



Life, Liberty and the Pursuits of Happiness Volume 5, Issue 1

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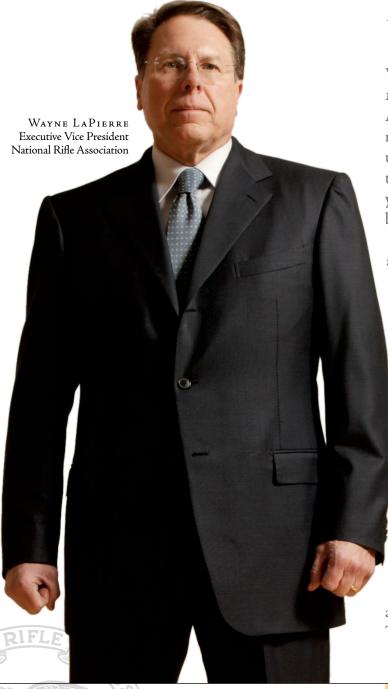
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Stand and Fight

Welcome to the 2013 annual meetings issue of NRA Ring of Freedom digital magazine. As always, the NRA Annual Meetings were a time when citizens from across the nation gathered to celebrate and perpetuate the unique bond uniting shooters, gun owners, NRA members and defenders of the Second Amendment. But this year, more so than any other year in recent memory, was also a time to consider upcoming battles against a growing litany of anti-gun challenges.

This year we face the attack we've warned against since President Obama first took office. Throughout the president's first administration we said that a serious assault on individual gun ownership was in the making, and for four years we were mocked and ridiculed. But now our warnings are today's headlines, and the scope of the onslaught is as serious as any attack the Second Amendment has ever faced.

Make no mistake, the NRA is prepared to stanch any and all attacks on our Second Amendment right to keep and bear arms. We have forged ourselves over the years into an organization willing and able to provide firearm training and competition with one hand as we fight in the political trenches with the other. We have invested decades in becoming better organized, more numerous, and politically savvy enough to block countless threats at both the state and federal level.

Unfortunately, our opponents also have grown stronger, as well as more financially able to carry out their agenda. There are individuals aligned against us in this fight whose

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personal wealth is greater than the entire NRA war chest. Consequently, there are times when our resolve to stand firm in the face of adversity appears to be a modern-day version of David and Goliath.

In the wake of the senseless Newtown massacre, the 4 million-plus mothers, fathers, sons and daughters that make up the NRA wept along with the rest of the nation. Sadly, many among the media were quick to use this incomprehensible tragedy as an opportunity to resurrect tired old anti-gun propaganda and rekindle simmering anti-gun animosities.

Our opponents have been careful to keep the spotlight on guns, while shying away from critical debate about mental health, school security and enforcement of federal gun laws. Yet these are the subjects this nation must address if we're to achieve the reasonable, workable solutions that will truly stop the slaughter of our children.

NRA stands ready to help in this regard. We've offered to reach into our own pockets and help train school security, and we'll stand by that offer. We have established the National School Shield program with a mission of developing a comprehensive strategy for school security. A ban on contemporary firearms technology and components might make better newspaper copy or spicier TV programming, but it simply will not stop the next deranged killer.

Therefore our job remains the same as it has been throughout a lifetime of defending America's Second

Amendment freedoms from those who use lies, fearmongering and political manipulation to advance their personal agendas.

We'll Stand and Fight for the rights and safety of rank-and-file Americans. We'll fight for single mothers who need a gun to protect their lives, and the lives of their children. We'll fight for the security of the elderly, so that they can live out their days in dignity and peace. We'll fight for hard-working, blue-collar Americans and against the growing, evil element in modern society that renders gun ownership a necessity. We'll Stand and Fight because we know in our hearts it's the right thing to do.

So please, take a moment to enjoy this issue of NRA Ring of Freedom and consider how you can make a difference during the critical months ahead. If you believe in individual liberty and the right to keep and bear arms, if you believe that our children and grandchildren deserve the same legacy of freedom we've enjoyed, then the time to stand and be counted is now. Join us in the good fight to protect America's most sacred values.

Sincerely,

Nayne Wayne LaPierre

NRA Ring of Freedom member, Heritage Society Ambassador

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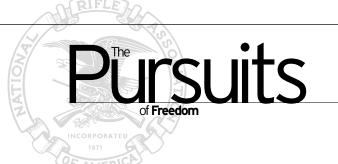
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NRA President



A. Keene

As I prepare to leave office after two years of intense battle against anti-gun groups, politicians and media, I do so at a time when protecting our Second Amendment rights is more important than ever before. It is, without a doubt, no time for any of us—you, me, our families or friends—to back down from this incredibly important fight we find ourselves in at this critical crossroads for American freedom.

Yet as we look to the future, it's also important to study the past.

After President Lyndon Johnson signed the Gun Control Act of 1968, many anti-gun politicians looked forward to the day when they could completely ban the sale and ownership of firearms and perhaps even confiscate those already in private hands.

After the draconian legislation imposed restrictions on "dealing" firearms that resulted in the prosecution of countless innocent gun collectors, Sen. Ted Kennedy wrote to the National Rifle Association to demand our support for a national gun licensing and registration system. A few years later, a Nixon administration advisory commission proposed that all side arms be outlawed and confiscated in about a decade.

That didn't happen. Those hostile to firearms ownership and the Second Amendment thought they were on the verge of victory, but had in fact managed to wake up millions of Americans who hadn't previously believed that government would ever threaten their guns or their way of life. Others, who were not necessarily gun owners, but who believed the Second Amendment to be worth preserving, joined them.

The NRA was founded in 1871, but until the passage of the 1968 legislation had never been much involved in politics. That changed as the men and women the



organization represented demanded that the NRA step up to defend their rights in the frenzy of the late 1960s.

Within a few years, many of those who had so fervently believed that the public would welcome their sponsorship of "gun control" were defeated, and before long Republicans and Democrats in Congress joined forces to pass the "Firearms

But gun owners have been energized rather than cowed. They are presenting a truly united front as they rally to fight for their constitutionally guaranteed rights.

Owners Protection Act" of 1986, which rolled back many of the 1968 restrictions.

Since that time, the NRA has continued to devote more than 85 percent of its resources to its traditional mission of providing civilian firearms training, teaching firearms safety and working to introduce new generations of Americans to the shooting sports. The NRA has also taken on the added role of protector of the right of law-abiding Americans to own and enjoy firearms.

That role has become especially important as some, unfortunately, have sought to exploit last December's incomprehensible murders in Newtown, Conn., to impose further restrictions on honest people.

Our organization's political strength rests on the bipartisan and diverse make-up of its membership and of the millions of nonmember firearms owners who look to the NRA for leadership and their willingness to step up to the plate and the ballot box when their rights are threatened.

It is that second attribute of Second Amendment supporters that has surprised the president and his allies. The Obama administration has attempted to demonize the NRA and cow gun owners into accepting restrictions that they know won't make anyone safer but which will interfere with a citizen's ability to acquire, keep and rely on firearms to protect their families or participate in the shooting sports.

But gun owners have been energized rather than cowed. They are presenting a truly united front as they rally to fight for their constitutionally guaranteed rights.

So as this battle draws on, my message to you, our most loyal of members, is this: Now is no time to rest in our battle to ensure survival of the Second Amendment for future generations. The fight we face is, indeed, a daunting one. But working together, we can ensure the right to keep and bear arms is still a viable freedom as we move forward into America's uncertain future.



86,000



hey say everything's bigger in Texas, and that saying certainly held true for the 2013 NRA Annual Meetings

& Exhibits. A record-breaking crowd of 86,228 Second Amendment supporters came together in Houston, Texas for the 142nd Annual Meetings & Exhibits, shattering the previous record number of attendees (73,740) set just one year prior during the 141st Annual Meetings & Exhibits in St. Louis. And during a time in our nation's history in which the Second Amendment right to keep and bear arms is under an unprecedented level of attack,









the crowd was not only huge, it was incredibly upbeat and energized. Whether they were browsing through nine acres of guns and gear on display in the exhibit hall, witnessing a starstudded slate of speakers during the NRA-ILA Leadership Forum and the Stand and Fight Rally, or enjoying the company of fellow patriots during exclusive NRA Ring of Freedom and NRA Heritage Society events, it was abundantly clear that this biggest-ever crowd of freedom's defenders would not be deterred by the anti-gun contingent—that they would instead take up the NRA's rallying cry to "Stand and Fight" for their Second Amendment rights, for individual liberty and for their nation's very future.





NRA Heritage Society Events

While most of the NRA Annual Meetings & Exhibits' 86,000-plus attendees didn't arrive until closer to the weekend, well over 100 NRA Heritage Society Members and Ambassadors started the celebration early with events on Wednesday and Thursday, May 1 and 2.

The NRA's Heritage Society, which grants membership to those who have included the NRA and its affiliated organizations in their wills, trusts or other estate plans, first invited its guests for a morning of sporting clays shooting at the Westside Sporting Grounds. After a morning of friendly competition, NRA Heritage Society Members and Ambassadors settled in for a fine buffet-style lunch and a demonstration of police K9s by the Houston Police Department.

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Later that evening, a smaller group met for the exclusive Charlton Heston Recognition Dinner at the Petroleum Club of Houston. The event honored planned giving donors who have willed gifts in excess of \$1 million to the NRA. Special recognition was given to Donald Williamson who passed away in 2010. Through two trusts, Mr. Williamson left the largest cash estate ever received by the NRA—\$7,217,780.







