shells.

For a listing of over 900 gun clubs open to the public, send \$2.00 to National Shooting Sports Foundation, 555 Danbury Road, Wilton, CT 06897.

NSSF This message presented by the National Shooting Sports Foundation and this magazine.

NSSF was among the first organizations to promote sporting clays in the United States.



NSSF's "Time Out" campaign in the early 1990s encouraged hunters to reach out to family and friends during the hunting seasons.

Time Out



It's the kind of day you'll always remember. The sparkle on the grass from the early frost. The great shot Phil made. The easy one you missed. The friendly ribbing, the easy laughter, the unique sense of companionship that exists among friends who hunt together.

And to top it off, it was a chance to share a special day with your son, the kid who's now all grown up and lives in another state.

Truth is, hunting is a lot more than just a pleasant break from a busy routine. It's about family, friends, and those moments afield that we look back on and value for a lifetime. And you just don't get that from watching the game on the tube with the guys.

So, this season be sure to take some time out to spend some time out.



Looking for a place to hunt or shoot? Visit our Website [www.wheretoshoot.org](http://www.wheretoshoot.org) for locations nationwide or write to NSSF, Dept. W, 11 Mile Hill Rd., Newtown, CT 06470 for a free directory. For more information on hunting and the shooting sports we also invite you to visit our Website [www.nssf.org](http://www.nssf.org).

This message is brought to you as a public service of this newspaper and the NSSF Marketing Council.

## Chapter Two

# A TRADITION IN TRANSITION

**A**s NSSF grew during the sixties and seventies, so did the hunting universe in America. Reflecting incremental but steady increases, hunting license sales ticked up from 13.9 million in 1961 to 15.9 million in 1971, and continued to climb through the decade. Growing game populations and expanded hunting opportunities, including separate seasons for bow hunting and muzzleloading in many states, helped fuel this growth along with an underlying demographic factor: the nation's largest-ever generation, the baby boomers.

The older members of this Baby Boom Generation, defined as those born between 1946 and 1964, were by the early eighties seasoned adult hunters, and the youngest had become old enough to have joined their dads and uncles afield. Not surprisingly, hunting-license sales peaked in the early eighties at 16.8 million.

Pushing against this positive trend was the accelerating exodus of Americans from rural areas and small towns. By 1987, more than half of the U.S. population had moved to urban centers, cities with a population of one million or more. As a steady stream of industry's customers moved to urbanized states each year, they increasingly distanced

themselves not only from their hometown hunting areas but also from the "down-home" culture that strongly supported their hunting tradition.

While many states continued to enjoy robust license sales through the eighties, the "urban factor" was taking its toll. By the late eighties, for example, major population-growth states such as California and New Jersey had lost close to 40 percent of their traditional postwar-era hunter numbers.

***"We recognize that vocal anti-hunting sentiment cannot be ignored, but more significant, we believe, is the progressive decline in hunting populations of our more urbanized regions. While hunter-harassment stories may occasionally make the front page, the size of the outdoor section of the paper may well have the greater impact."***

Between 1979 and 1983, license sales averaged 16.5 million annually. However, from 1984 to 1989, the average dropped to 15.8 million.

As the eighties came to a close, NSSF, in a report to its Board of Governors, commented on this disturbing decline, "We recognize that vocal anti-hunting sentiment cannot be ignored, but more significant, we believe, is the progressive decline in hunting populations of our more urbanized regions. While hunter-harassment stories may occasionally make the front page, the size of the outdoor section of the paper may well have the greater impact."

For its first twenty years, NSSF's mission had focused primarily on educational efforts, programs designed to build a better understanding of hunting and the hunter's role in wildlife conservation, as well as initiatives on important issues such as firearms safety and good sportsmanship. Though activities to help build youth-shooting opportunities were long an NSSF staple, the Foundation's impetus had leaned more toward better "positioning" the shooting sports than efforts to actively promote them.

At last there's a Clay Target Game for Hunters . . .

# HUNTER'S CLAYS




**F**or a long time, hunters have been searching for a clay target game that would help make them better shots in the field. Now hunters have that game. It's called Hunter's Clays, and it's the game where clay targets fly like game birds.

Hunter's Clays is easy to set up. A couple of guys with a few portable traps can set up a challenging Hunter's Clays layout in very little time. Because this game is designed to take advantage of the natural terrain in your area, there are no rules on where traps should be placed — or even on how many traps you need. Two traps are enough for a good layout. Three or four traps will make your layout that much better.

In addition, because the whole idea behind Hunter's Clays is to simulate the type of shots you'll encounter when hunting for your favorite game, you position the traps where you want — not where some complicated diagram tells you. If you want to improve your duck, dove or goose shooting skills, you can throw high targets from a hill, a tower, a barn — even a big tree. If most of your hunting is for grouse or woodcock, you can place the traps in appropriate cover. For rabbits, you can throw targets close to the ground. You're the boss. You also decide whether you want each trap to throw single or doubles targets.

You can get together with members of your club or a few friends and set up an informal Hunter's Clays layout for a day's shooting and take it down when you're done. You can move the traps from field to woods or from farm to club — in the trunk of your car.

For more information on how to set up Hunter's Clays, you can obtain a copy of the new 16-page "Hunter's Clays" booklet for \$1.00 from the National Shooting Sports Foundation, P.O. Box 1075, Riverside, CT 06878.

To: National Shooting Sports Foundation  
P.O. Box 1075, Riverside, CT 06878

Enclosed is \$ \_\_\_\_\_ for \_\_\_\_\_ copies  
of "Hunter's Clays" at \$1.00 per copy.

Name \_\_\_\_\_  
Club \_\_\_\_\_ (if affiliated with a club)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**Dubbing it *Hunter's Clays*, NSSF was among the first to promote the game of sporting clays in the United States.**

As early as the late seventies, NSSF recognized that America's urban migration posed challenges to industry's future. While local hunting opportunities for many customers were decreasing, NSSF saw favorable opportunities in target-shooting sports that could be enjoyed on a weekend morning or afternoon

at gun clubs, which, if not "next door," were often within a reasonable distance from America's growing suburban communities. If hunters might hunt less, it was reasoned, could they be enticed to target shoot more?

The Foundation's first foray into this arena involved an effort to import a popular shooting sport from across the Atlantic—sporting clays. What was especially appealing about this clay-target game was that it was designed with hunters in mind. Sporting clays,

where "clay birds fly like game birds," was a target sport that could not only improve a wingshooter's skills but also could provide any city-bound hunter with a fun shooting experience using his favorite game gun.

Working with Bob Brister, *Field & Stream's* shooting editor who was among the original and certainly most enthusiastic proponents of the game in the United States, NSSF launched a widespread promotion in 1981 to encourage clubs to set up clays courses. In keeping with the intent to underscore the appeal of this game to the hunting community, NSSF dubbed the game *Hunter's Clays*.

The British have a saying about "being clever by a half." That was likely the case in NSSF's attempt to create a new name for sporting clays. Though the name *Hunter's Clays* never caught on, the game certainly did. NSSF continued to expand its promotional efforts on behalf of sporting clays through the eighties, including the first nationally aired program on the game. Broadcast on ESPN in 1984, the show, *The World of Clay Target Shooting*, included a segment with noted outdoor host Grits Gresham and Bob Brister shooting at one of the early sporting clays ranges, the Champions Club in Houston, Texas.

The 1984 Summer Olympic Games in Los Angeles provided NSSF with a timely opportunity to expand its shooting promotion mission. Teaming up with the National Rifle Association and Petersen's Publishing, the Foundation sponsored a celebrity trap and skeet shoot prior to the games at the Olympic shooting venue in San Bernardino County that attracted many of Hollywood's "shooting stars," including veteran actors such as Robert Stack, Roy Rogers, Denver Pyle, Robert Fuller

and Slim Pickens, as well as newcomers Doug Sheehan of *Knots Landing* and Gerald McRaney and Jameson Parker of *Simon & Simon*.

The event resulted in a first-of-its-kind celebrity shooting segment broadcast nationally on *Entertainment Tonight*, providing a great publicity jump start to the shooting events that soon followed at the Los Angeles Olympics. On the rifle and pistol side, NSSF received great pickup on full-page ads featuring top international shooters Lt. Col.

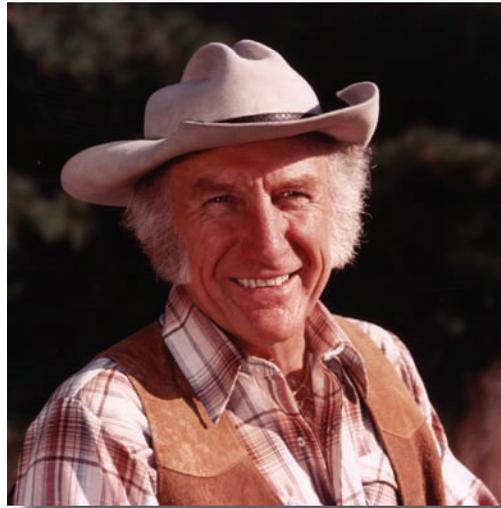
Lones Wigger and his daughter, Deena, as well as rapid-fire pistol champion Col. Gail Liberty.

Exploring new outlets to better promote the shooting sports, NSSF was among the first organizations in the industry to see the extraordinary potential of cable television. Since the dawn of television, the three major networks had controlled the content for America's millions of viewers. With the growth of cable systems, however, individual producers could now not

**Top, At the celebrity trap and skeet shoot prior to the 1984 Los Angeles Olympic Games are, from left, television host Grits Gresham, actor Jameson Parker, film director Alan Madison, actor Gerald McRaney and NSSF staffer Doug Painter. Bottom, left to right, "King of the Cowboys" and avid trap shooter Roy Rogers; NSSF's Doug Painter and longtime Westerns actor Slim Pickens; Hollywood leading-role actor and world champion skeet shooter Robert Stack with Doug Painter.**



One of America's favorite outdoorsmen, Grits Gresham hosted NSSF's many cable television programs.



only purchase airtime but also select the cable network that best reached a desired audience.

Inspired by the excellent feedback from its Olympic celebrity shoot coverage, the Foundation took the next step and launched its own efforts with two half-hour programs in the fall of 1985 on ESPN's fast-growing national sports network.

The first show took an in-depth look at America's favorite clay target sports—trap, skeet and sporting clays—from both a competitive and recreational perspective. The second focused on the new but fast-growing sport of metallic silhouette. Former co-host of *The American Sportsman*, member of the famous Miller Lite All-Star Team and outdoorsman Grits Gresham hosted these inaugural television shows and continued as the host of NSSF's television programs through the next two decades. Grits' oldest son, Tom, would join him as co-host in 1994.

Rock Rohlfsing retired from NSSF in 1986 and was succeeded by longtime



*“If we allow a hunter to lose his interest in the shooting sports before his children reach shooting age, then there is a very good chance we will lose the children as well.”*

—Bob Delfay, president, NSSF

Foundation executive Bob Delfay. A Connecticut native, Delfay joined NSSF as a writer in 1969 after a brief stint at the Danbury *News-Times*. He was named public relations assistant in 1970 and director of public relations in 1976.

An avid hunter and trap shooter and with 17 years at NSSF under his belt, Delfay was keenly aware of the scope and nature of the challenges faced by the Foundation's members. He recognized, of course, the need for creating opportunities for youth to get started in hunting and the shooting sports but also saw the importance—and opportunity—in encouraging new and added activity among current participants.

NSSF research in the mid-eighties, for example, revealed that less than a half of all hunters did any off-season target shooting. Prompting these millions of hunters to get out to the range, Delfay understood, would not only create many “new” customers but also help keep these hunters in the field from one season to the next.

Keeping current hunters hunting was critical. The hunting community had long been aware that the vast majority of new hunters were introduced to the sport by a hunting family member. As Delfay noted in an interview with an industry publication in 1986, “If we allow a hunter to lose his interest in the shooting sports before his children reach shooting age, then there is a very good chance we will lose the children as well.”



piece of the shooting promotion puzzle was a way to help sportsmen find a convenient place to shoot. In 1987, the Foundation began the ambitious project of attempting to compile the first-ever national directory of gun clubs and shooting ranges. After two years, 900 listings, from Alabama to Alaska, had been gathered and coded as to the types of shooting sports available at each range. Equally ambitious was NSSF's goal of having the new directory printed as a special insert in one of the leading outdoor publications. This goal was realized when the directory was included in the October 1989 issue of *Field & Stream* magazine—reaching some 10 million readers—with the help of industry advertising and, notably, the support of Chevrolet Trucks.

Through the nineties and into the new century, the Foundation continued to develop and refine its gun-club listings and, today, more than 6,800 clubs and ranges can be found on the NSSF website Where-

toshoot.org, which is visited by some 72,000 sportsmen each month.

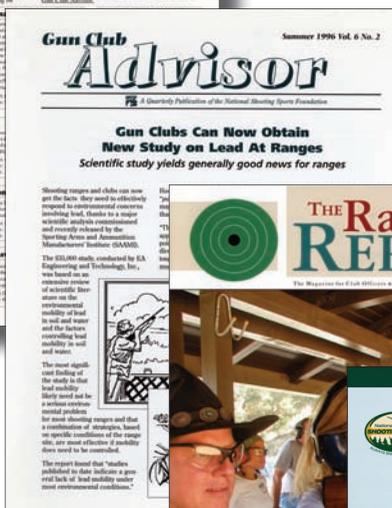
To round out its efforts

in cooperation with gun clubs, NSSF launched in 1989 a quarterly *Gun Club Advisor* designed to help shooting facilities deal with emerging challenges, such as charges of noise pollution, as well as opportunities for growth and new shooting games. The first edition included articles on “Attracting Female Shooters to Your Range” and “Organizing Shoots For Charity.” The newsletter evolved into NSSF's *The Range Report* magazine, which reaches more than 10,000 subscribers each quarter. *The Range Report* is the only such magazine that goes to nearly every shooting facility in the nation.

These grassroots shooting-promotion programs helped get the ball rolling in building shooting participation, but NSSF recognized that the target-shooting sports were still under the radar of the outdoor press, let alone the general media. What was needed was a new level of action and excitement in the shooting sports, the kind of “splash” that would generate media attention and attract a new generation of participants. From this perspective emerged two new NSSF programs that would redefine the scope of the Foundation's activities and break new ground in the world of target sports.

The concept behind the first of these efforts, *THE SPORTSMAN'S TEAM CHALLENGE (STC)*, was to create an all-new, multi-discipline shooting event with unique courses of fire specifically designed to provide the color, action and visual pop necessary for spectator and television appeal.

