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NATIONAL RIFLE ASSOCIATION OF AMERICA
FALL 2020

CLUB CONNECTION



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Route 66 Shooting Park

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CLUB CONNECTION

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Cover Photo:
Route 66 Shooting
Park



PRESIDENT'S COLUMN



By Carolyn D. Meadows
President

We Vow To Remain Vigilant

As we head into December and the end of a year that has challenged America like no other, we are provided a stark reminder that time doesn't stand still. As the one-year mark approaches since the arrival of the COVID-19 virus to these shores, and as violence and disorder continue to plague our cities, we pray for those individuals and families touched by these troubling events. We pray for God's mercy. We pray that He will help our elected officials, medical professionals, law enforcement, business leaders and others find solutions to our nation's ills.

By the time you read this, another milestone will have passed, as the 2020 election cycle will have taken place. The magazine's production schedule precludes me from being able to comment on the results of the presidential and congressional races, but at the time of this writing, our country was in the throes of the most vicious political battle in recent memory, with our American way of life hanging in the balance. It is my sincere prayer that in my first column of 2021, I am able to celebrate the news that Donald J. Trump has been deservedly re-elected for a second term, thereby ensuring that our Second Amendment rights—and our entire Constitution—will remain intact for future generations of Americans.

Whatever the outcome, President Trump earned the votes of freedom-loving Americans, as his mantra of "promises made, promises kept" was realized on more fronts than can be enumerated here. NRA members have been especially grateful for his stalwart defense of their gun rights and have every reason to believe he will continue to make good on his promises. Proof of this can be found in his selection of two honorable U.S. Supreme Court justices—and in his nominating a third as of this writing. Each is committed to applying the law of the land consistent with our Founding Fathers' original intent, in accordance with one of the greatest documents ever written, the U.S. Constitution, and in deference to the unalienable rights endowed by our Creator. That law of the land includes the Second Amendment to the Bill of Rights: the Right to Keep and Bear Arms.

The end of the election cycle, however, does not mean an end to the unceasing attacks on your freedom by those statisticians who believe you have no inalienable rights. In fact, the assault on your freedom is guaranteed to worsen regardless of who holds the political power on Capitol Hill.

Many of the Left's misguided intentions can be accomplished by nothing more than the stroke of a pen signing an executive order.

That is why, now more than ever, NRA needs your support. It is critical that NRA has the energy and resources to fight 365 days a year to protect your Second Amendment rights. You can trust NRA leaders never to let down their guard, and we vow to remain vigilant on your behalf in the defense of our Constitution.

We have evidence that the fight continues to pay off. Earlier this year, a Los Angeles judge rightfully blocked an ordinance that would have required companies to disclose connections with NRA in order to receive government contracts. This ruling was counted as a First Amendment victory for NRA and those who value our constitutional freedoms. In early October, the City of Los Angeles was ordered to compensate the NRA almost \$150,000 in legal fees incurred from this suit. This is just one example of many in which, regardless of who holds the highest office in the land, the NRA will continue to hold accountable government officials and politicians who take actions hostile to the NRA and its members.

With your continued support, there is no doubt in my mind that we will be able to guarantee more victories like this in 2021. We will continue to defend our Association and what it stands for against those who conspire to take us down through baseless accusations and backdoor maneuvers because they dislike our politics and our commitment to the God-given rights of our members.

I am sure you will agree there are countless events from 2020 that we look forward to putting in our collective rearview mirror. What the pandemic and criminal anarchy stole from us will never be forgotten, but we must also look ahead to brighter days. NRA observes its 150th anniversary in 2021, and we are excited to celebrate that milestone in a big way during the upcoming NRA Annual Meetings & Exhibits in Houston, Texas, in May. We also hope to resume many member services and programs for which NRA has long been known. And we are especially enthused to welcome the millions of new American gun owners into our organization, make them aware of training opportunities with NRA instructors and encourage them to contribute to our mission of keeping freedom alive.