Wrapping up the Heritage Society pre-Annual Meetings festivities, this year's Heritage Society Luncheon & Gala was held in a quintessential Texas setting—the George Ranch Historical Park of Houston, Texas. One hundred eighty NRA Heritage Society members, families and friends gathered at this working ranch, where they were greeted by cowgirls on horseback and entertained with a real rodeo including calf roping, barrel racing and bull riding. A Texas Trio of cowboy crooners was on hand to sing songs from a bygone era, while guests dined on a delicious Texas barbecue served from the back of a chuck wagon. Heritage Society guests were treated to a tour of one of the historic houses on the George Ranch and hayrides around the hundreds of acres of ranch on a mule-drawn hay wagon. Heritage Society members also had the opportunity to try their hand at roping a calf with expert instruction provided by real-life cowboys.

NRA First Vice President James W. Porter 11 (now NRA President) was on hand to thank Heritage Society members and to recognize new Heritage Society Ambassadors. The annual event was held to show appreciation for those NRA member donors who have included and documented a planned gift in their estate plan to benefit an NRA entity. Eleven new member donors present at this event were inducted as new Heritage Society Ambassadors for their planned gift commitments. The NRA thanks all new and existing Heritage Society Ambassadors for leaving a legacy of freedom and making a gift that defends the Second Amendment.







Corporate Executives' Luncheon

On May 2, more than 200 of the Second Amendment's most passionate defenders and generous benefactors were on hand at The Rice Hotel's Crystal Ballroom for the seventh annual Corporate Executives' Luncheon, sponsored by Remington.

Matt and Jessie Duff, co-hosts of the popular Friends of NRA TV program kicked off the event by reminding those gathered that, "No one can sit on the sidelines" during the battle to preserve our Second Amendment rights. "With the help of everyone in this room, we can and will win," Matt Duff said.

Friends of NRA TV hosts Jessie and Matt Duff welcomed over 200 guests to the seventh annual Corporate Executives' Luncheon.







LtCol Oliver North then took the podium to introduce the 2013 Distinguished Corporate Executives, Frank and Pete Brownell. Brownells, Inc. Chairman Frank Brownell reminded those gathered that they all must "stand together" for the betterment of the NRA and the protection of our constitutional rights. Brownells, Inc. CEO Pete Brownell noted that the fight we're all engaged in isn't just about the Second



Amendment but about the very preservation of the American society we hold dear, and that emotional and spiritual support of the NRA is often as important as monetary support. He urged those gathered to be leaders in their companies, their communities and in their continuing generous support of NRA programs.







NRA Ring of Freedom Brunch

At Friday morning's biggest, best NRA Ring of Freedom Brunch ever, ten of NRA's top supporters over the past year were honored with the highest level of the Association's comprehensive donor recognition society—induction into the Golden Ring of Freedom.

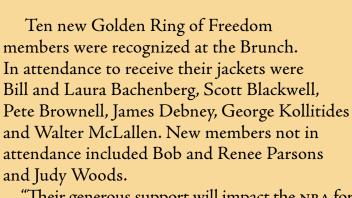
"The strength of this organization comes from people, one by one, throughout this country," Wayne LaPierre, NRA executive vice president, told those being honored.

"Thank you for making your own personal commitment to Stand and Fight with the NRA in this critical period of American history."









"Their generous support will impact the NRA for generations to come," said NRA Ring of Freedom National Advisory Council Co-chair and NRA Golden Ring of Freedom member Joe Gregory.

RING of FREEDOM

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Membership in the NRA Golden Ring of Freedom is reserved for those who have shown their long-term commitment to our right to keep and bear arms by giving gifts of cash or assets to the NRA totaling \$1 million or more.

Upon receiving their jackets, each inductee took their turn at what has become a joyous—and loud—Golden Ring of Freedom custom: the ringing of the Freedom Bell. The 1-ton-plus Freedom Bell was purchased and restored by Joe and Cindy Gregory as a symbol of the freedoms the NRA fights to protect.





NRA Women's Leadership Forum Luncheon

"Jam-packed" would aptly describe just about any event at the 2013 NRA Annual Meetings & Exhibits, but the seventh annual Women's Leadership Forum Luncheon was especially well attended—with more than 520 present at the River Oaks Country Club where the event was held this year.

Prior to being seated for lunch, the women in attendance had the opportunity to bid on a roomful of guns, gear and pieces of art in a silent auction, and during lunch, a live auction was conducted with even more valuable items up for bid. The live auction items included a Krieghoff Semprio rifle, a New Zealand stag hunt, a hunt for ibex and stag in Spain, and a special-edition Susan LaPierre Blaser R8 rifle.

Two major announcements were made during lunch, including news that Hornady Manufacturing had established the Marval and J.W. Hornady Endowment with a gift of \$100,000. The gift honored the 100th birthday of Marval Hornady, co-founder and still-revered councilor of Hornady Manufacturing. Women's Leadership Forum Co-chair Susan LaPierre also announced a Women's Leadership Forum Matching Gift Challenge of \$600,000 made











possible by the combined gifts of Laura and Bill Bachenberg, Sally Clark, Bill Hober, Hornady Manufacturing, Donna and Eric Johanson, Susan Kriley, Laser Shot, Michael Luzich, Melanie Pepper, and Angie and Bryan Tucker.

Susan LaPierre also announced significant upgrades to NRAWomen.tv, the online resource dedicated to women, shooting and freedom. The newly revamped NRAWomen.tv is made possible through a generous sponsorship provided by Smith & Wesson.

As the women present dined on a wonderful meal, they were treated to an entertaining address by popular television and radio personality Sean Hannity before the presentation of a very special award, the Sybil Ludington Women's Freedom Award, which honors the accomplishments of modern heroines. This year's award recipient was Janet Nyce whose devotion to training and education



Suzie Brewster presented this Browning over-under shotgun to Sean Hannity after the conclusion of his remarks at the luncheon.

Bottom left: Sally Pryor. Bottom right: Marit Doucet.





NRA Women's Leadership Forum Luncheon Sponsors

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led her to become an NRA Certified Instructor in shotgun, rifle, and Refuse To Be A Victim. Janet also volunteers with her community's Women On Target Instructional Shooting Clinic and serves as a shotgun range master at the NRA's Youth Hunter Education Challenge.

In what has become a tradition during the NRA Women's Leadership Forum Luncheon at the Annual Meetings, a number of ladies were awarded customdesigned brooches for having committed to giving or gathering \$25,000 or more per year to benefit NRA programs. Brooches were presented to NRA Women's Leadership Forum members Laura Bachenberg, Anne Brockinton Lee, Anne Bruce, Darleen Cors, Sue Cupero, Susan Hayes, Marge Hornady, Liz Murray, Laura Revitz, Laurel Smith, Liz Sharp, Joyce Rubino and Katie Garrison.

Jillian Kamps was presented a topaz gem to add to her brooch in honor of her having given or gathered an additional \$10,000 to \$25,000 to benefit NRA programs, and Melanie Pepper was awarded a sapphire gem to signify her having given or gathered an additional \$25,000 to \$100,000. Bonita Fraim, Gaye Kelsey, Susan Bernard-Shaver, Linda Crocker, Sandy Froman and Susan Kriley were presented emerald stones to add to their brooches signifying that they had given or gathered an additional \$100,000 to \$499,999. J.P. Puette was the recipient of a ruby gem for her having given or gathered an additional \$500,000 to \$999,999.

Finally, Laura Bachenberg and Barbara Rumpel were awarded the NRA Women's Leadershp Forum's highest honor: a diamond stone to add to their brooches. The diamonds were presented for Bachenberg and Rumpel each having given or gathered an additional \$1,000,000 dollars or having planned a \$5 million-plus estate gift.

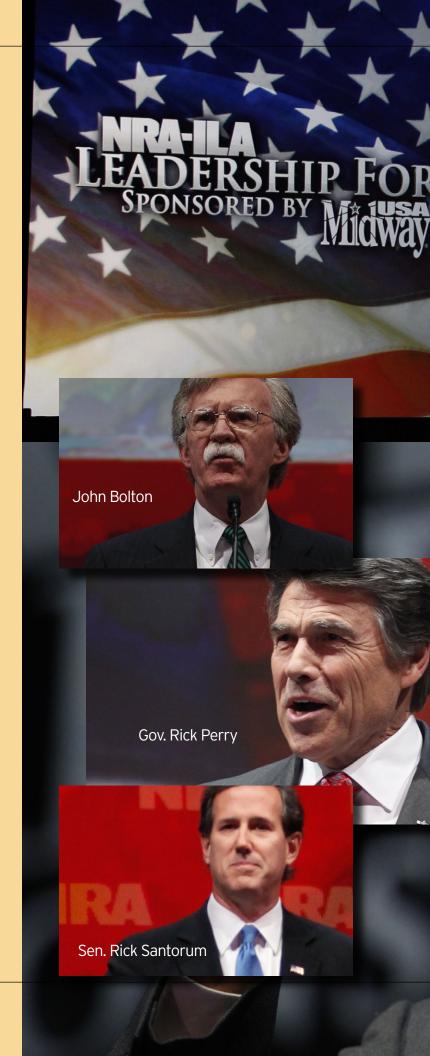


NRA-ILA Leadership Forum

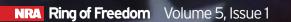
Once again this year, the NRA-ILA Leadership Forum at the NRA Annual Meetings & Exhibits featured rousing speeches from a long list of the Second Amendment's fiercest defenders from the political world.

A large and passionate crowd at the George R. Brown Convention Center witnessed an array of our nation's leaders take the podium to discuss American liberty and the importance of our nation's right to keep and bear arms. Speaking at this year's Leadership Forum were: Sen. Ted Cruz, R-Texas; Gov. Sarah Palin, former Alaska governor; former Congressman, former Administrator of the U.S. Drug Enforcement Administration and first Department of Homeland Security Under Secretary Asa Hutchinson, director of the NRA's National School Shield Program; John Bolton, former u.s. ambassador to the United Nations; Gov. Rick Perry, governor of Texas; Sen. Rick Santorum, former presidential candidate; Judge Jeanine Pirro, Fox News host; and Gov. Bobby Jindal, governor of Louisiana.