For shooters, *STC* introduced an entirely new competitive concept—handgun, rifle and shotgun events designed from the ground up to emphasize fast-paced, instinctive shoot-



Designed to help shooting facilities deal with emerging challenges, NSSF launched in 1989 the *Gun Club Advisor*, which became *The Range Report* magazine.

ing, all wrapped up in a team format where timing and strategy played a key role. As noted by inaugural *STC* competitor and National Skeet Shooting Hall of Fame member Ken Sedlecky, “This is a game for the all-around shooter. If you’re fairly proficient in rifle, pistol and shotgun shooting, you can become a champion. The hunter who has some natural shooting ability will do much better than a top trap, skeet, rifle or pistol purist.”

Not just a demonstration event, *STC* was planned from the beginning to be a national, all-around shooting competition with all the bells and whistles of a major championship.

After a test event in the fall of 1988, *STC* was ready for prime time and debuted in early April 1990 at the Markham Park Shooting Range near Fort Lauderdale, Fla., with sportsmen, industry and open classes, an overall cash purse of more than \$100,000 and many of the best competitive shooters in the country, from Tom Campbell, Brian Enos and Michael Plaxco on the Smith & Wesson team to Rob Leatham, Doug Koenig and Wes Myers shooting for Springfield Armory.

Right off the bat *THE SPORTSMAN’S TEAM CHALLENGE* established key firsts for shooting competitions in America. In addition to 14 industry sponsors, *STC* was the first shooting competition in the country to have a non-industry title sponsor, Chevrolet Trucks. In addition to the event itself, Chevrolet also sponsored a first-of-its-kind, 24-page special *STC* insert in *Sports Afield* magazine and included pre- and post-*STC* features in its magazine, *Chevy Outdoors*. At the local level, the ABC, NBC and CBS Miami affiliate stations featured *STC* coverage on their news programs and, at a national

level, NSSF produced a half-hour show on the shoot, which became the first such competitive coverage to air on ESPN and the forerunner of a much

**The *SPORTSMAN’S TEAM CHALLENGE* offered unique courses of fire in rifle, shotgun and handgun.**



## For Retailers and Shooting Range Operators—NASR and NAFR

Independently-owned firearms retailers and shooting range operators face the same challenge: maintaining an inviting place of business to attract a broad range of customers while keeping up with the latest sales strategies and technologies.

Recognizing this challenge, NSSF formed two divisions to provide support to small business owners, whose success is absolutely necessary for the long-term welfare of industry, shooting and hunting.

Together, the *NASR* and *NAFR* divisions of NSSF promote professionalism in shooting ranges and retail stores—the places where customers most often interact with industry and where firearms are responsibly used and legally purchased.

*NSSF's Association of Shooting Ranges* (formerly the *National Association of Shooting Ranges*) was developed,

in 1999, to define and

then create resources to help shooting facilities succeed. Among its many publications are "How to Write a Business Plan," "Lead Mobility at Shooting Ranges" and a

"Guide to Community Relations," plus videos such as "Sound

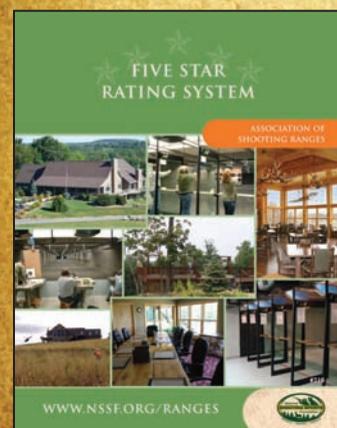
Attenuation" and "Berms, Baffles and Backstops."

*NASR* also worked closely with the Environmental Protection Agency and Occupational Safety and Health Administration to shape and develop written guidance and provide training for range operators and developers. With those resources in place, the role of *NASR* changed. Today, *NASR*, under the guidance of its advisory committee, assists range owners and operators who face challenges such as encroaching development. Additionally, *NASR* provides guidance to individuals interested in building shooting ranges.

*NASR* also developed the "gold ring" that range managers can reach for: the Five Star rating. This program, launched in 2000, was designed to recognize the best of the best by identifying "model" ranges that demonstrate excellence in appearance, management, customer service, amenities, customer development



NOW



and community relations. Less than twenty ranges have earned the coveted Five Star rating, though the award has spurred many ranges to make improvements in anticipation of earning that distinction. The first recipient of the Five Star designation was H&H Gun Range & Shooting Sports Outlet in Oklahoma City.

*NSSF's Association of Firearms Retailers* (formerly the *National Association of Firearms Retailers*) was organized in 2000 and modeled after its organizational cousin, *NASR*.

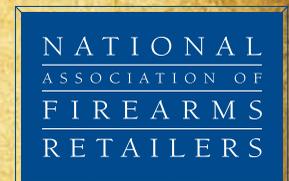
*NAFR* makes professional development opportunities and other assistance available to federally licensed firearms

retailers. Its *Retailer Education Seminars* are

operated in partnership with the Bureau of Alcohol, Tobacco, Firearms and Explosives across the country. With ATF charged by Congress with regulating the sale of firearms in the United States, the seminars provide retailers with an overview and update of ATF regulations regarding firearm transfers.

Additionally, representatives of the FBI's National Instant Criminal Background Check System (NICS) attend these seminars in order to keep retailers up to date on requirements and changes in the background check system. A background check is mandatory prior to the sale of all firearms at retail.

*SHOT Show University* is yet another professional development opportunity for retailers, and NSSF's *Don't Lie for the Other Guy* program assists ATF in educating retailers in how to better detect and prevent illegal straw purchases.



NOW



**Buy a gun for someone who can't**

**Buy yourself 10 years in jail**

[www.dontlie.org](http://www.dontlie.org)

Logos for "Don't Lie for the Other Guy", Project SAFE Neighborhoods, and the National Shooting Sports Foundation.

expanded shooting sports presence by NSSF on America's number one sports network.

Over its highly successful ten-year run, *THE SPORTSMAN'S TEAM CHALLENGE* helped to transform the image of shooting competitions in America. From traditionally off-the-beaten-path events with, at best, footnote coverage, the shooting sports now enjoyed widespread publicity not only within the outdoor press—with stories on the annual event in all the major hunting and shooting publications—but also in the general media with feature stories in *USA Today* to coverage on CNN. The event itself, with ranges dressed up with shrubs and flowers, spectators in the stands and many of the top competitors of the day on the line, helped create a new image of the shooting sports.

Perhaps no other program in the Foundation's history helped redefine the perception of the shooting sports more than the promotion of *Summer Biathlon*, a program launched in 1987. A spinoff from the Olympic sport of biathlon, which combines cross-country skiing and rifle shooting, *Summer Biathlon* keeps the shooting but substitutes running for the skiing. The idea was to create a shooting event that would appeal to a whole new audience of participants—America's millions of joggers and runners.

From a handful of demonstration events in the first year, *Summer Biathlon* events sponsored by NSSF and the United States Biathlon Association grew to more than one hundred races in more than seventy-five cities across the country by the mid-nineties. Events included those for elite athletes, mainly top distance runners, as well as those sponsored by local running associations that attracted thousands of weekend

runners, most all of whom were new to shooting. A *Summer Biathlon* race was a great way to introduce non-traditional participants to shooting and to provide them with a different perspective on firearms.

More than building participation, however, the *Summer Biathlon* program provided a unique platform to generate highly favorable publicity for the shooting sports, especially in the non-endemic media. Over the years, the program received positive coverage in publications ranging from *Runner's World* to *Women's Sports and Fitness* to *USA Today* and *The New York Times*. Major races were often covered by lo-



A shooter and runner, NSSF's Bob Delfay helped many runners get started in the new sport of *Summer Biathlon* and often participated himself.





Sue King was WSSF's first executive director, helping to launch new opportunities for women to participate in the shooting sports.

cal network news affiliate stations, on ESPN's *Running and Racing* programs and on NSSF's shooting sports series on ESPN.

As the Foundation developed and actively promoted new shooting games, it also recognized the need to develop the ranks of new shooters. Research in the late eighties underscored that leisure-time pursuits on the upswing in participation were those that could be enjoyed by husbands and wives as well as boyfriends and girlfriends. At the time, however, no dedicated program existed to encourage and welcome women into the shooting sports.

That began to change when Sue King, an enthusiastic proponent of helping women get started in shooting, successfully organized the first major women's-only event under the *Ladies Charity Classic* banner at the American Shooting Center

Club in Houston in the fall of 1988. This inaugural sporting clays event attracted close to 300 women, an eye-opening number that underscored the potential growth of the women's shooting sports market.

The initial success of this women's event prompted NSSF to work with King and her committee to develop a series of four *Ladies Charity Classic* events around the country. The goal was to create focal points for the apparent interest among women in

shooting and to encourage local clubs and ranges to more actively pursue this growing market. With these regional events attracting on average more than a hundred women each, NSSF was encouraged to expand the program to a national level.

Under the leadership of King, the Women's Shooting Sports Foundation (WSSF) was launched by NSSF in 1992. The primary goal of WSSF was to create and develop chapters around the country that, working with local

ranges, could develop new and ongoing opportunities to prompt women's participation in shotgun, rifle and handgun shooting through both women's-

only and couples events. From fifteen events with some 800 shooters participating in 1993, WSSF and its chapters were by the late-nineties sponsoring over seventy-five events annually and had attracted more

than 10,000 competitors.

Recognizing at the time that large numbers of women participating in a shooting event was the classic man-bites-dog news story, WSSF had great success in attracting the media and generating widespread positive publicity for the shooting sports. Top women shooters such as Judy Woolley, a member of the Smith & Wesson shooting team and the first professional woman shooter since Annie Oakley, and USA Shooting team member Shari



***Recognizing at the time that large numbers of women participating in a shooting event was the classic man-bites-dog news story, WSSF had great success in attracting the media and generating widespread positive publicity for the shooting sports.***

LeGate made many media appearances on local news channels prior to WSSF shoots resulting in great publicity for the shooting sports and helping attract newcomers to the upcoming event.

In recent years, women have been among the fastest-growing segments in hunting and the shooting sports, a movement that the Foundation and the WSSF helped spark some twenty years ago.

With interest in the shooting sports on the rise in the early nineties, the Foundation continued to build on its efforts to broaden exposure of those sports. With promising results from producing and airing individual shows on cable television, NSSF took the next step by developing the first “all shooting sports” series for broadcast on ESPN in 1992. With title sponsorship from *Sports Afield* magazine, *Shooting Sports America* debuted on ESPN that fall with a lineup of six shows airing on Saturday and Sunday afternoons. Original programs ranged from that year’s “Chevy Truck Sportsman’s Team Challenge” and the “World Sporting Clays Championship” to the “World Muzzleloading Championship” and the “Grand American.”

For the first time, shooting sports competitions of all kinds were gaining national exposure in an appropriately positive light. Each show reinforced the popularity of the shooting sports and provided viewers with information on how they could get started. It was also the first national television exposure for many industry sponsors. Since a number of industry companies had not previously advertised on television, NSSF contracted to produce their ads.

Hosted by Grits Gresham, and with son Tom joining as co-host in 1994, *Shooting Sports America* helped popular-

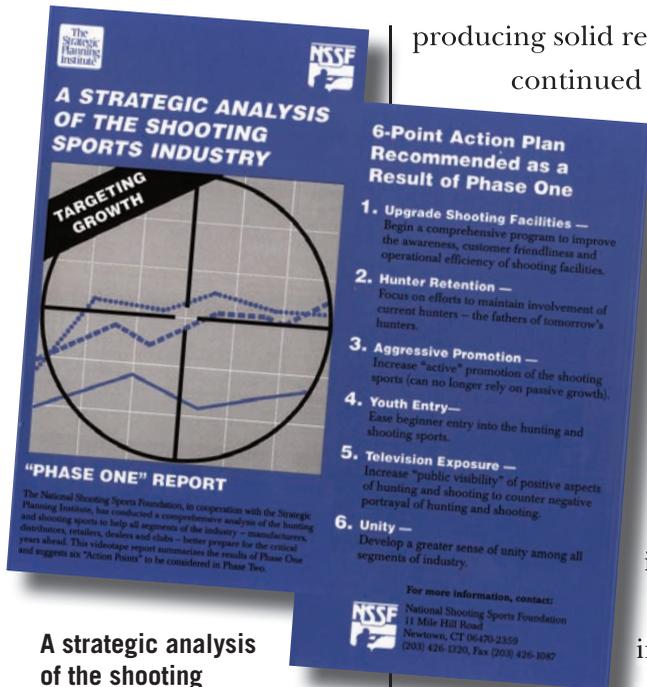


## CHEVY TRUCKS SHOOTING SPORTS A M E R I C A S

ize not only traditional events such as the Grand American and World Skeet Shooting Championships but also emerging shooting sports and events, including The Homestead’s unique Golf & Sporting Clays Championship, *Summer Biathlon* and Cowboy Action Shooting. Though shooting at the Olympics received only token coverage then, international shooting, including a number of World Cups and National Championship tournaments, were regularly covered on *Shooting Sports America*, providing millions of viewers with their first look at Olympic-style shooting events. Chevrolet Trucks eventually became the program’s title sponsor and the series was renamed “Chevy Trucks *Shooting Sports America*.”

The ten years between the mid-eighties and mid-nineties marked one of the most significant growth spurts in NSSF’s program history. An array of major initiatives designed to boost interest and participation in the shooting sports was launched by NSSF during that time. As much as these efforts were

**Tom Gresham, Grits’ son, joined his father as co-host of *Chevy Trucks Shooting Sports America* in 1994.**



A strategic analysis of the shooting sports industry in 1995 provided the framework for NSSF's first *Shooting Sports Summit* in 1996.

Participants in the first *Shooting Sports Summit* gather around NSSF's "Million Dollar Challenge Grant" designed to help fund innovative efforts to expand participation in the shooting sports.

producing solid results, the Foundation continued to assess emerging challenges and issues. Toward that end, NSSF, working with the Strategic Planning Institute of Boston, completed a forward-looking analysis of hunting and the shooting sports in 1995.

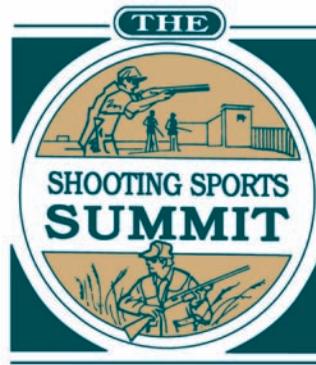
Among key findings, the study emphasized that "traditional growth" of the marketplace, which occurred as one generation passed on its hunting and shooting traditions to the next, could not be relied on to build the ranks in the years ahead. Not only were more efforts to retain current participants and recruit newcomers needed, but such efforts required active support

and involvement from all segments of the industry.