Carolyn D. Meadows

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Route 66 Shooting Sports Park Opens
By Jason Turner, R66SSP

One of the newest NRA business alliance members, Route 66 Shooting Sports Park, located in San Bernardino, CA, is a newly opened public shooting range. With 89-acres, staff is constantly working on improving and expanding the range to give shooters the best outdoor shooting range experience possible. There are several shooting areas that can accommodate different types of firearms. The facility is family-friendly! Children are allowed. First responders, active/retired law enforcement and military with proper ID/badge get a discount.

A popular choice is the Steel Gallery for pistol caliber firearms. It features several AR500 steel targets of different shapes and sizes, including dueling trees, and a plate rack. Each of the 24 lanes have their own designated set of targets. Best parts of this area are that there is no need to reset and it's shaded! This area is for all levels of shooters and perfect for newer shooters because of the positive reinforcement with every successful hit.



Need some distance? The 100-yard rifle range contains eight shared lanes and one additional lane for prone shooting. This shooting area already has a backboard.

The range hosts shooting competitions! The Cajon Cowboys have been hosting cowboy action shooting matches since 1996. Each participant is required to adopt a shooting alias appropriate to the character or profession of the late 19th century, or a Hollywood western star, and develop a costume accordingly.

The practical shooting competition club is Norco Running Gun. Competitors come from all over SoCal and even from Vegas! Matches are every Saturday and average a hundred participants each weekend. Courses are different every single match! All levels of shooters are welcome.

Route 66 Shooting Sports Park is a proponent of safe and responsible firearms ownership. For new or first-time shooters, we have a few programs to help get you in the right direction. The monthly Firearm Safety Certificate class includes 1 hour in the classroom, the FSC test, and live fire. Students are able to try a few pistols, 1 rifle, and 1 shotgun. Visit their website at <https://r66ssp.com/> for more information on all the great things this range has to offer!



The most requested shooting area are the private bays! They range from 15-50-yards. All 3 types of firearms and holstered/slung work are permitted in this area. Customers may bring their own targets or purchase some at check-in. Each private bay has a target tree stand. Aimed rapid fire and shooting on the move are allowed! Most private bays already include metal shading, seating, and tables but additional are welcomed.



New Charity Program Supports NRA International Rifle Teams Via AmazonSmile

Reprinted with Permission from Shooting Sports USA
By John Parker



Regular SSUSA readers will remember earlier this year when we shared how to support NRA International Rifle teams via AmazonSmile. These teams plan to travel overseas to shoot over the next few years, and they need all the financial support we can muster. Recently, our friend Walt Walter, NRA board member and longtime High Power Rifle committee chairman, shared the below update about a new organization which online shoppers can use to donate through AmazonSmile.

"As of Dec. 31, 2020, Palma Promotions will cease to exist. We still want to support our International teams, so the U.S. National Rifle Team is now incorporated as a 501(c)(3) and registered with AmazonSmile as a charity. If you are currently registered as a contributor to Palma Promotions through AmazonSmile, be sure to click the link at the bottom of this article to change your selection. Please tell your friends to do the same.

Here is how it works. Visit AmazonSmile and select your charity, in this case it's "United States National Rifle Team, Inc." After this, every purchase made through Amazon will result in the company donating 0.5 percent of your purchase price to United States National Rifle Team, Inc. There is no cost to you, and the International teams will benefit from the plan. The more people who sign up, the more we stand to benefit from Amazon's charitable donation.

We need your support, but progress has been made for this charity program. Recently, the CEO of a company pledged his whole Amazon ordering program to AmazonSmile. This charity program is important. Everyone reading this is highly encouraged to sign up a shooting friend. It doesn't cost anything and will benefit the International U.S. Rifle teams."

Here is the link to sign up for AmazonSmile at <https://amzn.to/3kxX1fj>. Please pass this link to friends and club members. Thank you for supporting our International teams.



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Calling All Clubs! Get a head start on your 2021 event planning by submitting your Host an Event form online at yhec.nra.org/host-an-event.