We've included highlights from the Leadership Forum here for you in this digital edition of NRA Ring of Freedom magazine, but if you want to see more, you can view all the speeches in their entirety at www.nra.org. Just look for the large window titled "NRA Annual Meetings Speeches."

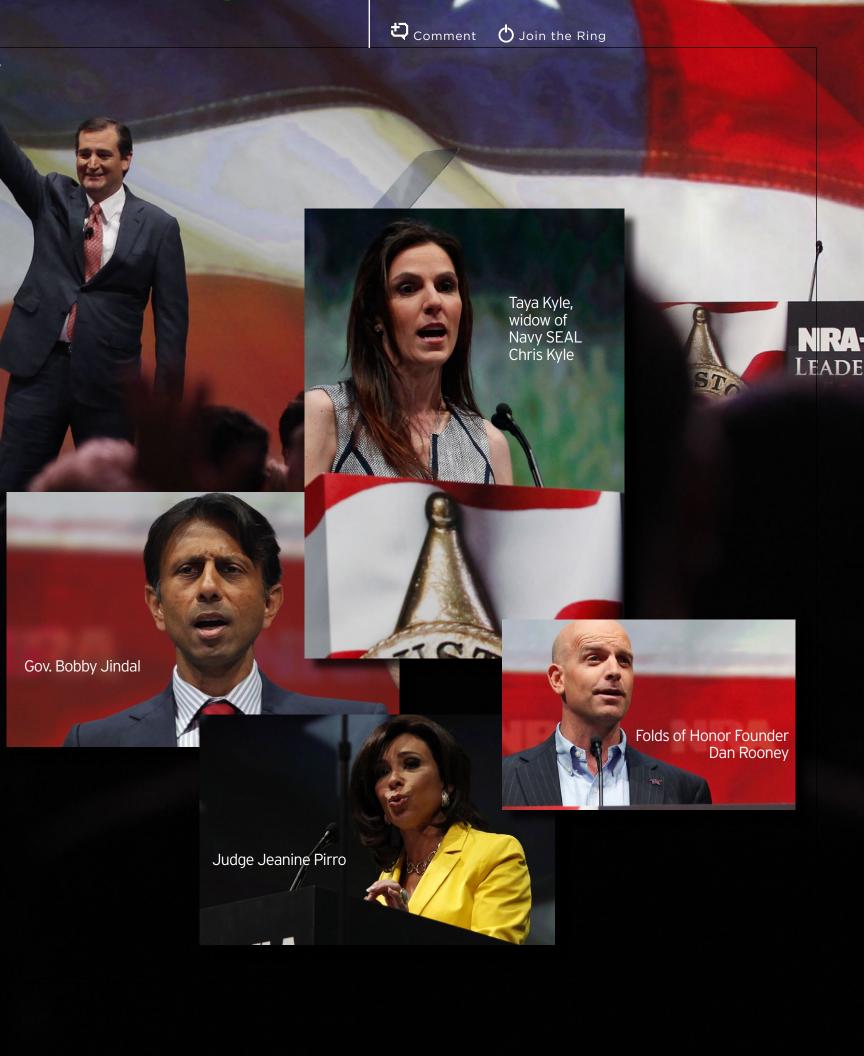
















NRA-ILA Dinner and Auction

Hundreds of NRA and NRA Ring of Freedom members came together at the beautiful Bell Tower in Houston for the seventh annual NRA-ILA Dinner and Auction. There, they were met with row after row of silent auction items on which to bid—guns, ammunition and accessories (including some very popular, and increasingly hard-to-get, 30-round Magpul Pmags)—but that was just the beginning.

The truly fierce bidding took place during the live auction portion of the evening, when attendees had the opportunity to bid on such impressive firearms as a Krieghoff Classic "Big Five" Double Rifle, a Connecticut Shotgun AIO 28-gauge shotgun, a Barrett MIO7AI rifle and even a Civil War U.S. Model 1863 Remington Zouave Percussion Rifle complete with a sword bayonet.



F it knives

Left: Mas

Fine firearms weren't the only items up for bid. Attendees also had the chance to bid on several "trips of a lifetime," including a three-day Argentina dove hunt for two, a tour for two of the Beretta Firearms Museum and Beretta vineyards in Italy, a red stag hunt in Austria and a Marco Polo sheep hunt in Tajikistan donated by NRA Ring of Freedom member Kaan Karakaya.

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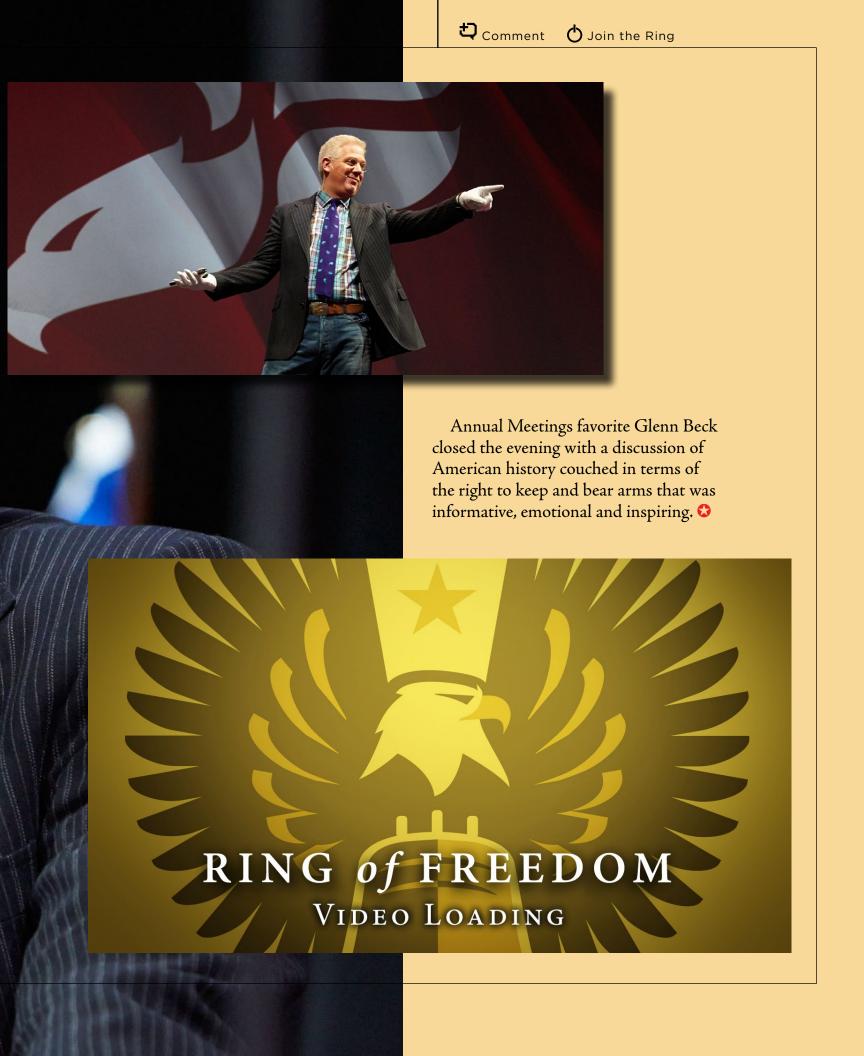
Stand And Fight Rally

The record-breaking 2013 NRA Annual Meetings & Exhibits were capped off in fine fashion on Saturday evening, May 4, with the Stand And Fight Rally. The crowd on hand filled the large auditorium at the George R. Brown Convention Center and also an overflow seating area.

As the crowd filed in, they were first entertained by the unique rock/classical music fusion of Guitarchestra—sort of a mini Trans-Siberian Orchestra, if you can imagine. After the final chord rang out from Guitarchestra's performance, NRA Executive Vice President Wayne LaPierre came to the podium to announce the presentation of colors by the Buffalo Soldiers National Museum Color Guard. After the Pledge of Allegiance and the singing of the national anthem, LtCol Oliver North delivered a stirring invocation and the show was under way.

Comedian and impressionist Frank
Caliendo got the crowd warmed up with a
series of hilarious imitations ranging from
past u.s. Presidents Bill Clinton and George
W. Bush to Robin Williams, Charles
Barkley and John Madden.





Thanks A

Larry and Brenda Potterfield

In honor of a MidwayUSA milestone, Larry and Brenda Potterfield donate \$1 million to aid in the fight to protect the Second Amendment.

By STEVEN M. BROWN

n the 35-plus years since Larry and Brenda Potterfield first opened a relatively small mom-and-pop gunshop on the outskirts of Columbia, Mo., the couple has celebrated a number of important milestones marked by the number one million. In 1983, their now-famous company, Midway USA, celebrated \$1 million worth of customer orders in a calendar year. The next "million milestone" came in 2008 when the Potterfields' business filled one million orders in a single year.

> Recently, Midway USA has hit another million mark, the possibility of which Larry and Brenda wouldn't have even had time to contemplate back in 1977 when the young couple's primary focus was on raising children and pouring energy into building a business that offers



"just about everything for shooting, reloading, gun-smithing and hunting."

One million active customers is the latest milestone—meaning that one million customers have placed at least one order with MidwayUSA in the last 12 months.

"For a country kid from Missouri, that's an amazing milestone," said MidwayUSA Founder and CEO Larry Potterfield. "It's an amazing thing to

"The threat on our Second Amendment rights has never been greater than it is today, and it will be even stronger in the future."

be able to win the support of a million customers in one year and also to have built the infrastructure, systems and processes to give them the service that they deserve."