Heeding this advice, NSSF organized and sponsored its first *Shooting Sports Summit*—a conference not unlike the industry gathering that led to the formation of NSSF in 1961. Taking place in the spring of 1996 in Fort Lauderdale, Florida, and with a theme of "Bringing Our Future Into Focus," the *Summit* attracted more than 125 participants representing 49 industry companies, more than forty sportsman's organizations, and state wildlife agencies from Massachusetts to Alaska.

Working in a series of breakout groups, attendees discussed how to most effectively build interest among potential new shooters and how to

remove roadblocks that might inhibit their participation. They examined the current numbers of shooting facilities and hunting opportunities while attempting to determine the type of facilities that would help



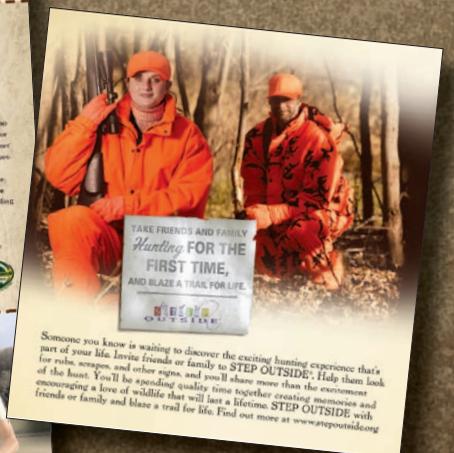
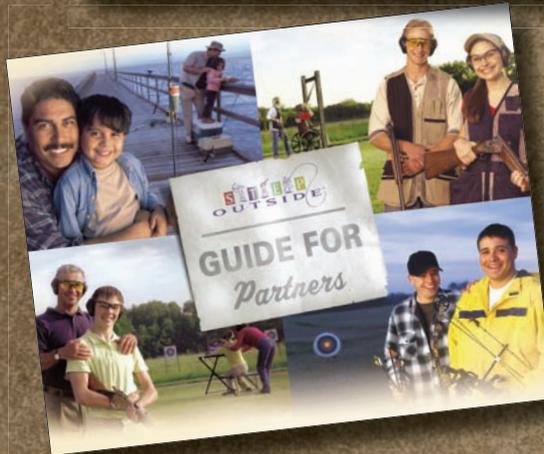
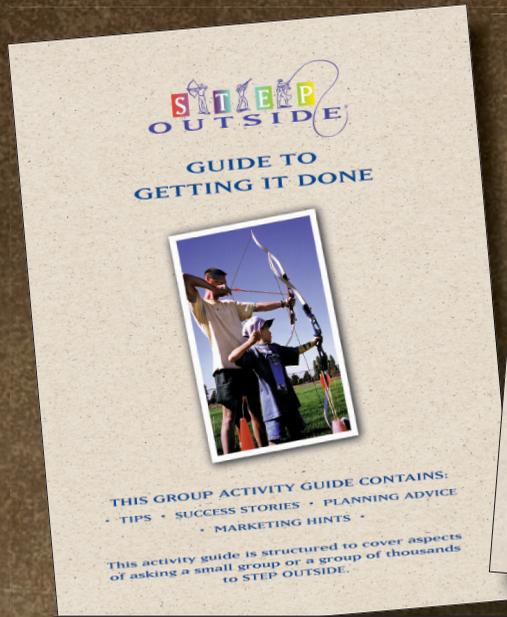
attract and retain future hunters and shooters. Discussion also centered on how the shooting sports could present a more positive image to the media and public at-large.

As much as these discussions helped formulate fresh thinking, the gathering also fostered a new sense of unity, a working-together spirit among attendees that helped create new alliances and working relationships that would serve industry well in the years ahead.

As a direct result of this first *Summit*, NSSF created an industry-wide marketing council whose goal was to identify and prioritize new opportunities to grow the participant base. Among the council's first efforts was a nationwide advertising campaign directed at infrequent, or "lapsed," hunters, reminding them of the values of hunting instilled by spending time with family and friends and experiencing those special moments afield that create memories for a lifetime. This campaign was the first of a series of collaborative efforts that helped the Foundation broaden the scope of its programs and reinforced the strategic importance of efforts to prevent current hunters from dropping out.

With a major effort now focused on retention, NSSF also realized the need for a parallel effort on recruitment. Originally discussed at the first *Summit* and strongly endorsed at the second *Summit* the following year, the concept of enlisting "ambassadors"—individual hunters and shooters, employees of industry companies, retailers, sportsman's clubs and organizations and state wildlife agencies—to introduce

**A key initiative arising from the 1996 *Shooting Sports Summit* was NSSF's *STEP OUTSIDE* program that encouraged current participants to introduce newcomers to outdoor sports.**



newcomers was formalized into a new program under the banner of “Invite a Friend to . . . Step Outside.”

Starting in 1998 and supported with a full-time administrator, the Foundation’s *STEP OUTSIDE* program launched a major outreach campaign that within a year had encouraged more than a hundred companies, clubs and organizations to host *STEP OUTSIDE* events. These attracted more than 20,000 potential new hunters and target shooters. Over the years, this grassroots effort developed a wide range of innovative strategies, including its own television series on the Outdoor Channel and a growing list of partners that successfully reached more than a million newcomers by 2005. Today, the words “step outside” have become synonymous with recruitment programs of all kinds.

Bolstered by the energy and enthusiasm brought out by NSSF’s series of *Summit* meetings, the Foundation ramped up its efforts to deliver a positive message about the shooting sports to the non-shooting public. NSSF capitalized on the media’s interest in

the growth of women’s participation in hunting and shooting by enlisting some of the top women shooters in the country, from Olympic gold medal-winner Kim Rhode to National Women’s Sporting Clays champions Linda Joy and Casey Atkinson, to serve as spokeswomen. This effort broke through to the national level in the spring of 1998 with a segment on *Fox on Trends* and also sparked one of the most unusual media events in the Foundation’s history—a fashion show.

With sporting clothing from companies such as Beretta and Holland & Holland gaining attention within the fashion trade, NSSF brought some twenty fashion and lifestyle editors to an upscale shooting club near New York City for “A Day in the Country,” including shooting instruction by top women instructors, a fashion show of shooting apparel and a four-course game lunch. Despite a persistent drizzle, writers and editors from *Fortune*, *Forbes* and *Women’s Wear Daily* stayed on the shooting range all afternoon. “There were as many smiles,” noted event organizer Doug Painter, “as there were ruined high heels.” Two days later, *Women’s Wear Daily* gave full-page coverage to the event and dubbed it “Shooting With Style.”

Recognizing the importance of reaching out beyond the hunting and shooting community, the NSSF Board of Governors in the summer of 1998 approved a multi-million dollar communications campaign to educate the American public about responsible hunters and shooters. Porter Novelli, one of the largest public relations companies in America, was selected to develop and launch the campaign. The firm’s research underscored that the core issue industry faced was not



**Young Olympic gold medal winner Kim Rhode was among many top women shooters who helped promote the growing interest by women in the shooting sports.**

just to build awareness of the shooting sports but to increase the public's knowledge and understanding of responsible use of sporting firearms.

A series of print ads was created focusing on this educational theme and placed in opinion-molding publications such as *Harper's*, *The Atlantic*, *Columbia Journalism Review* and *The New York Times Book Review*.

As the nation looked forward to a new century, NSSF also looked forward to building on the significant progress it had achieved through the decade. By its twentieth anniversary in 1998, the *SHOT Show* had grown to 448,000 square feet of exhibitor space, a dramatic climb from its original footprint of just over 50,000 square feet. Funding from the show had helped the Foundation to significantly grow its efforts through the nineties with major new shooting promotions such as the Chevy Truck *SPORTSMAN'S TEAM CHALLENGE*, *Summer Biathlon*, *STEP OUTSIDE* and the Women's Shooting Sports Foundation, and to reach out to millions of television viewers through its shooting-sports programming on ESPN.

Two consecutive *Shooting Sports Summits* in 1996 and 1997 had propelled NSSF into a leadership role within the shooting-sports community and had encouraged many organizations to join industry efforts in promoting the shooting sports and the values connected with sporting traditions.

Echoing the theme of the third *Shooting Sports Summit* in the summer of 1998 that "The Time is Now," Jack Durrett, chairman and CEO of Michael's of Oregon and chairman of the NSSF Board of Governors, opened



**Strategic Conference on the  
Hunting and Shooting Sports**

## **Bringing Our Future Into Focus**

- Implications of Hunting and Target Shooting Trends
- Strategies for Shooting Range Development
- Options for Aggressive Media Outreach
- Ideas for Welcoming and Developing New Participants
- Positioning our Sports for Growth and Acceptance in the Next Century
- Recommendations from Sports Marketing Professionals
- Ideas For Our Industry—and For Your Business
- More than 20 Supporting Organizations

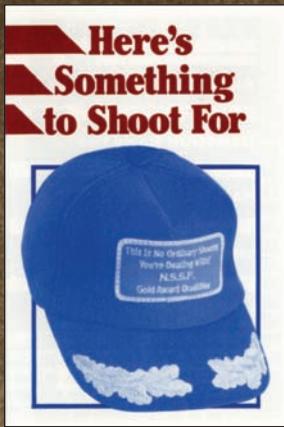
**March 30 - April 1, 1996**  
Bonaventure World Conference Center  
Ft. Lauderdale, FL

 A program of the National Shooting Sports Foundation

the *Summit's* general session with a call to attendees to take "historic" action. "I believe you are here," he said, "because you share the concern for the future of our hunting and shooting traditions. But, more than that, I think you share the belief that we can improve the way in which we have been promoting the shooting sports, improve the way we serve our 30 million customers and improve the way we present ourselves to the media and general public."

At the conclusion of the third *Summit*, there was a great sense of optimism, not only within the Foundation but also among the entire hunting and shooting sports community. Remembered Doug Painter, then NSSF's marketing director, "Working together, we had gathered our trucks into one big convoy, confident that we were headed in the right direction and the road ahead was clear."

NSSF's first *Shooting Sports Summit* conference in 1996 helped to unify the hunting and shooting sports community and inspire key initiatives in recruitment and retention.



### Can You Beat These Scores Fired By Your Fellow Hunters?

|                           |     |     |
|---------------------------|-----|-----|
| <b>RIFLE</b>              | 95  | 200 |
| <b>HANDGUN-Rapid Fire</b> | 125 | 200 |
| <b>HANDGUN-Slow Fire</b>  | 92  | 200 |
| <b>TRAP</b>               | 13  | 25  |
| <b>SKEET</b>              | 11  | 25  |

None of the hunters had ever shot these regulation events before, so their scores indicate the ability of the average hunter and not the average target shooter.



Average is a good starting point for measuring any ability. When we're beginners at a sport, we expect to perform a little below average but look forward to the day when we score a little better than most. With shooting, however, it has been hard for hunters to compare their ability with others because no one really knew what average was. Until now.

To determine the shooting prowess of the typical hunter and to give us all something to shoot for, the National Shooting Sports Foundation tested a random group of hunters at a series of shotgun, rifle and handgun events. Their scores are shown here so you can shoot the same events and see how you rate.

#### To See How You Compare:

**RIFLE** — To test the average hunter's rifle shooting ability, we had them fire 20 shots offhand with a 22 rimfire rifle at 50 yards. The target was the standard NRA 50-yard small bore rifle target. The average score was 95 out of a possible 200.

**HANDGUN** — We shot both 25-yard slow-fire and 25-yard rapid-fire at standard NRA targets for these events. The average rapid-fire score was 125 x 200 and slow-fire was 92 x 200.

**SHOTGUN** — To test shotgun skills, the group fired regulation trap and skeet, posting scores of 13 x 25 for trap and 11 x 25 on skeet.

Now you can find out just how good you are. Give it a try. By yourself, or with a friend. Then, if you shoot better than average at any or all of the events, tell us. We'll reward you with the NSSF "Better Than Average" patch or cap.

To encourage hunters to become more active in the target sports, NSSF prompted them to compare their shooting skills to average shooting scores filed by fellow hunters in a campaign called "Here's Something to Shoot For."

**Sports Business** | **BusinessWeek**

**SHOOTING**

### WHAT DO WOMEN WANT? GUNS, ACTUALLY

They're crowding target ranges—and firing up weapons sales

Riva Freifeld, a film and TV editor based in New York, was a raging handgun-hater when she began doing research two years ago for an anti-gun documentary. A child in her family had been injured by a friend playing with his father's gun. "I had never touched a gun," she recalls. "I was horrified by them." But when a friend persuaded her to try shooting, "I found I loved it," the 32-year-old Freifeld now confesses.

Freifeld is one of an estimated 7.5 million American women who regularly participate in shooting sports such as targets, clay, and skeet, up 30% from 1988. And 25 million more hunt—double the number in 1988—according to the National Shooting Sports Foundation (NSSF), a trade organization for the firearms industry.

A decade ago, the sport was projecting growth of no more than 1% a year,

concedes Vice-President Douglas Painter. Now, with the industry aggressively attempting to attract women, growth could increase as much as 15% to 20% per year, he says. The influx of women has given business a boost, greatly expanded demand for training and shooting ranges, and inspired new lines of shooting wear.

At the Blue Trails Range in Wallingford, Conn., owner David Lyman estimates that women now account for 40% of his clientele. "It used to be maybe 5% to 10%," he says. Smith & Wesson Corp. offers "women only" courses at its new \$2 million firearms training center in Springfield, Mass. And women's shooting competitions around the country, many of them for charity, are booked solid.

Gun manufacturers recognize a hot target when they see one. Some have tailored firearms to female proportions and tastes. Smith & Wesson's LadySmith offers several models—357 magnum,

**DIFFERENT STANCE:** Once "horrified" by guns, Freifeld now loves shooting.

38 specials, and 44s—all in non-decorated cases. Vice-President Jonathan E. Mousberg of O.F. Mossberg & Sons Inc. in North Haven, Conn., calls weapons for women the fastest-growing segment of the business.

Browning, a Utah-based subsidiary of Franco's Gun Industries, enlisted the aid of Sue King, executive director of the Women's Shooting Sports Foundation in Houston, to design its light-weight turpentine shotgun. And Beretta USA Corp. reports its small-caliber pistols with tip-up barrels (for easier loading) and adjustable-stroke shotguns are particularly popular with women. Both Browning and Beretta also offer lines of women's shooting wear.