Need financial assistance? The NRA provides incentive subsidy payments to registered state YHEC events to support their development. Payments are based on the estimated number of participants as they appear on the submitted Event Request Form and in accordance with established rules of the incentive program (\$10 per participant for local events/\$15 per participant for state events).

*Note: The maximum subsidy payment is \$1,500 for local events and \$2,000 for State events.

Please email us at yhec@nrahq.org or visit yhec.nra.org for more information.

We look forward to seeing your YHEC events return in 2021!





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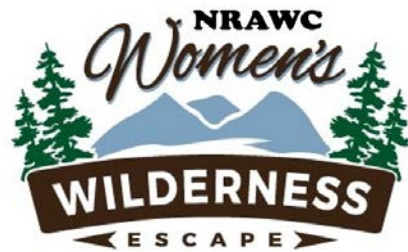


Dear NRA Certified Law Enforcement Firearm Instructor:
We are in uncertain times due to the COVID-19 crisis, with unprecedented limitations compared to our normal life. We understand that our Law Enforcement Firearm Instructors are not able to attend the training needed for their renewal due to the limitations and extended work requirements. In response to the situation the NRA Law Enforcement Division is extending the waiving of the requirement for Continuing Education Units (training) to renew until December 31th, 2021. This is an additional one year extension from the original.

Additionally, the NRA Membership staff is internally limited so the processing of the required NRA Memberships, by paper form, is proceeding slowly. We urge all instructors renewing their certification(s), who also need to renew their NRA Membership, to do so online at <https://le.nra.org/> as the automated membership system will be faster. Please remember that if your membership lapses after that, or at any other time during your 3 year certification period, that will decertify you, as membership is required to maintain your certification.

Stay safe, stay healthy and be careful!

Glen Hoyer-Director
NRA- Law Enforcement Division



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BLACK FRIDAY RETAIL GUIDE

 ORCHID

Is Your Gun Store Black Friday Ready?

While many industries are reeling from the effects of Covid-19, the firearms industry has been booming! The NSSF recently reported that since January of 2020, as many as 5 million people have become first-time gun owners. Some retailers are predicting that this year's Black Friday sales could break the record for the number of NICS checks performed in a single day. Retail store owners know, a great holiday shopping experience can build positive momentum for the spring selling season.

Will You Deliver An Amazing Black Friday Retail Experience?

Research indicates that firearm enthusiasts enjoy shopping for guns at their local gun stores. Customers like to pick them up, feel the quality of the materials used, try the action, and get a sense of how it fits in their hand or on their shoulder. Consumers choose to shop retailers with great products and a great customer experience. They are looking for a store that is well organized, staffed with experts, and has quick service. Without a great shopping experience, consumers will go elsewhere or purchase online.

Over the last ten years, [Orchid](#) has spent countless hours reviewing retail operations, and we have collected tips and tricks for keeping your store running smoothly during peak periods. Over the next few weeks, we will share some of our favorite ideas with our readers. The team at Orchid would like to help you maximize your selling season. That is why we have already begun to research and prepare ways to help you stay ahead of the larger retail stores in your area. This week we will review how to prepare retail staff to deliver a fantastic customer experience.

Step 1 – Prepare Your Retail Staff

Ask yourself, "Why would someone want to come to my store versus shopping online this holiday season?" There are two common answers, the store, and the people working in the store. An astounding 56 percent of people want to see and touch things before they buy them. Getting your staff and your store ready for the busy holiday season will ensure that you build a loyal customer following.

Building A Customer-Focused Experience

Anthony Carlson, a former Senior Retail Associate at Impact Guns in Boise, Idaho, said, "In my experience firearm customers can generally be classified into one of two groups; experts or novices." Sales associates should take a different approach with each customer type. It is important that they be properly trained to assist both. Remember, both an expert and a novice represent a sale.