Ironically, this period of unprecedented achievement for the Potterfields coincides with a time when the Second Amendment right to keep and bear arms is under an unprecedented level of attack, both in our nation's Capitol and in several key states where draconian gun control measures have been proposed. Even the Potterfields home state of Missouri—a state as pro-gun, pro-hunting and pro-Second Amendment as any in the Union—has not been immune from the infection of anti-gun

sentiment. In an act that can be seen as little more than political grandstanding and an effort to grab headlines, two Democrats in the Missouri state house proposed a bill in mid-February that would force gun owners to surrender or destroy semi-automatic rifles with detachable magazines and semi-automatic pistols with fixed magazines holding more than 10 rounds. That proposal was destined for failure from the moment it left the desks of State Reps. Rory Ellinger and Jill Schupp, but its very existence, no matter how short-lived, stands to illustrate just how far down into the fabric of our nation the antigun fervor has seeped.

"I think it's worse than I've ever seen it—not only nationally but on a state-by-state level," said MidwayUSA Co-Owner Brenda Potterfield. "The NRA has a real fight on its hands."

The NRA has pledged to Stand and Fight against any opponent who would seek to undermine our constitutionally guaranteed right to keep and bear arms, and the Potterfields have joined that fight in a big, big way. In honor of Midway USA's latest "million milestone," Larry and Brenda Potterfield have donated \$1 million—\$1 for each active customer—to the NRA to aid in the fight to protect the Second Amendment.

"The threat on our Second Amendment rights has never been greater than it is today, and it will be even stronger in the future," Larry said.



"Brenda and I make this contribution out of a sense of duty to our country and also as a show of leadership, hoping that others will do the same."



Right: Larry and Brenda Potterfield pose with their daughter Sara Potterfield (seated, front left), son Russ (seated center), his wife, April (kneeling), and the Potterfield grandchildren.







"Brenda and I make this contribution out of a sense of duty to our country and also as a show of leadership, hoping that others will do the same."

The Potterfields have long been leaders in the effort to protect the Second Amendment through their support of the NRA. These NRA Golden Ring of Freedom members were instrumental in starting the *Friends of NRA* program, which since 1992 has raised more than \$200 million for The NRA Foundation. Through MidwayUSA'S NRA Round-Up program, which asks customers to round up the total of

"If we love America and want it to always be the greatest nation on earth, we must support the NRA and the Second Amendment."

their orders to the nearest dollar and donate the change to the NRA Institute for Legislative Action (NRA-ILA), the Potterfields have poured more than \$8 million to date into the NRA war chest.

The latest \$1 million donation is earmarked specifically toward the NRA-ILA National Endowment for the Protection of the Second Amendment. This money will never be spent but will spin off 5 percent (\$50,000) each year to help NRA-ILA protect the Second Amendment.

"It is hard to imagine that you need a special endowment to protect the Constitution of the United States of America, but that is the world we live in," Larry said.

Larry says he wishes all Americans would support the Constitution, and he finds it very difficult to understand why they don't. However, he says he feels secure in the knowledge that the NRA is the nation's foremost guardian of the one right that guarantees all others: the Second Amendment.

But Larry also says that the support he has so generously lent to the NRA over the years is ultimately about more than protecting the right to gun ownership.

"This isn't just about the Second Amendment," Larry said. "It's bigger than the NRA. It's bigger than the Second

Amendment. It's about the future of America. If we love America and want it to always be the greatest nation on earth, we must support the NRA and the Second Amendment."

Larry and Brenda have donated much to this effort. The million dollar—and sometimes multi-million dollar—checks may be the most visible and easily quantifiable examples of their support. But by being so visible with their support, by wearing the impossible-to-miss gold jackets that signify their

"It's bigger than the NRA. It's bigger than the Second Amendment. It's about the future of America."

membership in the NRA Golden Ring of Freedom, Larry and Brenda provide something just as important as finances in the battle to protect our freedoms: They provide leadership. They provide a shining example for others to follow.

"I have lots of jackets, but that gold jacket is special. We never wear them to toot our own horn," Larry said. "We wear the gold jackets because we believe in America, we believe in the Second Amendment and we believe in what the NRA is doing to protect the Second Amendment.

"Brenda and I aren't leading in Washington D.C. We're not fighting the good fight in the same way that Wayne LaPierre and Chris Cox and the rest of the NRA's leadership are. But we can lead with our contributions, and we can lead by wearing the gold jacket." 🗘







caing ew Heights

Smith & Wesson CEO

James Debney

Whether it's leading an iconic firearms brand, joining the NRA's Golden Ring of Freedom or scaling mountain peaks, Smith & Wesson CEO James

Debney is getting used to the view from the top.

BY STEVEN M. BROWN

he last couple of years have been an exciting, adventurous time for James Debney. He has taken the helm as CEO of one of the world's most iconic firearms brands, Smith & Wesson, and led the company to record sales growth. He and the company he leads have not only joined the ranks of the National Rifle Association's premier donor recognition society, the NRA Ring of Freedom, but have ascended to its upper echelon, the Golden Ring of Freedom, with gifts well in excess of \$1 million.

Oh, and by the way, he also found time to climb Africa's second-highest peak: Mount Kenya.

"Some of my friends back in England decided we were getting a bit old and that we were going to run out of opportunities to do some of the really adventurous stuff," Debney said. "So they had the bright idea of climbing Mount Kenya."

Upon receiving the invitation to join his friends on their mountainscaling expedition, Debney said it took him all of a few minutes to respond in the affirmative.

"Anything that's a challenge or an adventure, I'm all in," he said.

After a period of rigorous training, which Debney admits he may not have followed quite to the letter, up the mountain he and his friends went.







Scaling New Heights | James Debney

Up, up and up—ultimately to an altitude of 16,000-plus feet.

"It was the most physically and mentally challenging thing I've ever undertaken," Debney said. "As you approach that summit, you are exhausted, but I have to say, the view is worth it."

Debney could just as easily have been talking about the view from atop the firearms industry. A relative newcomer to the industry, Debney brought his background as an executive in a consumer products company to Smith & Wesson in 2009. He originally joined the company as president of

its firearms division and within two years was promoted to president and chief executive officer in September 2011. He admits that as one new to the industry it is humbling at times to work for such an iconic brand with such a rich and storied history, but as was the case with his trek up Mount Kenya, Debney is "all in" for the challenge.

Established in 1852 from the partnership of two men with backgrounds in gunsmithing, Horace Smith & Daniel B. Wesson, Smith & Wesson built its fame around the revolver. The company found a particular niche within the law enforcement sector with its production of one of the most famous revolvers in the world, the Model 10. In continual production since 1899, the Model 10 has been used by virtually every police agency and military force in the world.

Any history of the revolver or discussion of the evolution of the modern handgun must necessarily be filled with references to Smith & Wesson. The company introduced the first Magnum revolver, the .357 Magnum, in 1935. Twenty years later, Smith & Wesson brought forth the first American-made double-action auto-loading pistol, the Model 39.

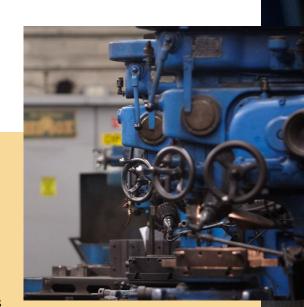
In 1956, the company introduced a handgun that would be made

Left: An immensely approachable CEO, Debney talks shop with employee Craig Ashley in the forging area of Smith & Wesson's factory. Above: Forgers Chris Malave and Frank Taft.

Scaling New Heights James Debney

world-famous on the silver screen a little over a decade later. the Model 29 chambered in .44 Magnum: Dirty Harry's gun.

With it's 160-plus year tradition of innovation and excellence, Smith & Wesson enjoys the kind of name recognition and customer loyalty of which few firearms makers in the world can boast.



But when Debney joined the company in 2009, Smith & Wesson was in the midst of something of a diversification strategy, extending its reach into products and businesses outside its core competency in gunmaking, including the acquisition of a perimeter security business. Smith & Wesson has divested itself of the non-core security business and under Debney's leadership has renewed its focus entirely on the firm foundation of firearms manufacture that made the company's name.

Focus. Simplify. Execute. These are the words Debney uses in describing Smith & Wesson's strategy going forward. Debney is determined to meet the company's primary vision: to be the leading firearms manufacturer. He is deeply analytical, focusing on a market-driven approach to learning exactly who buys Smith & Wesson's firearms and why.

It is that user-centric approach, backed by a tremendous amount of market research, that has led a company so well-known for its revolvers to focus its current efforts intently on building high-tech polymer pistols for the consumer market—namely through its M&P line. First introduced in 2006, the M&P semi-automatic pistol line features a number of models chambered in 9 mm, .40 S&W, .45 ACP. The M&P line even includes a .22-caliber model introduced in 2011 and a concealed-carry model, the M&P Shield, introduced last year. Lending credence to the value of the market research Debney has placed such emphasis on is the fact that consumers are purchasing the various M&P pistol models as fast as—and often faster than—the company can produce and send them out from its Springfield, Massachusetts, factory.

While Debney views the M&P pistol line as the key to growing Smith & Wesson market share and achieving the company goal of being the leading firearms manufacturer, Smith & Wesson is no one-trick pony. The company still places an emphasis on





Scaling New Heights | James Debney

innovation in the revolver category, with recent introductions such as the concealable Bodyguard in .38 Special and the versatile Governor with its ability to carry .45 ACP, .45 Colt or .410 shotshells, either alone or in combination.

The hunting segment is well represented under the company's Thompson/Center brand with its traditional hunting rifles, and modern sporting rifle enthusiasts are served

via Smith & Wesson's popular M&P rifle line.

"We have many employees with 30, 40, even some with 50plus years of service."

It is indeed a diverse product line, but Debney is committed to disciplined growth. He listens to what Smith & Wesson's users in the consumer and professional segments need and then gives his employees the necessary resources to design, produce and market firearms to fill those needs.

As sensitive an ear as Debney has for

users, he is just as focused on hearing and communicating with his company's employees. Every quarter, or more often should the need arise, he takes time to communicate with all his employees—shift by shift, team by team—in town hall-type meetings so that everyone involved in the company understands the corporate direction. Debney is an immensely approachable ceo.