**"MACHO" BAGGAGE.** Other clothing and equipment makers have women in their sights, too. Orvis Co. in Manchester, Vt., long a leading supplier of sporting gear, operates several shooting schools. It runs 1,000 students a year through its two- and three-day programs at \$600 to \$1,100 each. "About 35% of our students are women," says an Orvis spokesman. "Ten years ago it was 5%."

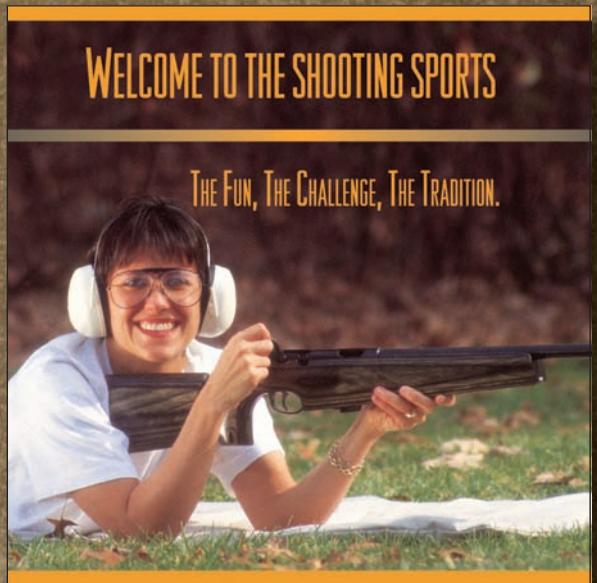
It's so chic to shoot that Chanel Inc. last year acquired Britain's tiny Holland & Holland Ltd. and opened a shop on Manhattan's West 57th Street. "With clothing, it can cost you almost \$7,000 to get equipped for serious competitive shooting," says Deborah Lyman of the Blue Trails Range. So many women shooters tend to be corporate executives or professionals like Lily Sien, 34, an independent computer consultant who won first place last month in the World English Shooting Clay Championship in San Antonio. "Every contract that I get I negotiate for time off to go shoot," says Lyman. Boulder (Colo.) Physician Barbara A. Phillips, 42, who learned how to use a gun for protection, calls shooting "a good family sport."

Why are all these women going gunning? In many cases, it's husbands or boyfriends who got the women interested. Then they realize they can compete at the same level as the men—or higher. Freifeld believes that women make better shooters than men because they don't bring "macho" baggage to the sport. But the wife's King, a former instructor, dismisses the female superiority thesis as "mostly nonsense." "Who's right? Only the bull's-eye knows for sure. But women have definitely found a home on the range."

By Rose King in Wallingford, Conn., with Stevie Dallas in Denver

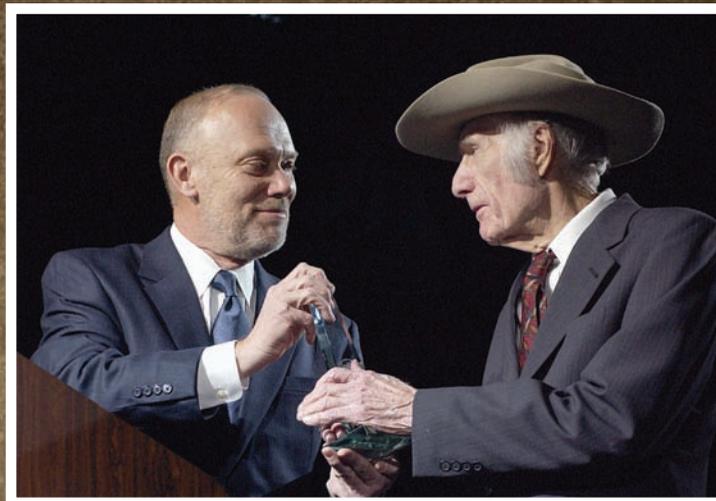
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In the 1990s, the dramatic growth of women participating in the shooting sports became part of the national news scene as illustrated in this *Business Week* article. A number of NSSF programs focused on introducing women to the shooting sports during that time.



Capitalizing on the Foundation's initiative to encourage added participation in target shooting, NSSF's brochure, "Welcome To The Shooting Sports," was distributed in the millions by firearms retailers, shooting range owners and state wildlife agencies.

Recognizing his lifelong contributions to hunting and the shooting sports, Grits Gresham was awarded NSSF's Lifetime Achievement Award at the 2006 SHOT Show. NSSF and the Professional Outdoor Media Association established the NSSF-POMA Grits Gresham Shooting Sports Communicator Award to honor outdoor communicators whose professionalism and contributions reflected those of Gresham.



**1:30 P.M.**  
EASTERN  
STANDARD TIME

ADMIT  
ONE

**SUN**  
OCTOBER 9  
1994

**NSSF & CHEVY TRUCKS**  
INVITE YOU TO BE OUR GUESTS AT THE

1994 Premiere of the  
**SHOOTING SPORTS**  
AMERICA  
TV Series on **ESPN**

Check Your Local Directory for Time and Station in Your Area

Advertisement announcing the premier of the NSSF and Chevy Trucks Shooting Sports America television series on ESPN.

Special Supplement to Sports Afield Magazine

**The 1992 Chevy Truck Sportsman's Team Challenge**

Presented by  
BROWNING • B-SQUARE • REMINGTON • SMITH & WESSON • SPORTS AFIELD • NATIONAL RIFLE ASSOCIATION OF AMERICA

A PROGRAM OF THE NATIONAL SHOOTING SPORTS FOUNDATION

**NSSF**  
Fourth Annual All-around  
National Shooting Championship  
Markham Park Regional Target Range  
Fort Lauderdale, Florida  
April 2-4, 1992

*The Heartbeat Of America Is Winning.*

Among the first non-industry sponsors of a shooting competition, Chevy Truck was for years the title sponsor of the *SPORTSMAN'S TEAM CHALLENGE*, an all-around shooting event for both sportsmen and many of the top competitive shooters in America.

Recognizing the need to be active in the political arena, NSSF embarked on a nationwide voter education campaign aimed at America's sportsmen and women that included this ad in the 2004 presidential election between Senator John Kerry and President George W. Bush.

**Warning!** Finger off the trigger and always wear eye protection, John!

John Kerry the candidate wants you to believe he's a hunter and shooter. Slowly does he have a top rating from the group known as Handgun Control, Inc?

**Kerry encourages gun ban groups at Boston rally.**

John Kerry the politician has spent twenty years working against your rights, voting down the line with his cohorts Ted Kennedy, Chuck Schumer, and Dianne Feinstein. That's why he has an "F" rating from the National Rifle Association.

## Politicians are Hunting for Your Vote

A picture may be worth a thousand words — even when all of them are false.

It's easy enough to borrow a gun and some gear, and take the cameras afield.

But true sportsmen know that being part of our hunting heritage means more than posing for pictures.

It means having respect for our rights, traditions, and freedoms.

And it means standing up for our hunting heritage.

**But Do They Really Stand with Hunters?**

**The Truth is That John Kerry Has Voted Against Your Gun and Hunting Rights Over 50 Times in 20 Years.**

**Kerry's Record on Your Gun Rights:**  
He says he supports the Second Amendment, but he has voted for gun bans, gun registration, ammo bans, and everything in between.

**Kerry's Record on Our Hunting Heritage:**  
He says he's a hunter, but he has top ratings from two of the most anti-hunting groups, the Humane Society of the United States and the Fund for Animals, for pushing their extremist agenda.

**Hunting: In John Kerry's Own Words:**

Deer hunting: "I go out with my trusty 12-gauge double-barrel, crawl around on my stomach. I track and move and decoy and play games and try to outsmart them. You know, kind of play the wind. That's hunting." (Milwaukee Journal Sentinel, July 4, 2004)

Dove hunting: "You clean them. Let them hang... You might eat it at a picnic, cold roasted." (Washington Post, June 1, 2003)

**Is He Serious???**

**Don't Let Them "Decoy, Play Games, and Try to Outsmart" You on Election Day!**

**VOTE YOUR SPORT**  
for more information visit: [VoteYourSport.com](http://VoteYourSport.com)

**Hunting & Shooting Sports Heritage Fund**

**BusinessWeek**  
A PUBLICATION OF THE MCGRAW-HILL COMPANIES

AUGUST 16, 1999

**Booming Profits**  
Full second-quarter results for 900 companies

**Paul Allen**  
Does his cable strategy make sense?

**Oracle**  
Larry Ellison shakes up the company

**Investor Scams**  
Losing big in currency plays

# UNDER FIRE

**GUN-CONTROL LEGISLATION. LITIGATION. AN ANGRY PUBLIC. GUNMAKERS FEEL THE HEAT. A CLOSE-UP LOOK AT THE SECRETIVE INDUSTRY.**

www.businessweek.com AOL Keyword: BW



Created in 1998, the Hunting and Shooting Sports Heritage Foundation helped support legal and legislative initiatives and funded communications and educational efforts through voluntary industry contributions.

Beginning the late 1990s, America's firearms manufacturers found themselves in the crosshairs of the national media, as the cover of this *Business Week* magazine demonstrates.

## Chapter Three

# A TRADITION CHALLENGED

**O**n October 30, 1998, New Orleans Mayor Marc Morial filed the first lawsuit against the firearms industry seeking to hold firearm manufacturers financially responsible for the criminal and accidental misuse of their lawfully sold, non-defective products. Within the next 18 months, an additional 23 separate lawsuits were filed against members of the firearms industry by municipalities and one state. In addition, the National Association for the Advancement of Colored People pursued its own lawsuit. Similar suits were threatened by the Department of Health, Education and Welfare and other states and local governments around the country.

On April 20, 1999, the Littleton, Colorado, school shootings traumatized the nation. Other school shootings greatly raised the nation's anxiety about troubled youngsters gaining access to firearms.

What just months ago had been a "clear road ahead" was now a road strewn with new and daunting challenges for NSSF and its industry members. At an historic "State of the Industry" meeting at the 1999 SHOT Show, NSSF President and CEO Bob Delfay reminded all attendees that "We are not just merchants and manufacturers, but also the heirs to and the current stewards of our

200-year-old hunting and shooting-sports heritage. And preserving and strengthening these uniquely American traditions is a responsibility that has never been more important or challenging than it is today.

"The SHOT Show," Delfay added, "has long been the sales kickoff of our industry, but this year it also serves as a 'call to arms' to outline a strong, unified response to the challenges that threaten our industry. Our goal is to open, not close, the door on these difficult issues. We recognize the need for more open and better communication among all concerned. All of us share the same goal of curbing gun violence and reducing accidents."

The anti-gun spotlight was, for the first time, now aimed directly at the firearms industry. Directing that spotlight was an array of intimidating forces—powerful trial lawyers, one of the most anti-gun administrations in history and a media that was quick to denounce firearms and the companies who made them. "This was no skirmish," recalled Painter, who had been appointed NSSF's executive director in the fall of 1998. "It was the fight of our lives."

A major boost to everyone in industry at the time was the immediate and strong support from the National Rifle Association (NRA). At the "State of the Industry" meeting at the 1999



**With the strong support of the National Rifle Association and then-NRA President Charlton Heston, the firearms industry rallied to its own defense against a series of potentially devastating municipal lawsuits, beginning with the establishment of the Hunting and Shooting Sports Heritage Foundation (later the Heritage Fund).**

SHOT Show, Charlton Heston, then NRA president, told the crowd, “For a century we have thrived independently, but now your fight has become our fight. Your legal threat has become our constitutional threat.” In the years ahead, the NRA became industry’s greatest ally in the municipal-lawsuit battle and would help forge a victory not only for industry but for all firearms owners in America.

There was no question, however, that industry would have to rally to its own defense. Like a nation caught off guard by an unexpected attack, NSSF was challenged to quickly build its forces and to defend its industry’s reputation and principles on multiple fronts.

A critical first step was the creation of the Hunting and Shooting Sports Heritage Fund (Heritage Fund) in December of 1998. Created to support legal and legislative initiatives and to fund communications and educational efforts, the Heritage Fund was based on a voluntary manufacturer contribution of 1 percent of hunting- and shooting-

related sales. Steve Hornady, president of Hornady Manufacturing, was the first to commit to the fund. “I am confident,” he commented, “that most major companies will be on board. These issues affect us all.” He was correct on both counts.

During 1999, more than seventy companies signed participation agreements to join the Heritage Fund and, over the next several years, membership would more than double and generate millions of dollars in support of a coordinated legal defense and outreach efforts. Reflecting the great unity within the industry, membership in the Heritage Fund included not only major firearms manufacturers but also companies from all segments of industry, from accessory manufacturers and outdoor publishing companies to distributors, retailers and manufacturers’ representatives. In a difficult time, it was gratifying to see so much support coming from so many in the industry. The sentiment was, “How can I help support the cause?” instead of, “This isn’t my fight.”

On the litigation front, NSSF marshaled industry legal expertise under the Firearms Litigation Support Committee (FLSC). Comprising the legal counsels of member companies being sued, FLSC helped create and fund a joint legal defense strategy for industry and served as the think tank for developing a strong defense platform for trial lawyers defending against individual municipal lawsuits. “We were in a tough, uphill legal battle,” recalled Lawrence Keane, NSSF senior vice president and general counsel. “Win or lose, our opposition knew that prolonged litigation could easily bankrupt our

industry. Our key advantage was that the courts recognized that these lawsuits were politically motivated, that it simply made no sense to hold manufacturers—whether they made firearms or automobiles—liable for the criminal misuse of a product they lawfully made and sold. Prior to these lawsuits, the general counsels of our member companies typically didn't even know one another, but under the FLSC umbrella we united as a group and developed a strong and effective strategy."

In a recent paper, "Withstanding the Tsunami: The History of Efforts to Impose Public Nuisance Liability on Firearms Manufacturers," James P. "Jim" Dorr, a partner at the firm of Wildman, Harrold, Allen & Dixon LLP in Chicago who was heavily involved in the defense of the manufacturers, recalled just how big the stakes were. "The implications of this tidal wave of litigation for the firearms manufacturers and distributors were enormous. This was indeed a small industry. The largest companies rarely reached \$200 million in annual revenue; most were significantly smaller. The monetary demands were enormous. Chicago alone sought \$400 million in damages."

Dorr notes that, "The suits sought unprecedented injunctive relief to impose sweeping new requirements in design, distribution and the manner in which the manufacturers and distributors conducted their already highly regulated businesses. For example, Eliot Spitzer, then attorney general of New York, demanded that companies cede control to a specially created oversight board or he would put them out of business."

