HELPFUL PUBLICATIONS FOR RETAILERS

When you are a member of the National Shooting Sports Foundation, valuable business-building information becomes available to you. Frequently it is exclusive data, often free. When it is also available to non-members, any charges to members are always deeply discounted. A series of guides by Tom Shay, specifically written with the firearms retailer in mind, is one of the newest offerings.

ONE MEMBER’S EXPERIENCE

**Member:** Richard D. Sprague, president

**Business:** Sprague’s Sports Inc.

**Yuma, Arizona**

**Description of Business:** “Sprague’s Sports Inc. was started in 1956 by company founder George W. Sprague, and will celebrate 55 years in the gun business in 2011. Sprague’s is a shooting-sports specialty store, and in 2005 moved into a new facility with an added indoor range and classroom to better serve our industry and customer base.”

**Experience with the SHOT Show:** “The NSSF is an outstanding resource center for all currently involved in the shooting sports and to those contemplating this industry. The multitude of publications and guides available has really helped us make the wisest decisions about going forward with our plans and ideas. From ‘Research & Statistics’ to ‘The Range Report’ to ‘How to Write a Policies & Procedures Manual,’ the list of references is impressive and should not be overlooked. Step-by-step instruction and advice that we would normally have to pay consultants big bucks for is readily available, well-written by the best in the industry, and a great benefit of this outstanding trade organization.”

**Value of NSSF Membership:** “Membership and support of the NSSF pays big dividends to all members and is one of our company’s best investments. A trip to the nssf.org website always demonstrates the value put forth by many of the brightest minds in the shooting sports business. Industry career connections, government and media relations, voter education and program developments like the extremely successful First Shots seminars are just a few that I value so much—and so will you.”

Interested in NSSF Membership?

Promoting the great American tradition of hunting and shooting is what the National Shooting Sports Foundation is all about. For our members, it’s more than a sport; it’s a way of life. Join the 6,000 companies and individuals who have already discovered that NSSF Delivers Value! To learn more, visit [www.nssf.org/shootingformore](http://www.nssf.org/shootingformore) or contact Bettyjane Swann, NSSF director of member services, at 203-426-1320 or bswann@nssf.org.