"We have many employees with 30, 40, even some with 50-plus years of service," Debney said. "Smith & Wesson is near and dear to them. It's in their blood, and they want to see it succeed. They want to know the direction of the business and they want to understand why that's the right direction for the business.

"It's not by luck that we've been successful. It's really by working together as a team."

Less than two years into his role at the helm of Smith & Wesson, Debney's strategy has proved sound. In the first fiscal quarter of 2013, the company achieved record net sales and income from continuing operations. Net sales in 2013's first quarter, in fact, were up nearly 50 percent compared with 2012's first quarter. Debney credits the increase to strong sales of the M&P product line.

Just as Debney has returned Smith & Wesson's focus to the firearm and producing

Scaling New Heights James Debney

the type of firearms the market demands, he also has sharpened and renewed the company's focus on the protection of the Second Amendment right to keep and bear arms through generous support of the National Rifle Association.

"We looked back at the support we had given the NRA over time and decided, really quite honestly, that it wasn't enough," he said.

Unhappy with what he saw as a deficiency, Debney went into action. Under his leadership, the company has recently donated well in excess of \$1 million to various



NRA programs, including the Voice of Freedom program, the NRA Life of Duty program and the NRA Women's Network. During a ceremony at the 2013 NRA Annual Meetings & Exhibits in Houston, Debney donned the trademark gold jacket of the NRA's Golden Ring of Freedom and officially joined the ranks of the Second Amendment's most loyal, steadfast and fierce defenders.

"It is imperative that we hold fast to the freedoms that the U.S. Constitution and the Bill of Rights provide our

citizens," Debney said. "Those freedoms cannot and must not be negotiated. So, I think it's more important than ever that we come together in support of the NRA.

"The efforts of the NRA are critical to the future of the country," he continued. "And our sponsorship of numerous NRA programs reflects our commitment to those efforts."

With its rich history in supplying firearms to the military and police markets, it made perfect sense for Smith & Wesson to lend its financial support to the NRA Life of Duty Network. Specifically, Smith & Wesson sponsors the NRA Life of Duty's Patriot Profiles documentary series, which is dedicated to telling the stories of the heroism, courage and honor displayed by the brave men and women who defend American freedoms at home and abroad as military, police and first responders.





Scaling New Heights James Debney

"The efforts of the NRA are critical to the future of the country."

Even more recently, Smith & Wesson has become the presenting sponsor of the NRA Women's Network, an online network devoted to producing engaging content for women shooters and hunters.

"Women are enjoying the shooting sports in record numbers, and they have never had a resource like this," Debney said. "We're proud to play a significant role in growing that resource for them. We believe that women who have been shooting their whole lives and women who are new to firearms will want to get involved with this community."

Debney said that people can expect to see Smith & Wesson more involved in programs such as these in the future. Even as a relative newcomer to the firearms industry, hunting and the shooting sports, Debney understands full well the challenges that firearms owners face from a growing contingent of those opposed to the Second Amendment. As a strong leader both within his company and within the NRA Ring of Freedom community, Debney is up to facing the challenge, no matter how high its peak. 🗘





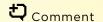
Ring of Freedom member
Kaan Karakaya learned a
valuable and formative lesson
regarding the role of hunter as
conservationist. He learned the lesson on a
hunting trip, while at the side of the greatest
friend and teacher he ever had: his father,
Suleyman Karakaya.

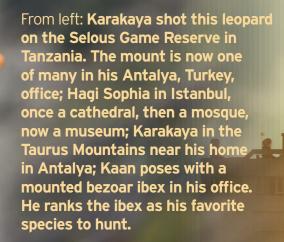
In the 1980s, Suleyman Karakaya worked as the head of Turkey's wildlife department, employing around 40 men who acted as something akin to game wardens in the Termessos National Park of southern Turkey. A devout and determined conservationist, Suleyman was instrumental in establishing responsible big-game hunting in Turkey.

Kaan recalls accompanying his father on one particular hunt, as an observer, at around the age of 9 or 10. This was not a hunt in the traditional sense. There would be no meat harvested for the table, no trophy mount collected for the wall. The purpose of this hunt was to assist in the propagation of a severely endangered species in Turkey, the fallow deer.

At the time, a limited number of fallow deer were kept in captivity for the purpose of







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arned the importance and the American

Steven M. Brown



breeding. Unfortunately, the majority of those captive deer were does. Suleyman's idea was to capture a buck from the wild and have it brought to the does, whereupon romance would ensue and nature would take its course.

With that plan established, Suleyman and his men went afield, armed with large, sturdy

Kaan Karakaya and Shikar Safaris

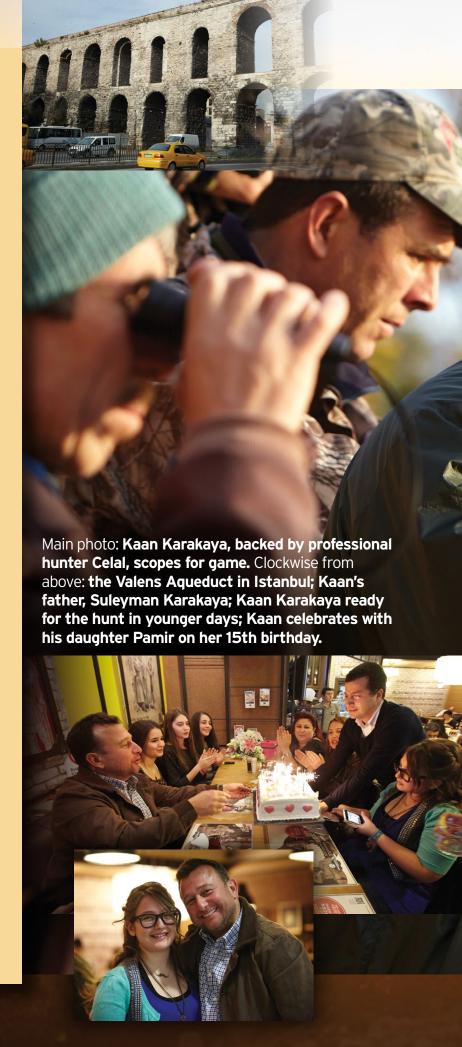
fishing nets and a tranquilizer gun. They strung their nets among and between the forest

trees and began driving the fallow deer toward them. Suleyman, armed with the tranquilizer gun, spied a buck among the small herd and readied himself for a shot. The tranquilizer gun malfunctioned; Suleyman could not get off his shot, but he was determined not to let this rare fallow buck escape.

Instincts, prior experience as a wrestler and perhaps a bit of bull-headedness kicked in. Suleyman launched himself upon the buck and rode it for about 10 yards before the buck was eventually netted. Kaan's father had broken ribs to nurse, but the fallow does in captivity would have their mate and Kaan would see firsthand the hard work and dedication required of the hunter as conservationist.

Kaan's father would continue to take his son hunting nearly every weekend throughout his childhood, provided he made good grades in school during the week. Looking back, Kaan is grateful for the time spent with his father in the field. Whether traveling strictly as an observer or taking an active role in the hunt, Kaan was able to learn a great deal, and the time spent in the field brought the two closer together.

"I don't think there are too many kids in the world who had a childhood like I had." Kaan says. "My father was a really close friend. He took me every weekend either hunting or





fishing, and we spent a lot of time together. That created a very good friendship.

"I'll never forget what he did for me," Kaan says of his beloved father, who passed away last year. "If it wasn't for him, I wouldn't have been able to do what I do today."

Putting the knowledge gleaned at his father's side to use, young Kaan became a professional hunter at the age of 19. Less than a decade later, in 1996, he would start his own business: Shikar Safaris.

Kaan's family has a rich history in the area of Antalya, Turkey, dating back to the 15th century. He comes from a long, long line of hunters and military men, including one ancestor, Bali Sultan

Kaan Karakaya and Shikar Safaris

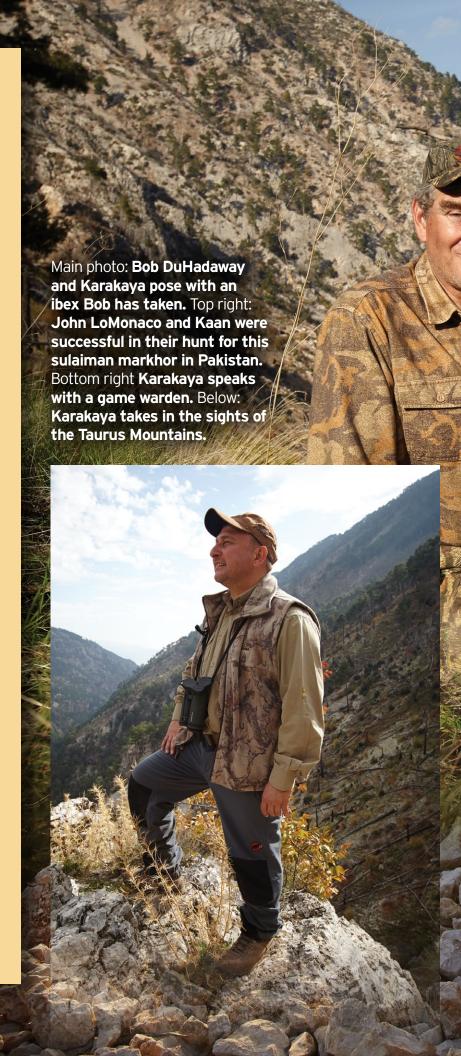
(Malkocoglu), who served as the head of the army for Suleiman the Magnificent, the longest reigning

sultan of the Ottoman Empire. But when Kaan started Shikar Safaris, there were few open hunting areas in his native Turkey. The wildlife there was suffering due to poaching and poor land management, so Kaan set out to find new hunting destinations for his safari company. He started with Azerbaijan, guiding hunts for the mountain-dwelling East Caucasian tur. He then moved on to Iran, which was once a prime destination for sheep hunters but had been closed to hunters since the Iranian Revolution of 1979.