In responding to the public-

nuisance assertions of the lawsuits, Dorr points out that "The defendants' position from the outset was that there was neither a legal nor a factual basis for these claims. It became the job of defense counsel to develop a strategy to support that position throughout the litigation. A key to that strategy was insisting at every step of the proceedings that plaintiffs carry their own burden of proof. Also key was recognizing and articulating that public nuisance law is not an amorphous, catch-all doctrine, but that it had a context and a structure that precluded its use against the manufacturers of lawful, highly regulated, non-defective products."

Looking back on this raging torrent of litigation that threatened to swamp an entire industry, Dorr concluded that, "It is not too dramatic to say that these suits were a matter of life or death for this small industry. On one level, the fundamental decision was easy. There was no real choice but to fight each case at every stage. The defendants did just that, at great expense but with universal ultimate success. Every

*"It is not too dramatic to say that these suits were a matter of life or death for this small industry."*

©iStockphoto.com/spxChrome



case save one dormant matter has been dismissed, either on motion to dismiss, motion for summary judgment, following trial or voluntary dismissal.”

In short, industry batted a thousand in this high-stakes litigation series, an extraordinary result and one few would have predicted in those dark days of 1998-99 when the lawsuits came in waves against a law-abiding, responsible industry.

While heartened by growing success on the legal front, NSSF recognized that defeating individual lawsuits would not eliminate the threat that continued to hang ominously over the industry. Everyone agreed that the fight had to shift from the courtroom to the legislative chamber.

***“These ads symbolize our constitutional rights being shredded by the Clinton-Gore team. We will not stand silent and be blamed for crime by an administration that refuses to prosecute criminals and by greedy trial lawyers who use American taxpayer dollars for their own gain.”***

—Bob Delfay, president, NSSF

Thanks to the strong efforts of the NRA, preemptive legislation barring these types of nuisance lawsuits began to be passed by state legislatures and would eventually be enacted in thirty-six states. However, it was clear that the decisive battle ground would be in the nation’s capital—in Congress.

Coming into the presidential election of 2000, the Clinton White House pushed to make gun control a center-stage political issue. A December 15, 1999, article in *The Washington Post* headlined “White House Draws a Bead on Guns” reported, “The Clinton administration, convinced that Congress has badly underestimated

the public appetite for new gun regulations, will convene a meeting of top aides today ‘to prepare an all-out offensive on guns in the coming year,’ a senior White House official said last night.”

In the months ahead, the anti-gun drumbeat grew louder and became a much publicized platform position at the 2000 Democratic National Convention in Los Angeles. At a gun-control forum during the convention sponsored by Handgun Control Inc., it was highlighted that the Democratic Party’s anti-gun position would undoubtedly help Vice President Al Gore in the November election. Not surprisingly, Texas Governor George W. Bush’s pro-gun record was derided by many speakers at the convention.

The stakes for industry—indeed, for all gun owners in America—could not have been higher going into the 2000 presidential election. If victorious, there was no question that Al Gore would continue to vigorously pursue the anti-gun agenda of the Clinton years. Even though the industry had never before been involved politically, it was now time to act.

With funding through member contributions to the Heritage Fund, NSSF decisively entered the political arena with a multi-million dollar voter-education and mobilization effort in the summer of 2000. Featuring a dramatic television ad that underscored the role the firearms industry has played in securing America’s freedoms, the campaign was aired during both the Democratic and Republican National Conventions. In launching the campaign, Delfay stated, “These ads symbolize our constitutional rights being shredded by the Clinton-Gore team. We will not stand silent and be



Supported by the Heritage Fund, NSSF launched its voter education efforts with a national television campaign utilizing a dramatic ad that symbolized Americans' constitutional rights being shredded by the Clinton-Gore team.

blamed for crime by an administration that refuses to prosecute criminals and by greedy trial lawyers who use American taxpayer dollars for their own gain.”

The 2000 presidential election marked not only a pivotal moment in industry history but also in American politics. Political analysts, even former President Clinton in an interview with CBS News, admitted that a key factor in Gore's loss in the 2000 election was the “pro-gun” vote that tipped the scales in favor of George Bush in key battleground states. After the election, *USA Today* wrote, “Guns played a key role in Gore's loss of Arkansas, Tennessee, and West Virginia, any one of which could have delivered him the presidency.”

While the heavy lifting in this legislative campaign had been shouldered by the NRA, NSSF's get-out-the-vote campaign played an important supporting role and was clearly recognized by Republican leadership. In key elections ahead, especially in

the 2004 presidential election between Senator John Kerry and President George W. Bush, industry leadership strongly supported NSSF's *Vote Your Sport* campaigns and came to clearly understand the vital importance of having a strong voice in Washington, D.C.

In a time when “common sense gun safety” became the disingenuous mantra of anti-gun forces, industry was challenged to defend its long history of promoting the safe use and responsible distribution of firearms, especially against a media that questioned the reputation of industry and its concern for product safety. In a *USA Today* editorial published shortly after the New Orleans lawsuit was filed, the paper agreed that the suit did not have legal merit but, nonetheless, wrote, “It couldn't happen to a more deserving bunch.”

As much as the *USA Today* editorial was a slap in the face, it was also a sharp reminder that as much as companies in the industry, many among the oldest

and most iconic manufacturers in America, were respected and admired by hunters and shooters, a better job needed to be done reaching out and connecting with those outside the traditional community. The challenge was to clearly demonstrate the firearms industry's commitment to safety to the American people, many of whom would not be aware that manufacturers had long been providing safety information and locking devices to customers who had purchased their products.

Launched in September of 1999 in five cities across America, *Project HomeSafe* (later renamed *Project ChildSafe* by President George W. Bush), a free gun-lock and safety-brochure giveaway program, struck an immediate and a responsive chord among the public. At one of

coverage, within six months of the initial launch seventy-five cities were participating in the program and more than 400 cities and counties had signed up to participate in *Project HomeSafe* in the months ahead. In communities across the country, mayors were becoming active partners with industry through the distribution of hundreds of thousands of firearms safety kits in a program that was quickly gaining a national scope.

*Project HomeSafe* took a big step forward in the summer of 2000 when the National Conference of Lieutenant Governors (now the National Lieutenant Governors Association) strongly endorsed the program. With 500 elementary school children and law enforcement officers from around the state, Oklahoma Lieutenant Governor Mary Fallin launched the first statewide *Project HomeSafe* from the steps of the state capitol building in June of that year. Within months, twenty more states had signed up to launch their own programs.

With statewide programs springing up, *Project HomeSafe* gained the attention of then-Texas Governor George W. Bush. Strongly committed to the concept, Governor Bush provided NSSF with a one million-dollar grant to launch the program in Texas under the *Project ChildSafe* name in the fall of 2000.

In 2001, following up on his strong support of *Project ChildSafe*, newly elected President George Bush, with key support from Alaska Senator Ted Stevens, began a series of federal grants for the program through the U.S. Department of Justice. Between 2001 and 2008 the project received funding totaling \$92,500,000. With this unprecedented support, and with

***Oklahoma Lieutenant Governor Mary Fallin launched the first statewide Project HomeSafe from the steps of the state capitol building in June of that year. Within months, twenty more states had signed up to launch their own programs.***



***Project HomeSafe was renamed Project ChildSafe by President George W. Bush.***

the early launches near Portland, Oregon, hundreds of residents stood in line on a rainy day to pick up their *Project HomeSafe* safety kit from the local sheriff's office. Jack Durrett, then NSSF's chairman of the Board of Governors, represented the Foundation at the official launch, which was widely covered by the local news channels. That evening, while out shopping, he said more than a few folks came up to him to say how much they appreciated the firearms industry promoting gun safety.

Thanks to strong public demand and both local and national media



**PROJECT HOMESAFE** SUMMER 2000  
KEYNOTES

NEWS AND UPDATES FOR PROJECT HOMESAFE COMMUNITY PARTNERS: KEY REPRESENTATIVES

**Oklahoma Lt. Gov. Mary Fallin Launches First Statewide Project HomeSafe Program**  
*Safe Kids Coalition, Sheriffs' Association, Brahm's Ice Cream Stores Partner to Spread Safety Message; State Legislature Declares "Project HomeSafe Day" in Oklahoma*

Surrounded by 500 elementary school children and law enforcement representatives, Oklahoma Lt. Governor Mary Fallin launched the first statewide Project HomeSafe program from the steps of the state Capitol last month.

"Home safety is something parents work hard for every day," Fallin said. "We buy smoke alarms, we put carbon monoxide detectors in our homes, we put on child safety locks on our kitchen cabinets, we have fire extinguishers—many products to make our homes safer for our children and our families. That's why we're here today. We want to help Oklahoma families make their homes a little safer."

Fallin thanked Project HomeSafe's sponsors for providing the safety kits that include a free gun locking device, emphasizing that the effort was focused on safety, not on politics. "It has nothing to do with mandating special types of weapons locks on firearms. We want to provide these devices to anyone who thinks the gun in their house would be a little safer if it had a lock on it—nothing more," she said.

"Oklahomans are very gun-savvy—in fact, Oklahoma has one of the lowest accidental shooting rates in the nation," Fallin told the gathering. "We Sooners know about gun safety and we care about gun safety."

The program was also endorsed by Oklahoma Safe Kids Coalition and the state Sheriffs' Association, which pledged to help distribute the safety kits.

Safe Kids Coalition representative Martha Collier spoke for the organization. "Just as with not playing with matches, buckling up and other safety messages, we do believe that children are capable of learning and practicing gun safety and we believe that it is one important step in keeping children safe from guns," she said.

Doug Painter, executive director of the National

*(Continued on page 2)*

**In This Issue:**

- 3 Media Coverage, Endorsements Increase Broad Based Support
- 4 Participating Cities
- 6 Locking Up Around The Country
- 7 Share Your Story



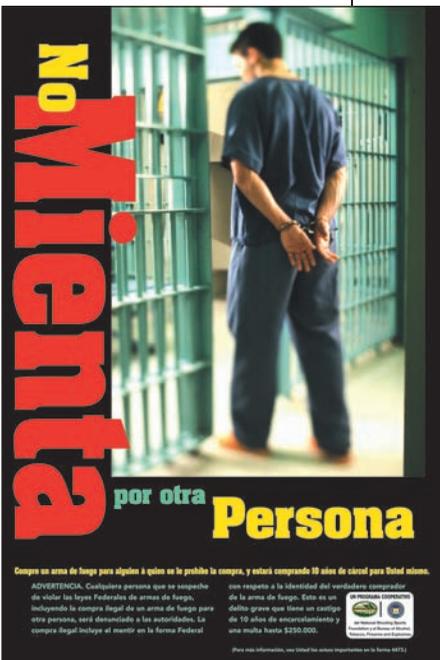
Clockwise from top, To distribute millions of gun lock safety kits, *Project ChildSafe* relied on more than a dozen trucks driven by trained program representatives to deliver safety materials and safety messages to law enforcement departments in every state; some 35 million *Project ChildSafe* firearm safety kits have been distributed to date; then-Lt. Gov. Mary Fallin helped make *Project HomeSafe* a key initiative of lieutenant governors nationwide; North Dakota Governor John Hoeven helped distribute *Project ChildSafe* gun lock kits at the state fair; *Project ChildSafe* gained extraordinary media coverage at launches nationwide.

additional funding from industry, *Project ChildSafe* began a nationwide rollout and soon became the largest and most comprehensive firearm safety education program in the country, with a distribution of some 35 million firearm safety kits in all 50 states and the U.S. territories.

*Project ChildSafe* was highly effective in helping to ensure firearms safety in households across the nation and

affirming to millions of Americans that no one is more concerned with the safe use and storage of firearms than the companies that make them.

In the summer of 2000, NSSF launched a national campaign called *Don't Lie for the Other Guy* designed to increase awareness of the consequences of illegal firearms purchases. A cooperative effort with the Bureau of Alcohol, Tobacco and Firearms (ATF),



**Working with the Bureau of Alcohol, Tobacco, Firearms and Explosives, NSSF's *Don't Lie for the Other Guy* program focused attention on illegal straw purchases of firearms. Firearms retailers learned how to help prevent them, and the public learned about penalties associated with them.**

the program's goal was to help retailers deter illegal straw-man purchases and to educate the public that attempting to purchase a firearm for a prohibited person is a felony. With strong support from the U.S. Department of Justice and the ATF, *Don't Lie for the Other Guy* has provided more than 40,000 program kits to firearms retailers across the country and sponsored numerous media outreach events in cities throughout the nation. The program remains active today as a continuing educational effort within the firearms retailing community and as a public service campaign that has generated over one billion media impressions.

Considering the many legal, political and public opinion challenges faced by NSSF in the first few years of the new century, it would be understandable if the Foundation had placed its traditional efforts to actively promote and publicize the shooting sports on the back burner. That was not the case.

While it was popular at the time to say that teenagers had become far more interested in computer games than competitive shooting, NSSF believed a lack of opportunity, more than a lack of interest, was the real barrier to shooting-sports participation among youth. Launched in 2001, the *Scholastic Clay Target Program (SCTP)* was created to give junior and high school students an inviting entry point into shooting and provide them with a regularly scheduled and coached program that emphasized skill development and the opportunity for competitive participation. Working with the governing bodies of the clay target sports and affiliated gun clubs, 151 *SCTP* teams in twenty-five states were formed in the first year. Within four years, this Little League-like approach to youth shooting had grown to 6,000 participants from across the nation and almost doubled again by 2008. More than 30,000 youngsters have participated in *SCTP* in total.

The annual highlight of the program soon became the *SCTP* National Championships held in conjunction with the Amateur

Trapshooting Association's Grand American World Trapshooting Championships, the largest shooting competition on the planet. Attracting students from teams in more than forty states, the youth-only *SCTP* National Championships grew to over 1,500 shooters by 2005. "Since day one we knew the value of *SCTP*," said Phil Murray of White Flyer, the clay target manufacturer and an original *SCTP* sponsor. "It's gratifying for us to look at the firing line and see such growth in participation. In just five years the *SCTP* event at the Grand American has become the second-largest shoot in the world. Now, that makes a statement."

The *SCTP* program continues today under the guidance of its own foundation, the Scholastic Shooting Sports Foundation, with continued support from NSSF, industry sponsors,

the clay target governing bodies and many state wildlife agencies that sponsor their own statewide *SCTP* programs. The popularity of target shooting through high school levels prompted NSSF to launch in 2009 the *Collegiate Shooting Sports Initiative*, bringing financial support to colleges and universities where competitive and recreational target shooting programs are offered or being formed.