How do you teach people to be fun, engaging, and understanding of the customers' needs? Role playing exercises are a great way to communicate new skills to trainees. Look for natural "people" persons on the staff and consider using them to create quick, role-playing scenarios to demonstrate how to handle each customer type. Rookie retail associates can build their confidence quickly when they have a mentor to show them the way. Role-playing does not have to be a big production. Once the ice is broken, quick role-playing can happen right on the retail floor. Adding an incentive like time off or an extra employee discount can help motivate people to participate in the role-playing activities. The Orchid Team would recommend reviewing the following scenarios with new staff members:

- This is my first gun; what should I buy?
- What's the best new gun on the market? I have a bunch already.
- I am not happy with my purchase; I couldn't shoot it very well.
- I am looking for a home protection gun. What would you recommend?

Product Training

Besides coaching sales associates on how to interact with customers, the second most important thing for an employee to learn is the product they are selling. Hundreds, if not thousands of products can be found on display at any given gun counter. How do you train a new associate on all of them?

Start with the most popular models in each category. Most manufactures will offer free training on their products. Before COVID, some firearm manufacturers would host local training events and invite retail associates in the area to attend. Other manufacturers have fee-based, multi-day certification classes. Online training is becoming more popular. Online training comes in two forms, self-paced tutorials, and live events. Orchid has some fantastic self-paced tutorials. Check them out here. Live events tend to be more engaging, resulting in associates retaining more of the information they have learned. YouTube videos are another option, but a word of caution here, anyone can claim to be "expert" on the internet. Look for someone with NRA training certifications or someone who worked in the military or police as a firearm instructor.

Lastly, if your store has a range, give your sales associates some "trigger" time with the products they sell. It's hard to come across as genuine when the sales associate does not have firsthand experience with the products. Retailers do not necessarily have to use a new gun for training. Many manufacturers have a "range" program which would allow stores and ranges to purchase firearms at a steep discount, provided the firearm is used for rental/training purposes. Generally, the firearm can be sold as "used" after a period. If a manufacturer does not have a formal program, it's worth reaching out to the sales team to see if they would consider discounting one for you. Many manufacturer sales teams have discretionary dollars that they use for things like this.

During the busy season, it's hard to keep track of everyone's training needs and progress. Using a training log can help keep things organized. If you don't already have a training log, we have included a free template here [\[link\]](#). Feel free to download and modify for your specific needs.

Step 2 – Prepare Your Store

Set up your store to meet the needs of your customers. Focus on giving them the best shopping experience possible. One way to refocus your thinking is to imagine yourself as a specific type of customer. For instance, complete a “shoppers” walk in your store as if you were one of the 5 million new guns owners we discussed earlier. Ask yourself, what would a new owner need to see, where would they go, how would they get help? Ask a store employee to take a walk with you. As you complete the walk, you will start to see opportunities for changes; make those changes. Move the racks, relocate products, add signage. Walk through the store again. Did you make your shopping experience better or worse? Continue to walk the store until it is perfected to meet the needs of your customers.

Here are some other considerations:

- Increase the amount of available walking space by shrinking your displays. Customers hate to feel crowded.
- Focus attention on your best-selling products by limiting the number of them on display.
- Make sure the store is as bright as possible. Replace burned-out bulbs and consider adding new light fixtures in key areas of the store.
- Make minor repairs and set a regular schedule for cleaning and organizing and upkeep. The condition of the store will impact the customer’s perception of your brand.

Special COVID-19 Considerations

You must follow all state and local COVID-19 guidelines. Customer attitudes towards the virus vary greatly. Taking a few extra precautions can help an apprehensive customer feel more comfortable in your store. Here are a few suggestions:

1. Have hand sanitizer readily available for all staff and customers.
2. Regularly sanitize common surfaces and high touch point areas.
3. Encourage social distancing.
4. Recommend that people pay with a credit card instead of cash.
5. Remind people to stay home if they are not feeling well.

Summary

We hope the suggestions provided here will help you deliver a fantastic customer experience. Future articles will highlight other opportunities for a successful holiday season.