"People were against this because they didn't think there was any game left in Iran," Kaan says. "I traveled, took pictures and discovered there were still lots of nice places to hunt."

Due in no small part to Kaan's exploration and research, Iran, with its eight subspecies of wild sheep, is once again open to foreign hunters.

Next came Pakistan: A country and hunting destination that Kaan holds especially dear. Outside of Turkey, it is his favorite place





to hunt and to guide, whether it is for urial, ibex or the majestic markhor with its tall, corkscrew-like horns.

Back to his home country, Kaan called

Kaan Karakaya and **Shikar Safaris**

upon the knowledge gained from his conservation-minded father to bolster the population of

wildlife and revive big-game hunting in Turkey. Kaan initiated a program whereby a portion of the revenues from hunting is returned to the local communities. With this financial incentive, it has become incumbent on locals to better manage the wildlife habitat and report any occurrences of illegal poaching. As Kaan puts it, the local people are now the "guards of their own mountains." As a result of the

program, Kaan says, the wildlife populations are on the upswing, and Turkey is once again a legitimate destination for biggame hunters.

Now in its 17th year of operation, Kaan Karakaya's Shikar Safaris offers unique, tailor-made hunts in a variety of exotic, culturally significant destinations across Asia and Europe—Turkey, Azerbaijan, Iran, Pakistan, Mongolia, Switzerland, Austria and Spain, among others. Due to the relationships Kaan has developed and nurtured with the various wildlife departments and local tribes in the destinations he has opened, Shikar Safaris makes it easy for its clients to enjoy a hunting adventure they might not have thought possible.

"I was able to turn my hobby into my business," Kaan says. "I've met some wonderful people through hunting—all around the world. That means a lot to me. I'm so fortunate to have this business."

Although his business, Shikar Safaris,





operates exclusively in Asia and Europe, Kaan Karakaya is a strong proponent of the National Rifle Association and the American Second Amendment it fights to maintain. Gun

Kaan Karakaya and Shikar Safaris

regulations are far more restrictive in Kaan's Turkey than they are in the U.S., and this has given

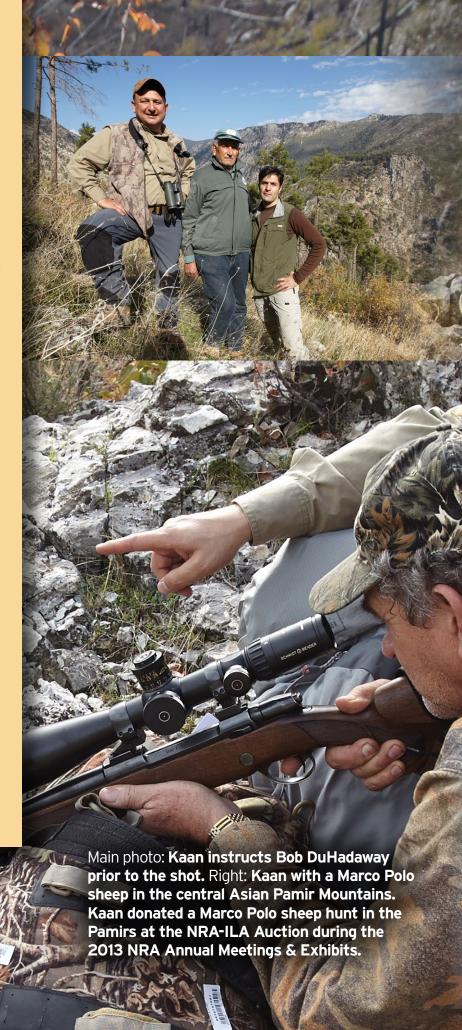
Kaan a unique perspective on the importance of firearms freedoms.

"Whatever happens in America affects Turkey, because we are very close. We are allies," Kaan says. "What I see is, if you lose your hunting rights and gun ownership right in the United States, I can't imagine how it would affect Turkey."

Even now, Kaan says, it is very difficult to own a gun in Turkey. He describes a lengthy and expensive process for those Turkish citizens who apply for a firearms license. First, applicants must prove a legitimate need to possess a firearm, such as hunting, personal protection or security. Next comes an exhausting array of legal and medical background checks.

Those deemed eligible for a firearms permit must then pay a healthy sum to register each firearm they purchase—and they must reapply and repay every five years. Kaan says he must pay nearly \$1,500 every five years to re-register each of the rifles he owns.

Kaan dearly loves his beautiful home country, but notes one possible improvement that could be made: "I wish we had the NRA in Turkey." 🗘





Shikar Safaris Supports NRA at 2013 Annual Meetings & Exhibits

Kaan Karakaya has previously supported the NRA through cash donations and through donations of auctioned hunts. His generous support of the NRA continued in 2013 with two hunts donated for auction at the 2013 NRA Annual Meetings & Exhibits in Houston, May 3-5.

The first hunt was auctioned during the NRA Women's Leadership Forum Luncheon on May 3. Through Shikar Safaris, Kaan generously donated a bronze-medal Ronda ibex hunt and a bronze-medal stag hunt in one of Shikar Safaris' newest destinations: Spain. The winning bidder for the five-day hunt was NRA Women's Leadership Forum member Liz Sharp of Smith & Wesson, and proceeds from the auction went to benefit the NRA and its critical missions.

Kaan's second donation for 2013 was auctioned the evening of May 3 at the NRA-ILA Dinner and Auction. At auction was a hunt for one of the world's most majestic and historically sought-after trophies, a Marco Polo sheep, in a stunningly beautiful location, the Pamir Mountains of Tajikistan. The lucky winning bidder for this auctioned hunt was NRA Ring of

Freedom and NRA Board of Directors member Bill Bachenberg. Again, 100 percent of the proceeds from the auction will go to support the NRA.

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Firearms Epiphany Spurs Second Amendment Activism

For **Susan Kriley,** a well-placed shot results in life-changing new directions. By GARY LANTZ



uns and hunting weren't exactly alien to Susan Kriley. After all, the native Chicagoan grew up in a family of hunters. Mostly, guns were just a guy thing, and the Eastern Illinois University graduate focused on the world she felt more familiar with, one that included successful business ventures and her life partnership with husband Don.

Then something happened after the Krileys retired to their present home in Morrisville, N.C. Don, a seasoned and enthusiastic outdoorsman, accepted a National Rifle Association invitation to spend three weeks hunting in Africa. For Susan, it was an opportunity to accompany her husband to an exotic locale, see the sights, maybe do some shopping.

Once in Africa, Don Kriley headed into the bush while Susan drove into town to admire locally made ostrich skin boots and handbags. And that's when the germ of an idea began to ferment. Why not, Susan thought, harvest my own ostrich hide here, on the spot, and have boots made to order?



But first she'd have to learn how to shoot a gun. Back at camp, a professional guide set up a target, showed Susan how to aim and operate a rifle, and then stepped back. Susan's first shot nicked the edge of the bullseye circle. The second struck dead center, and hours later Susan was in a truck, on the trail of the basic ingredients for her recently wished-for custom boots.

Susan Kriley

Firearms Epiphany



The African safari was in 2011. Since then the NRA Life member has been a passionate advocate for gun ownership, hunting, shooting and her constitutionally protected Second Amendment rights.

The switch to NRA advocacy came easily to this Illinois native. Susan has always been a spirited, independent-minded

individual, proud of her ability to make her own way in the world, distrustful of government efforts to marginalize personal liberties.

Therefore she's always believed in the Second Amendment. It just wasn't as personal as it became when she returned home from Africa.

At that point, Susan knew she needed to dedicate herself to Second Amendment activism, "because it was clearly the right thing to do."

So Susan went from being a non-hunting, non-gun owning, non-shooting retiree to an avid hunter, gun owner, personal protection proponent and, in 2012, a member of the National Rifle Association's Women's

Leadership Forum Executive Committee.

That's a big leap for a woman who rarely thought much about guns, shooting and firearms advocacy until a time in her life when most people are





Far left: Susan is rightly proud of this ostrich-skin bag. She shot the ostrich on her very first hunt, an African safari with her husband, **Don.** Upper left: **This** waterbuck mount is another souvenir from the Kriley's time together in Africa. Left: Susan holds her Blaser R93 rifle. She is seated in front of the mounted white springbok that she also shot on that first African safari.



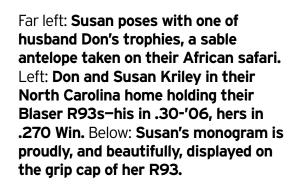


Firearms Epiphany

"I'm just glad that I can contribute and continue to make a difference, because what we do today is so important for future generations."







idling down rather than rolling up their sleeves in anticipation of a new personal adventure.

For Susan, defense of the Second Amendment has been akin to a life's calling with a later than usual starting date.

"I don't believe the government has a right to interfere in constitutionally protected Second Amendment issues," she says. "I've always felt strongly about the need to protect our individual freedoms, and now that I've become involved with guns, hunting and the NRA, these feelings have grown more weighted, more personal."

These growing personal convictions fueled Don and Susan's desire to contribute personally to the NRA and future generations of gun owners, hunters and shooters. At the same time, Susan urges others to follow in her footsteps and provide a solid financial base for this important cause.

"Some are able to give money, and that's certainly important considering the expense involved in protecting our firearms freedoms," Susan says. "But everyone can give something of themselves. Volunteering one's personal time is critically important as well, and if we all work together at all levels and walks of life, we can make a vital difference in the defense of the Second Amendment."