Beginning in 2000, NSSF reached a new plateau in television outreach when ESPN launched its Great Outdoor Games special series and asked NSSF to develop and manage the shooting events of this multiple outdoor sports competition. For the first time, the shooting sports were being produced and promoted by America's top sports network and broadcast in prime time to more



The *Scholastic Clay Target Program* has become one of America's premier youth shooting programs. Annually some 1,500 young *SCTP* shooters gather at the Grand American World Trapshooting Championships to hold their own national championship event. Often described as the Little League of target shooting, *SCTP* provides a grassroots program to introduce elementary to high school-age students to competition in trap, skeet and sporting clays.



The shooting events for *ESPN's Great Outdoor Games* were developed and managed by NSSF over a five-year period and provided millions of viewers with an exciting perspective on shotgun and rifle target shooting.



than 110 million households. The relationship that NSSF had built with ESPN over many years now was helping place NSSF and shooting sports in a highly favorable national spotlight. During the Great Outdoor Games' five-year run, the shooting events consistently scored the second highest ratings, behind only the timber sports.

In late 2001, after a distinguished 30-year career, NSSF President and CEO Bob Delfay announced his retirement. "Bob," said Don Gobel, Browning Arms president and NSSF chairman of the Board of Governors, "has been a source of leadership, creativity and dedication at NSSF for as long as most of us can remember. He has played a key role in the extraordinary success of the *SHOT Show*, created and directed numerous successful shooting sports promotions, increased NSSF membership from 200 to 1,900 and directed the creation and growth of the Hunting and Shooting Sports Heritage Fund."

Taking over the helm was 29-year NSSF veteran Doug Painter. Starting as a writer and media specialist for

NSSF in 1973, Painter later served as the Foundation's director of communications, vice president of marketing administration and executive director. "I was very proud of what NSSF had accomplished, but we still had a long way to go," recalled Painter. "As much progress as we'd made in defeating the municipal lawsuits in courtrooms across the nation, we still faced an uphill battle in passing a federal law that would create uniform judicial protection from costly future litigation in all courts."

Working to unite and energize sportsmen and sportsmen's organizations, the Foundation made every effort to rally a strong sportsman's voice at the ballot box in upcoming elections. Key electoral victories in 2002 and 2004 helped pave the way for the passage by Congress of the *Protection of Lawful Commerce in Arms Act* in 2005. "History will show," said NRA Executive Vice President Wayne LaPierre, "that this law helped save the American firearms industry from collapse under the burden of these ruinous and politically motivated

Lifelong sportsman and longtime NSSF staffer Doug Painter became NSSF's president and CEO in 2002.



## NSSF Board of Governors

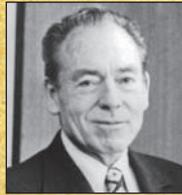
Information about the early days of NSSF and its Board of Governors is limited. Yet a slim document from 1961 reveals that a committee of industry leaders was established to form the organization and, by November of that year, NSSF was incorporated and had a board of directors, which eventually became known as the Board of Governors. The first board consisted of Fred Roff of Colt;

Harmon Williams of Browning; Bill Ruger of Sturm, Ruger; Ed Hilliard of Redfield; Howard Carter of Gifford, Moody, Carter and Hayes; Fred Huntington of RCBS; Gib Jones of Utica Duxbak; Warren Page of Field & Stream; and Jack Powers of Daisy. Roff was elected temporary chairman. Early board leaders held the title of president, which was later changed to chairman.

## NSSF Board Leaders



**1961**  
**Fred Roff**  
elected president  
of the board



**1963**  
**Harmon Williams**  
president



**1966**  
**Warren Page**  
president



**1972**  
**Bill Talley**  
president



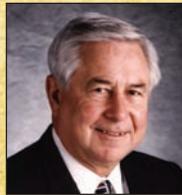
**1982**  
**Ted Rowe**  
chairman



**1986**  
**Arlen Chaney**  
chairman



**1995**  
**Jerry Bersett**  
chairman



**1998**  
**Jack Durrett**  
chairman



**1999**  
**Don Gobel**  
chairman



**2002**  
**Art Wheaton**  
chairman



**2007**  
**Bob Scott**  
chairman

## NSSF Chief Executives

From 1961 and for many years later, NSSF's chief executive held the title of executive director or national director. In the 1980s, the top position carried the title of president and eventually president and CEO, as it is today. On November 1, A. Robert Matt was elected temporary executive director. One month later, Matt was elected NSSF's first executive director.

**1961**  
**A. Robert Matt**  
executive director



**1963**  
**Leo S. Disher**  
national director



**1964**  
**Charles Dickey**  
national director



**1972**  
**Warren Page**  
executive director



**1976**  
**A.H. "Rocky" Rohlfing**  
executive director



**1985**  
**Robert Delfay**  
executive director  
1992, president  
1997, president & CEO



**2002**  
**Doug Painter**  
president & CEO



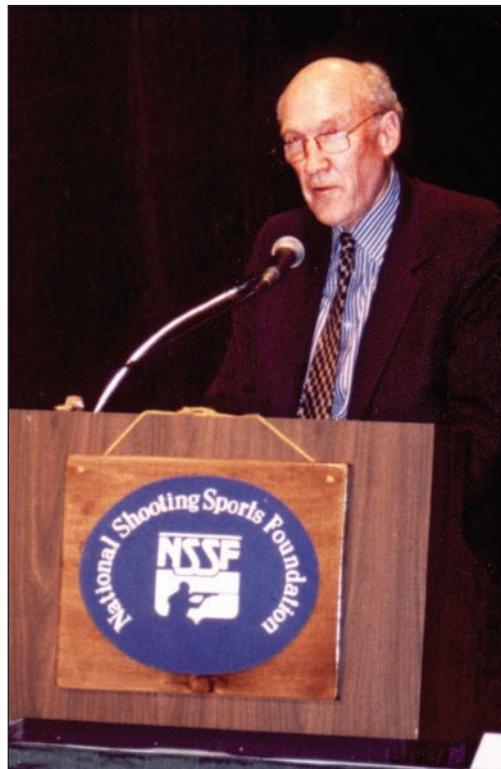
**2008**  
**Steve Sanetti**  
president & CEO



President George W. Bush signs the *Protection of Lawful Commerce in Arms Act* on October 26, 2005, a momentous occasion for the firearms industry. The bill was passed by the U.S. Senate by a vote of 65-31 and the House of Representatives by 283-144.

lawsuits.”

The passage of this landmark legislation—true tort reform through



Former Wyoming Senator Alan Simpson provided a rallying cry in a speech that encouraged industry to become politically active, saying “Take part or get taken apart.”

lawsuit preemption—would not have been possible without the NRA’s strong efforts on Capitol Hill to ensure its passage.

In a speech to *SHOT Show* attendees in 2001, former Wyoming Senator Alan Simpson reminded the audience, “In politics you have a choice: take part . . . or get taken apart.” It was advice well heeded by NSSF, but not just as it applied to the political arena. From the courtroom to the court of public opinion, the Foundation and its members had responded to new and difficult challenges with a united spirit and with a strong resolve to confirm our industry’s commitment to safety and responsibility. In a time when industry and hunting and shooting traditions had been truly challenged, “taking part” had made all the difference.

## SAAMI and NSSF Have Complementary Missions

The Sporting Arms and Ammunition Manufacturers' Institute and the National Shooting Sports Foundation are organizations that carry out vital functions for the firearms and ammunition industry. While their missions are separate and clearly defined, confusion about these two organizations nevertheless occurs and is understandable given the shared history of the two groups.

Consider that both organizations count industry companies among their members, that some company representatives occupy seats on both groups' governing boards, that for many years the president of SAAMI and NSSF has been the same individual and that both groups make their headquarters in the same building in Newtown, Conn.

SAAMI is the smaller organization, and the elder, by far. An organization of the nation's leading manufacturers of firearms, ammunition and components, SAAMI was founded in 1926 at the request of the federal government and tasked with . . .

- Creating and publishing industry standards for safety, interchangeability, reliability and quality
- Coordinating technical data
- Promoting safe and responsible firearms use

The primary work of SAAMI is done by its Technical Committees in the setting of industry standards. Product standards for firearms and ammunition are developed by two product standards task forces, the SAAMI Ammunition Technical Committee and Firearms Technical Committee. Recommendations from those committees are submitted to the Joint Technical Committee for review and final approval.

The SAAMI Technical Committees also work closely with the Commission Internationale Permanente (CIP), an international association

of proof houses. By working together, CIP and SAAMI are working toward the development of internationally recognized standards. SAAMI Technical Committees frequently provide technical information to legislative and regulatory bodies in the United States and around the world.

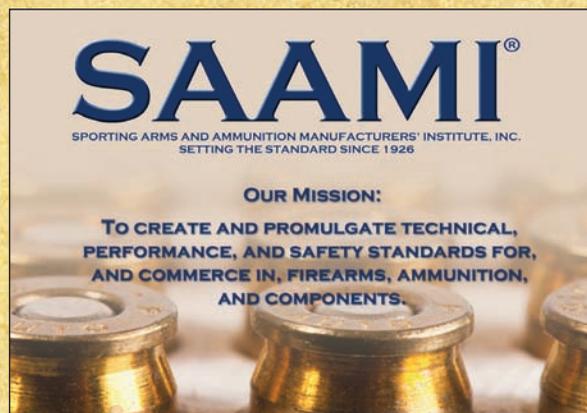
Also, SAAMI is a recognized nongovernmental organization (NGO) of the United Nations.

As an accredited standards developer, SAAMI's standards for industry test methods, definitive proof loads and ammunition performance specifications are subject to review and various criterion of the American National Standards Institute (ANSI). SAAMI has been audited by ANSI and received exemplary marks for technical expertise, professionalism and competency.

When NSSF was formed in 1961 as the promotional arm for the firearms and shooting sports industry, it assumed some of the duties of SAAMI. In 1963, the SAAMI Board of Directors voted to merge its promotional branch—The Sportsman's Service Bureau—with NSSF.

The two organizations assist each other, with NSSF relying on SAAMI's technical expertise and its development of safety and best-practices documents for firearms, ammunition and shooting ranges, among others. With SAAMI technical information forming the factual basis of many NSSF brochures and issue-oriented papers, NSSF is able to use its unparalleled communications abilities to promote accurate information about firearms, ammunition, safety and the shooting sports to gun owners, the media and legislators.

SAAMI and NSSF are models of how two organizations with complementary missions benefit each other and their industry.





Hangtags on products produced by Heritage Fund member companies made customers aware of those manufacturers that stepped up to protect their firearms freedoms.

**ALWAYS FOLLOW LABEL DIRECTIONS.**

Want to ensure you can enjoy hunting and shooting in the future? Look for the Hunting & Shooting Sports Heritage Fund label when you shop for firearms, shooting supplies and accessories. This distinctive tag means the company behind the product is a member of the Hunting & Shooting Sports Heritage Fund...contributing their own money to support and fight for your right to continue to hunt and shoot. Support the brands that are supporting the lifestyle you enjoy. For a complete listing of the members of the Hunting & Shooting Sports Heritage Fund, or to find out how you can help, visit [www.hshf.org](http://www.hshf.org)

SUPPORT THE BRANDS THAT ARE SUPPLYING THE NEEDS OF THE SPORTSMAN

Outlining key action steps, the Heritage Fund launched another major voter-education campaign for the 2004 elections.

**Vote Your Sport**  
YOUR FIREARM FREEDOMS ARE AT STAKE

[www.voteyoursport.com](http://www.voteyoursport.com)

**FOUR ACTION STEPS**

- Register to vote.** You can't influence election outcomes if you're not able to exercise your Constitutional right to select your representatives. Not registered? Visit [www.voteyoursport.com](http://www.voteyoursport.com) - and tell your sportsmen friends to do so.
- Become an informed voter.** Understand the power of the sportsman's vote! Learn where candidates stand on hunting, shooting and your firearm freedoms. Check their record to make sure they are not just Johnny-come-lately looking for a vote.
- Mobilize.** Share your knowledge with fellow sportsmen and women. Tell them the importance of electing to office those politicians who share your views on hunting issues and support our firearm freedoms.
- Vote Your Sport!** On Election Day, November 2, cast your ballot for the candidates who will represent your sporting interests.

**WHEN THE COMPANY THAT MAKES YOUR SHOTGUN SUPPORTS THE HERITAGE FUND, YOU'LL SEE A NICE PATTERN DEVELOP.**

Custom wood stock. Beautiful engraving. Excellent patterning. This shotgun has it all...and because its maker supports the Hunting and Shooting Sports Heritage Fund, this shotgun is also promoting the future of the sport. The Heritage Fund works for you by advancing pro-gun legislation in Washington, D.C.; by mobilizing sportsmen into a powerful voting bloc; and by defending against jack laws that threaten your traditions and firearm freedoms. So give your support to the companies that support the Heritage Fund...it's a pattern you'll want to see develop. To learn which manufacturers are actively promoting your rights to hunt and shoot, so you can give them your support, visit [www.heritagefund.org](http://www.heritagefund.org)

A key to the success of the Heritage Fund was a national ad campaign that underscored the valuable contributions made by Fund members.



Seven of America's top hunting and shooting writers joined together as the Heritage Fund Hunting Team in 2001 to help the Heritage Fund's outreach and fundraising effort.

From left, standing, Dick Metcalf, Tom Gresham, Jim Zumbo, J. Wayne Fears, the late David Foster, David Petzal and, sitting, Jim Carmichel.

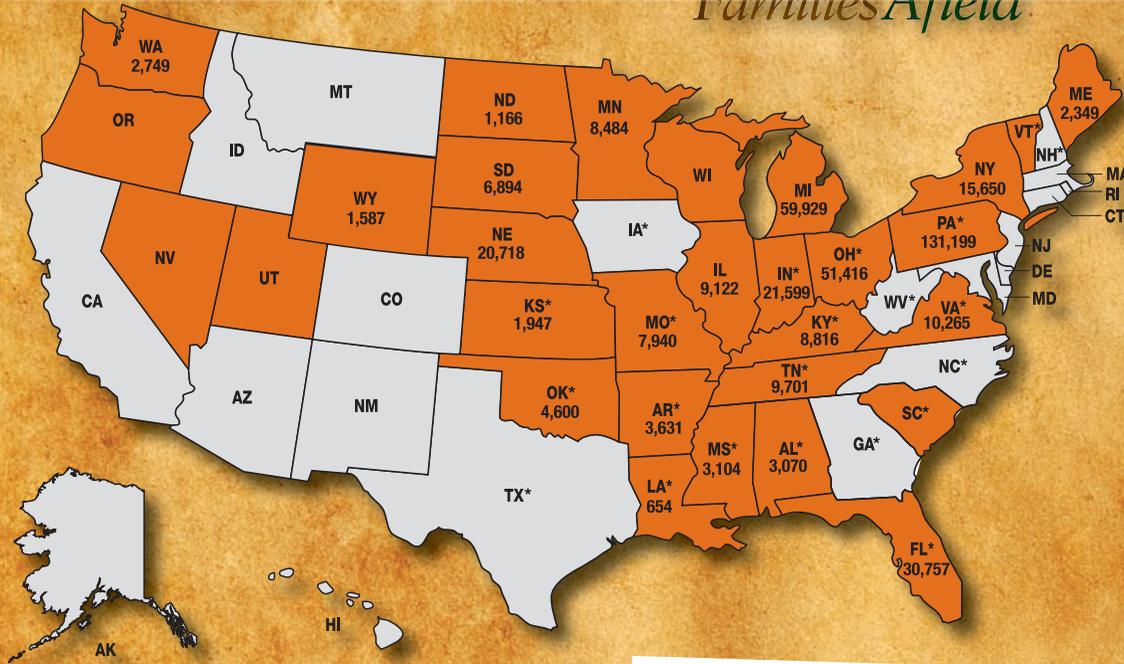
With sponsorship from NSSF and television coverage from ESPN, the Annual ACUI Collegiate Clay Target Championships received national TV coverage.