For More Information:
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EMPLOYEE TRAINING LOG

EMPLOYEE NAME	TOPIC	METHOD	START	END	LEVEL
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SAMPLE 1

John Smith	paper 4473	video	8am	10am	intermediate
Chris Johnson	POS system	trainer	12pm	1pm	beginner
Alexis Cooper	Orchid eBound class	online	3pm	4:30pm	beginner
Sandy Allen	Calibers	trainer	8am	9am	expert
Tod Brown	NFA regs	video	2pm	3pm	proficient

SAMPLE 2

John Smith	paper 4473	video	8am	10am	intermediate
	POS system	trainer	12pm	1pm	beginner
	Orchid eBound class	online	3pm	4:30pm	beginner
	Calibers	trainer	8am	9am	expert
	NFA regs	video	2pm	3pm	proficient

Sign Off: _____

NRA-ILA UPDATE

Election 2020: Record Breaking Year

This fall has been historic for your NRA-ILA Grassroots team. At the time this is being written, we are still awaiting final results and anticipating legal challenges that will determine who wins the White House. That said, your NRA was on the Frontlines fighting in every place where the votes are close, working to ensure all gun rights supporters got out to vote this year.

Despite the challenges we have faced this year with Coronavirus restrictions cancelling most in person activities, we were able to reach an NRA record of over 17 Million voters in key battle ground states- with just over 2 million of these voters contacted about our state legislative races. We expanded our reach and were engaged in more races due in part to our investment in technology. This led to over 1,000 new volunteers being trained through our web meetings, and millions of text messages being sent with the click of a button.

While our technology allowed us to reach out to more individuals, it was our staff and volunteers who

made the difference. Our grassroots team on the ground worked tirelessly to spread the word through NRA Days at local Second Amendment Activist Centers, NRA Member Town Halls (where government restrictions would allow), and knocking on hundreds of thousands of doors in key areas.

We ran the most aggressive grassroots operation in NRA history this year, and will continue to build on that momentum moving forward. As some of you may know, we are headed to a run-off election in Georgia for the US Senate, and your NRA-ILA Grassroots team will be on the ground fighting every day.

We are also preparing for a number of battles in the state legislative arena, come January 1st. If you don't already receive our Grassroots Alerts, please make sure you sign up so that you can be engaged in this process. Please remain vigilant, as the fight to defend our freedom is never ending, but always worth the effort.

Sign up for more ILA Grassroots alerts at <https://www.nra-ila.org/sign-up/>



NSSF, the trade association for the firearm industry, is pleased to announce the launch of the new #RangeChallenge "Aiming in Autumn" target game for use by indoor and outdoor ranges across the country.

Building on the success of the #RangeChallenge Summer Series, which debuted during August's National Shooting Sports Month and concluded on the last day of summer, this fun activity was developed to encourage range participation and mentorship by shooters of all experience levels. It offers a distinct challenge to those who regularly participate in the shooting sports while offering a highly entertaining and easy introduction to target shooting for those new to firearms. Supported by weekly prize giveaways, host ranges participating in the #RangeChallenge Summer Series said their customers enjoyed the target games and can't wait to do it again.

"We know that getting the millions of people who purchased their first firearm this year educated about safety, basic handling skills and safe storage are paramount tasks for our industry. But just as important is showing them that target shooting can provide a lifetime of enjoyment," said Zach Snow, NSSF Director, Retail & Range Business Development.

"Whether they go on to shoot formal competitions or merely discover the joys of honing newly acquired skills, the #RangeChallenge is one way to encourage these new gun owners to take up regular practice time on the range."

The #RangeChallenge "Aiming for Autumn" Series runs through Dec. 29 at 11:59 p.m. To shoot the target, consumers can locate a host range with the #RangeChallenge targets in their area or download and print the target themselves. It takes just 10 rounds to complete the challenge. To enter a target to win one of the weekly giveaways, all participants need to do is post a picture with their target to Instagram using the #RangeChallenge hashtag.

Ranges interested in becoming #RangeChallenge Aiming for Autumn hosts should contact Zach Snow at zsnow@nssf.org to receive a complimentary package of challenge-series targets and promotional materials while supplies last. Those ranges agreeing to host the "Aiming for Autumn" series will also be included on #RangeChallenge Series Host Map on LetsGoShooting.org.



NRA Affiliated State Associations

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