The way Susan Kriley sees it, firearms issues are an extension of the fight to protect and preserve individual liberty in this country. She feels it's a battle that's continued since the Founding Fathers first signed the Declaration of Independence—a centuries-long struggle to retain liberty as the guiding light in our everyday lives.

"Certainly Second Amendment issues are but a part of this ongoing struggle to preserve the Constitution, but

Susan Kriley

Firearms Epiphany

in recent times they've become a defining part," Susan says. "These are the times the NRA has been warning us about for years, and there's no room for retreat. I'm just glad that I can contribute and continue

to make a difference, because what we do today is so important for future generations."

Susan's newfound interest in guns, hunting and issues surrounding the same has been a boon not only to the Mrs. of the family, but for the Mr. as well. Don's hunting trips are no longer considered singular. Today they're booked double occupancy, and those once-rare flights across the Atlantic are growing increasingly commonplace.

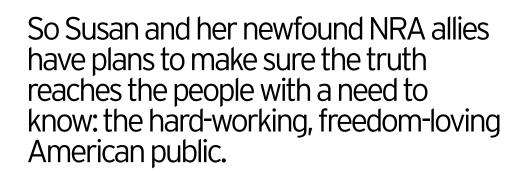
Another journey to Africa is in the offing, and this time Susan has her sights set on four-legged prey. She plans to return with a completely different look in decorative trophies.

And now more than a year has passed since Susan discovered another firearm-related passion. Her quest to obtain a concealed handgun carry permit introduced her to the sport of handgun shooting. It was, like hunting, love at first recoil and muzzle blast.

"Certainly Second **Amendment** issues are but a part of this ongoing struggle to preserve the Constitution, but in recent times they've become a defining part."







During the year that followed, Susan acquired three Smith & Wesson handguns that, considering the way she describes each, are her new best friends forever. And, considering her natural-born ability to place a bullet exactly where she's aiming, there's little doubt these crime battlers are in capable hands.

At the same time, Susan is a capable crusader as well, a woman determined to tell the story of her conversion to hunting, shooting and the need to protect what she considers the most basic of individual rights.

Susan Kriley

Firearms Epiphany

It may have been a late transformation, but the Susan Kriley of 2013 is a woman ready to go on the road, spreading the gospel of private firearm ownership and constitutionally protected rights.

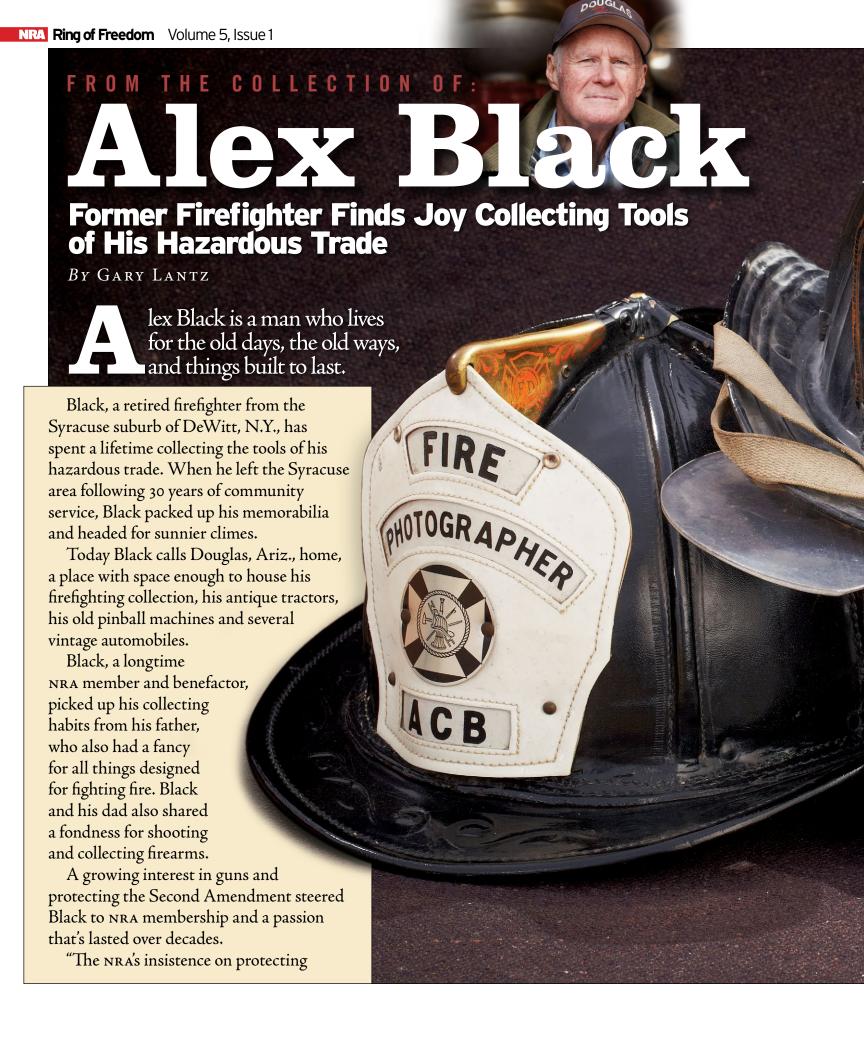
"I've learned so much in the past two years, much of it the basic knowledge needed to become a safe, responsible gun owner," Susan says. "At the same time I've watched while the media spreads so many falsehoods about guns and gun owners. Much of the anti-gun reporting lacks basic simple truths can cially when it cames to have freezens works things like

falsehoods about guns and gun owners. Much of the anti-gun reporting lacks basic simple truths, especially when it comes to how firearms work, things like bullets and ballistics. But if they told the truth, their case would crumble."

So Susan and her newfound NRA allies have plans to make sure the truth reaches the people with a need to know: the hard-working, freedom-loving American public. Change has been in the air in the Kriley household ever since Susan stepped out of a truck in the African bush and dropped an ostrich in its tracks—no simple feat for a woman who'd never handled a rifle. Back in camp the guide marked her cheeks with the blood of her quarry—an ageless African ritual.

The blood washed away, but not the sense of connectedness that stirred Susan Kriley to become more than just a casual gun owner and defender of the Second Amendment. At that moment she became a warrior—and gun owners around the world gained a friend for life. •









FROM THE COLLECTION OF:

Alex Black

our individual rights and freedoms appealed to me," Black relates. It also prompted him to donate to NRA causes—to give back something so that future generations could enjoy the same freedoms he has known throughout a long and productive life.

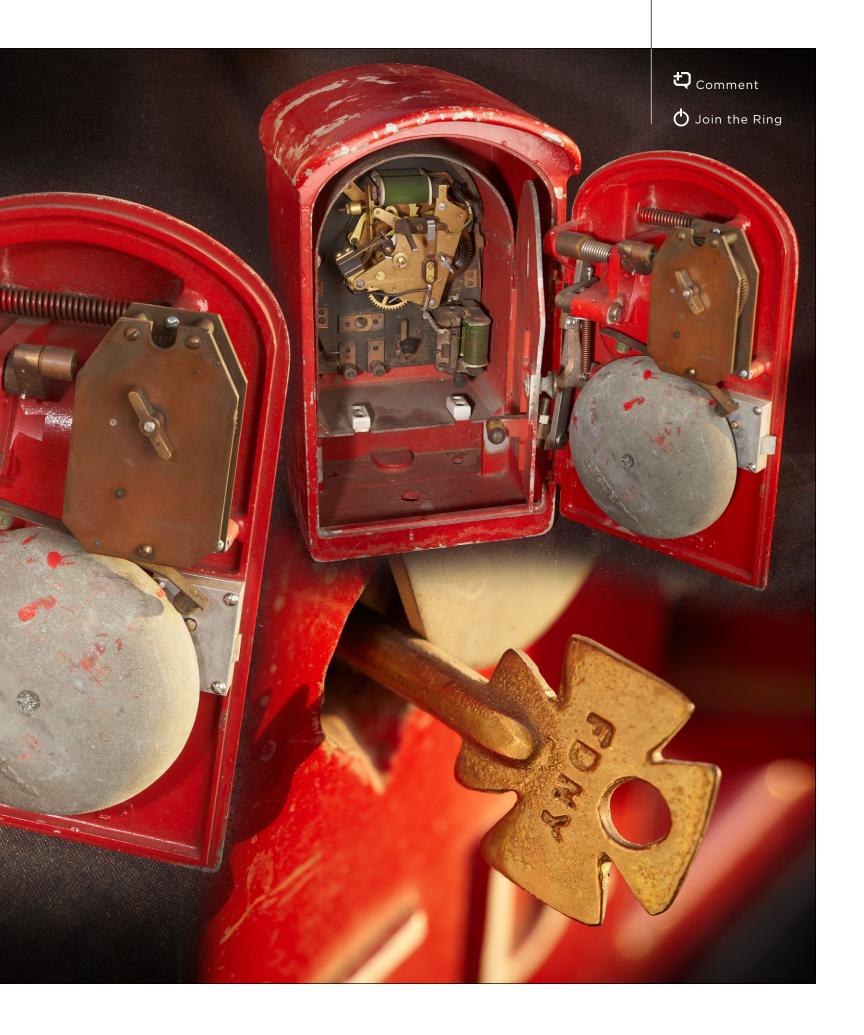
The square-jawed, steely-eyed old firefighter still enjoys what he terms "an excellent shooting range" in Douglas. Plus, the Southwestern scenery suits his new lifestyle.

A visit to Black's household is more like time-traveling than a social event. "My place here is mostly a museum," Black admits. Visitors are quick to notice the vintage fire engine that battled blazes in Lynn, Mass., after being built in Cincinnati in 1929.

Retirement doesn't mean that Black has totally abandoned the love of his life. He still serves as a fire scene photographer for the Douglas Fire Department, something he learned to do back home in Syracuse. Photography, recreational shooting and caring for his extensive antique collections keep the former New Yorker busy—but not so much that he can't find time for the NRA.