With an emphasis on excitement and rugged adventure, NSSF's "The Original Outdoor Challenge" ad campaign was designed to appeal to 18-34-year-old outdoor enthusiasts.

Since *Families Afield* was launched in 2004, thirty states have passed legislation lowering barriers to youth hunting, and many states have added apprentice hunting licenses, with more than 418,000 purchased through 2010. The program is a partnership effort of NSSF, U.S. Sportsmen's Alliance and National Wild Turkey Federation.

*Families Afield*



For thousands of newcomers across the country, NSSF's *First Shots* is their introduction to the shooting sports.

## THE TRADITION CONTINUES

NATIONAL SHOOTING SPORTS FOUNDATION

Today's modern sporting rifles are just another step in the evolution of the tools hunters and target shooters use to enjoy our sports. These rifles may not look like your current hunting rifle, but remember, your rifle probably doesn't look much like your grandfather's either.

- WW I Era**



1903 Springfield bolt-action rifle adopted for use by U.S. Army in World War I. Introduces .30-06 cartridge.


- Post WW I Era**



Bolt-action hunting rifles became popular after World War I. The .30-06 continues today as one of the most popular big-game calibers in the United States.


- WW II Era**



First semi-automatic U.S. service rifle, the Garand, is first used in World War II.


- Post WW II Era**



Semi-automatic rifles and shotguns gain popularity among both hunters and target shooters in post-war years.


- Vietnam War Era**



M16 becomes service rifle, first sees combat in Vietnam War. Updated versions continue as current U.S. service rifle.


- Today**



AR (Armalite) platform rifles are semi-automatic versions that look like their military counterparts. Now offered with hunt-specific features, these rifles are popular for varmint and big-game hunting.



LEARN MORE ABOUT THE MODERN SPORTING RIFLE AT [WWW.NSSF.ORG/RIFLE](http://WWW.NSSF.ORG/RIFLE)



NSSF's "Modern Sporting Rifle" campaign has reached millions with a message about the evolution of sporting rifles from their military counterparts, emphasizing that today's AR-style rifle is simply the next step in that tradition.

## Chapter Four

# A TRADITION ENDURES

The defeat of John Kerry in the 2004 presidential race along with Senate Minority Leader Tom Daschle's failed re-election bid in South Dakota were not only key political victories for those who believed in the constitutional right to bear arms but also underscored that shrill anti-gun rhetoric had lost its luster for a growing number of American voters.

Anti-gun opponents were always going to be around the bend but important progress had been made in clearing the tracks during the past five years. It was now time to re-focus on programs to help build participation in the shooting sports. During the difficult municipal-lawsuit years, NSSF learned the value of building key alliances both within and outside its community. As NSSF developed new efforts to help retain and recruit hunting and target-shooting enthusiasts, the Foundation understood that creating strong partnerships at the grassroots level would be the key to its success.

The first such partnership effort was launched in 2003 in cooperation with America's state wildlife agencies. The *Hunting Heritage Partnership (HHP)* was a first-of-its-kind program that provided grants to state wildlife agencies for innovative efforts to boost hunting opportunities for the average hunter. At a time when more and more state agencies recognized

the importance of becoming involved in efforts to recruit new hunters and retain current participants, the *HHP* program provided critical dollars that enabled agencies to develop programs specifically tailored to key local issues, from land-ownership patterns to hunter demographics, in their state.

A key goal of the *HHP* program was to help states build "models of success" that would serve to encourage other agencies to become more involved in grassroots efforts to boost hunting license sales. Through an *HHP* grant, for example, Pennsylvania was the first state to map all of its open-to-the-public hunting areas using the global positioning system (GPS). Within several years, four additional states had developed online access using GPS technology. Since 2003, the *HHP* grant program has provided more than 3.5 million dollars to dozens of states to help create new access and new opportunities around the country. The success of the *Hunting Heritage Partnership* program prompted a similar effort to stimulate innovative recruitment programs for public and private shooting ranges.

In 2008, NSSF began another grant initiative, this time providing support to shooting ranges that proposed worthy projects to build their customer base and attract new participants. NSSF's *Range Partnership Grant* Program



*Access for today. Opportunities for tomorrow.*

**Since 2003, the *Hunting Heritage Partnership* grant program has provided more than \$3.5 million to dozens of state wildlife agencies to help create new access and opportunities for hunters.**



The *Families Afield* program has encouraged an early and safe introduction to hunting among youth.

©iStockphoto.com/JensenPhoto



is now funding dozens of new outreach efforts in fifteen states.

As the Foundation encouraged efforts to open the door for hunters across America, it also recognized the importance of identifying and reducing barriers that were hampering new participation. In 2005, NSSF research showed that while most of today's youth define their recreational preferences by the time they reach twelve years of age, many states had regulations that made it difficult for youth to hunt with their parents during these formative years. Not surprisingly, the research confirmed that states with less restrictive age limits to hunting were significantly more successful in recruiting new hunters.

Working in partnership with the National Wild Turkey Federation, the U.S. Sportsmen's Alliance and the Congressional Sportsmen's Foundation, NSSF helped launch *Families Afield* in 2005 to encourage state legislatures to pass youth-friendly hunting regulations. Key to this effort was model legislation that created a mentor license allowing a youngster

to go afield under the supervision of a licensed hunter for his or her first season prior to having taken a hunter-education course. This try-before-you-buy concept made all the difference in encouraging youngsters to head out with a family member to give hunting a shot. Since 2005, *Families Afield* has become one of NSSF's most successful partnership efforts. By the summer of 2010, thirty states had enacted apprentice hunting license programs, attracting more than 400,000 new hunters.

In a similar vein, NSSF introduced a new program in 2006 to assist those interested in getting started in handgun shooting. Industry research had revealed that the purchase of a handgun was viewed by many persons as a daunting procedure, effectively dissuading interested individuals from getting involved in handgun shooting. To help overcome that hurdle, the Foundation launched its *First Shots* program in cooperation with local gun clubs across the country. *First Shots* provided newcomers with a customer-friendly orientation to handgun-

purchasing regulations as well as a hands-on shooting clinic supervised by certified instructors.

A key to the success of *First Shots* has been its emphasis on local advertising that invites community residents to participate in an upcoming event. Most all *First Shots* participants have indicated that they have had a long interest in trying their hand in shooting but simply did not know how or where to get started. Once given an inviting introduction, most all attendees have indicated that they would likely continue to shoot. Half of all first-timers have returned to their host range and twenty-five percent of those have become members of the range. Indeed, over half of all participants have met their state's requirements

to own a handgun and have become active shooters. Today, *First Shots* has been expanded to include events for rifle and shotgun shooting. More than 160 events annually reach 4,000-plus new shooters at ranges in thirty-eight states.

The industry began the new decade facing a host of difficult challenges that threatened the future of its businesses, its rights and sporting traditions. Industry unity and strong alliances with community partners helped NSSF meet those challenges head on. The Foundation not only made great progress in reducing those threats but also in building the base for a more successful future.

In 2008 Painter resigned as NSSF's president and CEO, taking up the

**With more than 160 events, *First Shots* now reaches more than 4,000 new shooters at ranges across America.**

## FIRSTSHOTS®





A Virginia Military Institute graduate and 28-year Sturm, Ruger executive and general counsel, Stephen L. Sanetti took over the helm of NSSF in 2008.

NSSF websites and e-newsletters are the foundation of its broad-based communications efforts.

new title of senior advisor and trade liaison. Longtime Sturm, Ruger & Co. executive, general counsel, lifetime hunter and shooting-sports enthusiast Steve Sanetti was selected as the Foundation's new chief executive.

Embarking on a five-point strategic plan, NSSF developed a new mission statement to "Promote, Protect, and Preserve Hunting and the Shooting Sports." NSSF shared a key goal with Task Force 20/20, a committee comprising leaders from industry, state agency and key hunting organizations formed at the 2008 *Shooting Sports Summit*, to focus on increasing participation in hunting and the shooting sports.

"Our goal of increasing participation by twenty percent over the next five years is a stretch, but it's

achievable if we all pull together and refine and help fund programs that work," said Sanetti.

A key effort toward accomplishing this goal was a new program through which NSSF, working with one of America's top outdoor advertising agencies, is partnering with a select number of state wildlife agencies to expand and more effectively promote innovative recruitment-and-retention strategies. A core aspect of this new effort is an advertising campaign called "Take Me Hunting, Take Me Shooting" that encourages today's hunting parents to be sure to introduce their sons and daughters to hunting and shooting.

"We recognize," said Sanetti, "that America's state wildlife agencies are key partners in helping to boost

participation in our sports and are confident that by supporting the best concepts out there we can make solid headway in growing participation.”

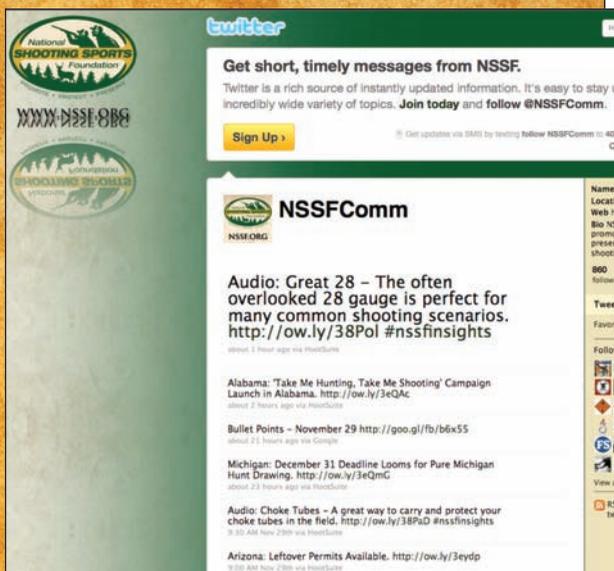
Supporting the Foundation’s new outreach programs is a significant expansion of NSSF’s presence on the World Wide Web with key information portals that provide visitors nationwide data on hunting and target-shooting opportunities. Building on its electronic media capabilities, the Foundation has become highly active using all forms of social media, including Facebook, YouTube and Twitter, to disseminate its messages via channels through which the hunting and shooting community increasingly communicates.



NSSF has increasingly relied on e-mailed newsletters to communicate with its many different audiences quickly and far less expensively than with print publications. The weekly *Bullet Points*, started in 1999, blazed the trail for other NSSF e-newsletters such as *SHOT Show Blast* and *NSSF Member*

In its latest effort to bolster participation, NSSF launched a pilot advertising campaign called “Take Me Hunting, Take Me Shooting” in 2010, an initiative that grew out of recent *Shooting Sports Summits*.

NSSF maintains an active presence on all the major social media websites, helping to keep industry members and gun owners informed via their favorite news source.



*News*, the latter replacing the longtime monthly print publication *NSSF Reports*. Arriving in computer in-boxes of more than 40,000 subscribers every Monday, *Bullet Points* is considered a must-read by industry professionals, outdoor media and anyone else who wants to stay current with news related to the firearms industry, hunting and shooting.

NSSF's latest electronic publication responds to the challenge of reactivating former hunters and shooters. Recognizing that many sportsmen and women are only occasionally active because they are not regularly prompted to head out, NSSF's new electronic newsletter, *Pull The Trigger*, with video-dominated content, has been designed to "tickle" occasional or lapsed participants with the kinds of tips and information that specifically encourage them to go afield or to the range. Distributed in partnership with GunBroker.com, NSSF's *Pull The Trigger* is e-mailed each month to more than 800,000 firearms owners throughout the country. The short but informative videos embedded in the newsletter receive some 150,000

views per edition. "It's great that we're getting so many views on *Pull The Trigger*," said Sanetti. "What's even more gratifying is the tens of thousands of readers who, after watching a tip on sighting-in, for example, also click on to our *Where To Shoot* website and then print out a free target. That's strong evidence that we're getting folks off the couch and onto the shooting range."

Continuing as always to help to create a better understanding of legitimate ownership and responsible use of firearms, NSSF in 2009 embarked on a major communications effort to dispel myths about and reaffirm the sporting applications of today's AR-platform rifles, or "modern sporting rifles." This outreach effort included magazine articles, print advertising, television spots and a new-media campaign resulting in more than 40 million impressions. Today's modern sporting rifle looks a lot different from yesterday's counterpart. With this campaign, NSSF is helping traditionalist hunters, the media and the general public better understand that these rifles are commonplace sporting firearms now available in a variety of hunting and target shooting calibers and configurations.

While significant progress has been made in reaffirming the individual right to firearms ownership, new threats to industry and its customers continue to emerge, from efforts to ban all traditional ammunition to schemes to serialize individual rounds of ammunition and to "microstamp" tiny and fragile serial numbers on the tip of a gun's firing pin. "Our industry has learned to be eternally vigilant, and while we have a very successful record in protecting the industry, we can never afford to drop our guard,"

**NSSF's educational website about the Modern Sporting Rifle supported a nationwide campaign to dispel myths about AR-platform rifles.**

**MODERN SPORTING RIFLE**

about | history | facts | hunters' views | video

**Take a Closer Look**  
CLICK HERE

**The New 'Ol Betsy?**  
Growing in popularity, modern sporting rifles have evolved to become a real option for hunters – even for old-school hunters like the National Shooting Sports Foundation's Doug Painter.  
WATCH THE VIDEO

**TIMELINE**  
**WW I Era**  
1903 Springfield bolt-action rifle adopted for use by U.S. Army in World War I. Introduces .30-06 cartridge.

**HISTORY**  
**The Evolution of the American Hunting Rifle**  
In August of 1863, Christopher Spencer made his way to the White House with a rifle in hand. The gun he had invented was significantly different from traditional rifles of the time that could only be fired once before having to be reloaded.  
... more

**FACTS**  
AR-15-platform rifles are among the most popular firearms being sold.  
The AR in "AR-15" rifle stands for ArmaLite rifle, after the company that developed it in the 1950s.  
... more

**PROMOTE PROTECT PRESERVE**  
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## SHOT Business and The Range Report

Although nearly all NSSF communications have migrated from print to electronic delivery, two trade publications continue to rely on the “power of print” to encourage vital segments of the industry—retailers and shooting ranges—to run modern, smart businesses that satisfy today’s savvy customers.

*SHOT Business*, a magazine for independent firearms retailers, and *The Range Report*, a magazine for shooting range owners and managers, have been published for 19 and 14 years, respectively.

A concept developed by Bob Delfay, *SHOT Business* originally was published in-house by NSSF. As the magazine grew, NSSF created partnerships with a series of well-known outdoor magazine firms to publish the book. They were Petersen’s Publishing, known for producing *Hot Rod* and *Guns & Ammo* magazines, followed by Primedia, Times Mirror Co., and, currently, Bonnier Corporation, publisher of two of industry’s largest circulation titles, *Field & Stream* and *Outdoor Life*.

With a subscription base of more than 20,000 industry professionals, *SHOT Business* is the firearms industry’s largest trade publication and a valued member service. Launched as a monthly, *SHOT Business* now publishes seven times a year and features articles about new industry products, marketing, community relations, anti-theft equipment, Q&A’s with the Bureau of Alcohol, Tobacco, Firearms and Explosives, what products are selling best

and where, and the long-running and popular Undercover Shopper, in which a reporter posing as a customer visits retailers and evaluates the shops based on customer service, appearance and product inventory, among other categories. Each edition also carries several pages of NSSF program news and items of interest to firearms retailers. During

the *SHOT Show*, the magazine staff produces *SHOT Daily*, which contains a roundup of show news and is chockablock with advertisements. *The Range Report* is the only magazine of its kind for shooting

facility operators. An outgrowth of an NSSF newsletter called *The Gun Club Advisor*, *The Range Report* boasts a circulation of 10,000-plus and is published in-house four times a year.

The magazine features stories about how to improve a range’s appearance and operations, noise abatement, lead management, marketing to customers and the Undercover Shooter, a concept similar to the *SHOT Business* Undercover Shopper in that the reporter-cum-customer evaluates a range’s safety, appearance, operation and customer service. NSSF staff members provide regular columns about NSSF programs such as *First Shots* that can help attract new customers and NSSF initiatives such as a national inventory of shooting ranges.

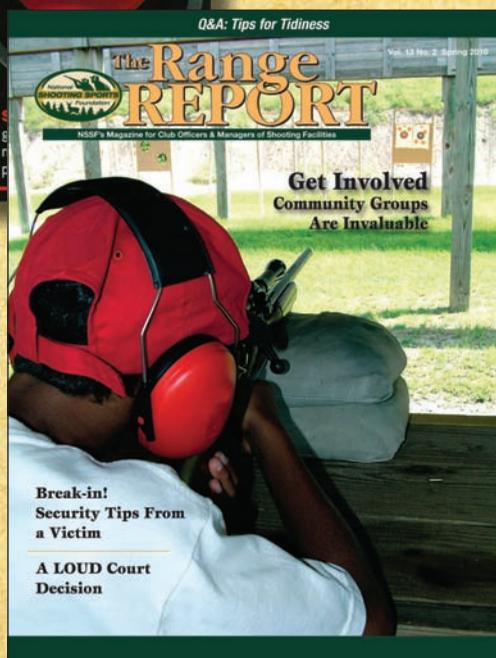
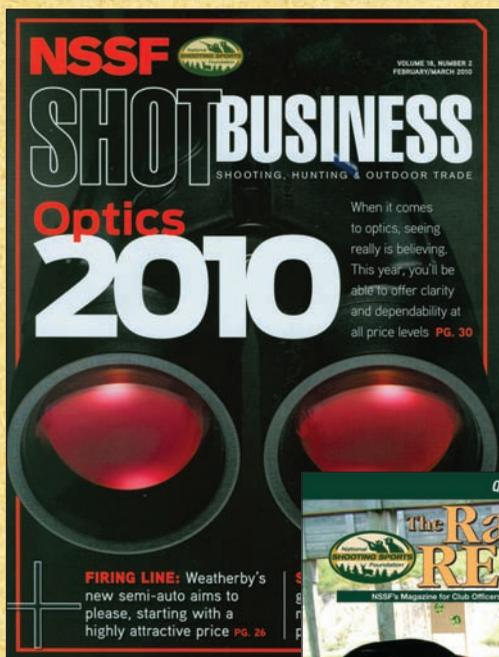
*The Range Report* benefits from input provided by NSSF’s Association of Shooting Ranges’ Advisory Committee.

Both magazines can be found online at [shotbusiness.com](http://shotbusiness.com) and [rangeinfo.org](http://rangeinfo.org).

# SHOT BUSINESS



# The Range REPORT



said Sanetti. Today, NSSF's government affairs department is highly engaged in responding to these challenges and building on new opportunities.

Strong lobbying efforts, for example, by the NSSF government-relations team led to the introduction, and widespread co-sponsorship, of a firearms and ammunition excise tax-reform bill in both the U.S. House and Senate. This ground-breaking legislation, which would rectify a longstanding inequity in the frequency with which firearms and ammunition manufacturers pay a federal excise tax on the products they sell, was signed into law in 2010 as the *Firearms Excise Tax Improvement Act*.

Just a little over ten years ago, NSSF was hardly involved in political or legislative issues, let alone having a government-affairs department. Adding this capability is an example of how the Foundation has continued to expand its ability to respond to new challenges as well as emerging opportunities.

Twenty years ago, a report to the NSSF membership titled, "A Tradition in Transition," made mention of two guest editorials in a national newspaper, both of which focused on the issue of hunting. The report noted that one of the guest columnists, a woman reporter from a small New England town, wrote of the pleasant and often poignant images that the hunting season brought to mind: The father and son heading out together on opening day and the old men at the general store swapping tales of deer seasons past. Like the Veterans Day parade down Main Street and Christmas carols in the town common, for this reporter and the folks in her town, hunting was still a seasonal

tradition and one much in keeping with community values.

Another reporter on the same editorial page painted a very different picture of hunting. His column was not a shrill attack that resorted to the kind of propaganda pushed by the animal rights groups. Instead, he portrayed hunting as something that seemed incongruous in America today. Obviously not an outdoorsman himself, the sight of hunters not far from his country home struck him as out of place and somewhat threatening. Hunting, he seemed to say, was not fundamentally wrong; rather, it was a vestige of a past era and somehow inappropriate in a more modern and crowded society.

This sharp contrast in views, whether about hunting, the shooting sports or firearms themselves, well defines the broad challenge NSSF and its industry members have faced over the past half century. In short, as America began to shed its rural heritage in the post-World War II years, would it also shed its sporting traditions and firearm freedoms along the way?

Over the years, pundits, both within and outside the hunting and shooting community, have made dire predictions about the future of those activities. The good news is that none of these doom-and-gloom forecasts has come true—a result not just of good fortune.

Working together with many great companies and organizations over the past five decades, NSSF has developed and promoted the kinds of efforts that directly responded to challenges against sporting traditions and firearms freedoms in a changing America.

New shooting games, from sporting clays and cowboy action

events to action pistol and three-gun competitions, together with the expansion of open-to-the-public shooting facilities, have helped create double-digit increases in handgun, rifle and shotgun shooting over the past decade.

While down from the record baby-boomer years, hunter numbers have stabilized over the past five years with many top hunting states seeing increases in license sales over the past several years. At the same time, hunter expenditures have increased dramatically. Federal excise taxes collected under the *Pittman-Robertson Act*—the principal source of wildlife conservation funding—have climbed from \$130 million annually twenty years ago to over \$450 million today.

Twenty years ago, innovative programs to boost participation in the shooting sports were few and far between. Today “recruitment and retention” have become a dominant perspective among America’s state wildlife agencies and sportsman’s organizations. NSSF takes special pride in having helped launch this movement in respect to both hunting and shooting sports participation.

Less than two decades ago, the Foundation had only a minimal involvement in political, legislative and regulatory issues that might impact its members’ future. Today, NSSF’s government-affairs division actively represents industry at both the state and national level.

Over the past twenty years, the overall number of firearms accidents has declined by 42 percent and now account for less than 1 percent of all fatal accidents in the United States annually. Over its fifty-year history, NSSF has played an important role

in helping to ensure the safe use and storage of firearms, from early efforts to promote the use of hunter orange and the implementation of mandatory hunter education courses to its *Project ChildSafe* in more recent years.

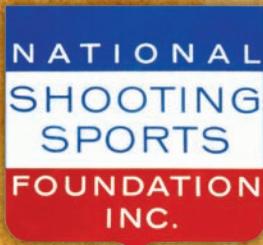
The Foundation understands that there are no easy solutions to the wide range of issues and concerns faced by industry members. No one, of course, can turn the clock back to a time when hunting and target shooting were as easy as heading out to the back forty and when firearms ownership was no more controversial than owning an ax or a plow.

Historians remind us that great nations remain great because they continue to invest in their future. The same holds true for any industry. One hundred years ago, a time when most all of America’s wildlife faced a bleak and uncertain future, industry leaders invested in organizations such as the Wildlife Management Institute and, thirty years later, in the *Pittman-Robertson Act*, which continues to be the mainstay for funding the nation’s wildlife conservation programs.

Fifty years ago, industry created the National Shooting Sports Foundation to help ensure that sporting traditions would continue to flourish in an increasingly urban landscape and culture. That investment has not only helped support a healthy business climate for Foundation members but helped millions of industry’s customers to continue to enjoy their constitutional freedoms as well as great days afield and at the range. Over the years, that investment also has helped build an organization of highly dedicated and knowledgeable individuals ready to meet the challenges along the trail ahead.



*NSSF...  
ready to  
meet the  
challenges  
on the trail  
ahead.*



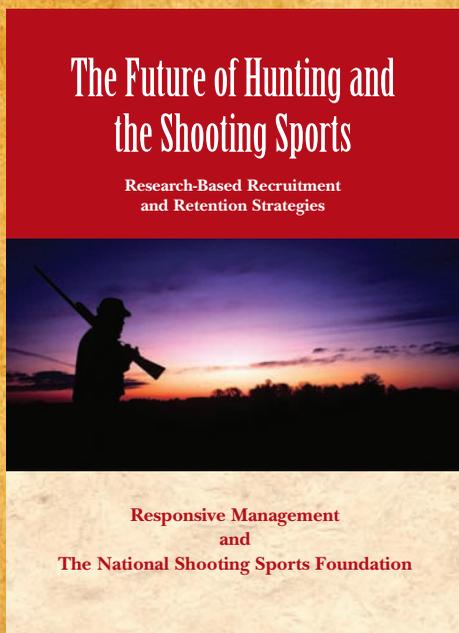
The original NSSF shield logo evolved in its design over the years, with a brand new look introduced in 2005.



Addressing more than 200 industry and conservation leaders at the 2008 *Shooting Sports Summit*, NSSF President and CEO Steve Sanetti encouraged the group to look for creative initiatives to ensure the future of hunting and the shooting sports.



Staunch supporter of gun rights and hunting and shooting traditions, Governor and presidential hopeful Mike Huckabee was keynote speaker at the 2008 *Summit*.



Key findings on recruitment and retention strategies in NSSF's *The Future of Hunting and the Shooting Sports* provided the impetus for the 2008 *Shooting Sports Summit* in Colorado Springs.

From 1979 through 2010, the venerable hunter-and-hound image served as *SHOT Show's* logo, giving way in 2011 to a more inclusive mark.



By 2010, the *SHOT Show* had grown to be the eleventh largest trade show in North America. At its State of the Industry Dinner at the show, NSSF presents highlights from the past year and a performance by such top-flight entertainers as LeAnn Rimes, Lee Ann Womack, Miranda Lambert and Bill Engvall.



Utilizing the video production capabilities of its new in-house studio, NSSF produced a companion video to this publication that can be viewed at [NSSF.org](http://NSSF.org).



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# NSSF HISTORY TIMELINE CONTINUED

**CHEVY TRUCKS**  
**SHOOTING SPORTS**  
**AMERICAS**

"Chevy Truck Shooting Sports America" on ESPN



Bob Delfay named president

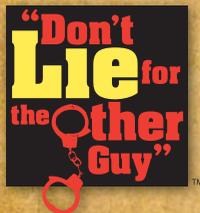


NSSF moves to Newtown, Conn., with staff of 18

1990

1992

1993



Doug Painter succeeds Bob Delfay as president and CEO

Project ChildSafe awarded \$50 million grant

**SHOT SHOW UNIVERSITY**

2000

2002



Huntandshoot.org portal

NSSF begins using social media—Twitter, YouTube, Facebook



30<sup>th</sup> Anniversary SHOT Show—Las Vegas

Steve Sanetti succeeds Doug Painter as president and CEO

First Congressional Fly-in

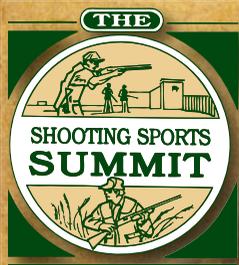


2006

2007

2008

First Shooting Sports Summit



1996

Bob Delfay named president and CEO

Doug Painter named executive director

NSSF.org



1997

First municipal lawsuit against industry filed

Hunting and Shooting Sports Heritage Foundation



1998



1999



Industry Intelligence Reports



NSSF membership = 2,577

Protection of Lawful Commerce in Arms Act



Access for today. Opportunities for tomorrow.

2003

2004

2005



NSSF grants to shooting ranges

NSSF builds video studio

"Modern Sporting Rifle" campaign

2009

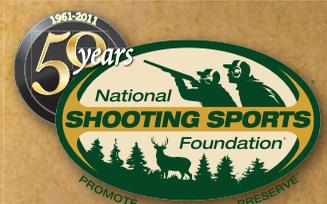


NSSF membership=6,000

Excise Tax Improvement Act

EPA Denies Petition to Ban Traditional Ammo

2010



NSSF 50th Anniversary



SHOT Show utilizes new logo

2011