"We're on the border here and I had a friend murdered on his





doing my part." O



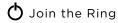
their district.











Do to Secure Freedom

There are many ways to support the NRA; members just need to find the way that best fits them and their circumstances. Here, I have compiled a list of ways to get involved with the NRA that I hope you will consider.

1. Renew or upgrade your NRA membership.

We frequently hear from people who at one time had an NRA membership and let it lapse but still closely identify themselves with the Association. This is a very good time to show your support through an annual or Life membership. Call I (800) 672-3888 or visit www.nra.org.

- **2. Join the NRA Ring of Freedom.** Your gift of \$1,000 per year to any of the NRA's programs qualifies you for special benefits and exclusive opportunities available only to members of the NRA Ring of Freedom, NRA's premier donor recognition society. NRA Ring of Freedom members also receive a subscription to the NRA Ring of Freedom magazine. Visit www.nragive.com to join the NRA Ring of Freedom
- **3.** Encourage your friends and family to join and support the NRA. Give the gift of NRA membership, and bring your friends and loved ones into the NRA family. It is time to stand firmly together.
- 4. Include your favorite NRA programs in your will or estate plans. Designate the NRA, the NRA Civil Rights Defense Fund, The NRA Foundation, the NRA Freedom Action Foundation, or the NRA Special Contributions Fund (the NRA Whittington Center) as your beneficiary. The NRA Planned Giving Department offers free, no-obligation consultations on how to meet your planned giving objectives. Call I (877) NRA-GIVE. The call is free, but the information you receive may be priceless.

5. Come to the NRA Annual Meeting & Exhibits.

This year's event in Houston, Texas, was a massive success. If you have never attended an NRA Annual Meetings, start making plans to attend the 2014 Annual Meetings in Indianapolis. Visit www.nraam.org.

6. Communicate with your representatives in Congress. Follow the NRA-ILA grassroots alerts for local issues. Remember that your congressmen and congresswomen work for you. Let them know how you feel about the Second Amendment of the Constitution. https://nraila.org/get-involved-locally/secure/stay-informed.aspx

7. Leverage the power of social media.

Download the NRA App for instant access to all things NRA. Subscribe to the NRA's groups and newsfeeds on Facebook and Twitter, share the posts with like-minded patriots, and express your views in the comments section. Make your voice heard!

- **8. Watch NRA News** daily at 5 p.m. on the Sportsman Channel or on the Sirius Patriot Network. If you can't watch it live, set your DVR to catch your daily update on the latest Second Amendment news. Stay informed! Visit www.nranews.com for more information.
- **9. Attend local Friends of NRA events.** The Friends of NRA has been providing grassroots support to the NRA and its many programs for decades. Get involved today. Visit www.friendsofnra.org to find a banquet in your area.
- **10.** Need to make some room in your gun safe? **Donate your firearms** to the NRA Firearms For Freedom program. Proceeds from gun auctions featuring donated firearms are used to support NRA programs, so your firearm is a great way to give charitably. Visit www.nrafff.com for more information.
- **11.** Looking for a special gun and want the purchase price to come back to the NRA? **Buy donated guns** online at nrafff.com/auctions.aspx.

12. Practice your Second Amendment rights.

Get to the range (you can find one using the NRA App), go hunting or introduce someone to shooting. Keep your shooting and hunting skills sharp, and proudly exercise your rights as an American citizen.

How I Roll:)

SCOTTSDALE



NRA RING OF FREEDOM MEMBER Glennon Gingo is a true champion for the shooting sports and Second Amendment freedoms on the Big Island of Hawaii. He has worked closely with the NRA and The NRA Foundation to build a safe shooting range on the Big Island, and he's been a huge part of the runaway success of Friends of NRA banquets there.

But Gingo has another great passion besides the shooting sports, and it's one perfectly suited to the beautiful island locale he calls home. That passion is freediving. He is the former manager and coach of the u.s. Freediving Team, which he co-founded in 1998, and worked closely with the u.s. Navy and Navy SEALS on training and safety courses.

"I really enjoy all aspects of freediving—especially training and safety," Gingo said. "It's a bonus that I get to do all this and live in Hawaii."

As passionate about using the right equipment as any hunter or sport shooter, Gingo introduced us to a few of the tools essential to his pursuit.



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✓ Wetsuit Gingo's streamlined wetsuit is custom fitted to maximize warmth and comfort. The suit's smooth surfaces ensure efficient movement in the water, in much the same way that swimmers desire streamlining in competitions. The neoprene rubber suit is highly flexible so as to not restrict the diver's movements.

Footies These thin, sock-like booties are made from the same neoprene rubber used to construct the wetsuit. Booties are important to a diver for a variety of reasons: They prevent chafing where the foot rubs against the fin foot pocket, they help keep feet warm, and they help maintain a close fit between foot and fin to ensure good transfer of kick energy from the leg muscle to the fin blade.

How I Roll:`

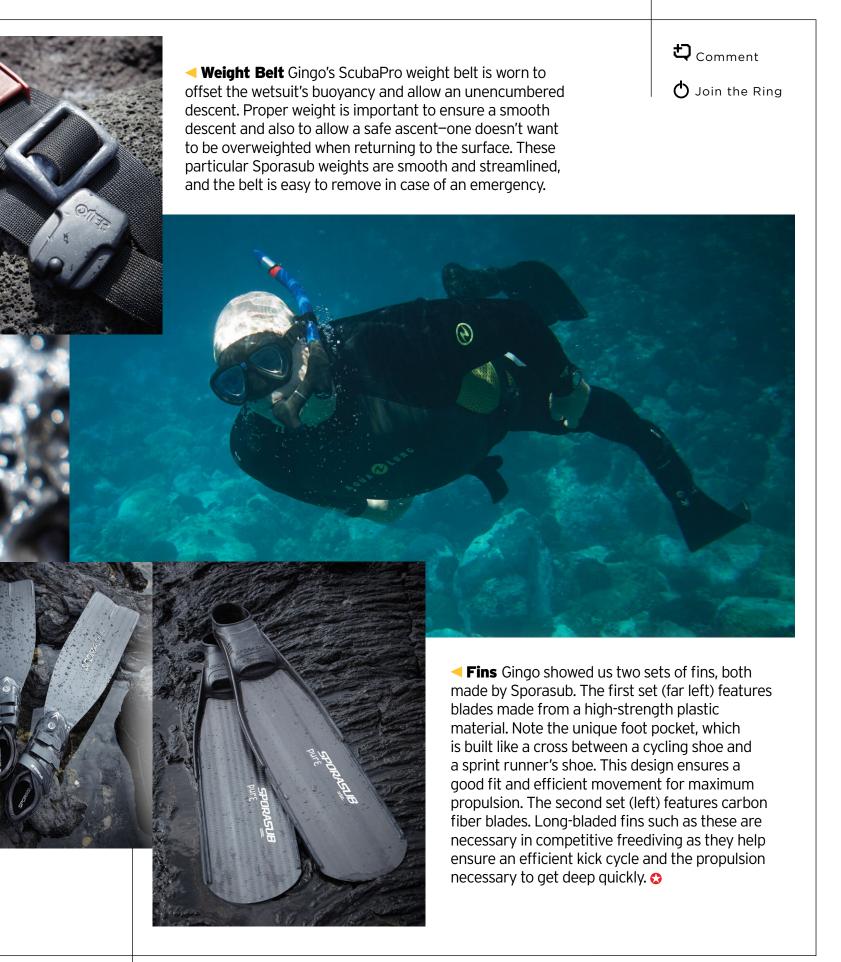


Snorkel Gingo's snorkel is a streamlined wraparound type with a distinct curve that allows a close fit to the head and also increases efficiency in clearing water out of the tube.

Diving Mask The lens of Gingo's Sporasub mask features a mirrored tint, which is important to a freediving hunter as it does not expose the diver's eyes to the fish being stalked. "I have used this type for about six years, and I do believe it makes a difference," Gingo said. "I think hunters will agree when stalking any game that eye contact has a lot to do with the prey's reaction."



▲ **Dive Computer** Gingo's dive computer of choice is a Suunto D4 model. It tracks all pertinent info on depth, time, ascent rate and limits. "I like it because it is small and streamlined (about the size of a wristwatch) and comfortable to wear," Gingo said. "The screen is easy to read, as well."





Leaving a Legacy of Freedom

T'S NEVER TOO LATE to develop an interest in the shooting sports and an appreciation for the importance of the Second Amendment. It's also never too early to start thinking about the legacy of freedom that an individual can leave for his or her family and future generations.

Case in point: NRA Life member, Golden Eagle, and NRA Heritage Society member Joel Altman.

Joel was introduced to the joys of shooting at a fairly young age, but the extent of his shooting experience was with BB guns at YMCA camp. There, he learned the basics of marksmanship and gun safety and even won a first-place award as a result of his mastery with the Daisy BB guns he and his fellow campers were outfitted with.

But back home, Mom wasn't real keen on firearms—not even those endorsed by comic strip cowboy Red Ryder.

"Needless to say, she immediately took the award and threw it away as she, at that time, had no interest in seeing her son learn to shoot or be around firearms," Joel remembers.

Joel's interest in and experience with firearms were necessarily curtailed until 1993 when his grandfather passed away and left Joel's father two pistols from his service in World War 11. The possession of those family heirlooms soon inspired clandestine father-son trips to the shooting range, where Joel's dad taught him how to safely shoot









a real firearm. Soon, Joel and his dad were also heading out to shoot trap with his dad's old Mossberg 20 gauge, which had been hidden at a friend's house for years. Although Mom may have been under the impression that they were seeing a movie or going for a drive in the country, Joel and his dad would go out for a few hours of target practice.

For more than a decade Joel, his dad and eventually his younger brother, would go shooting in secret a few times a year at their local shooting range. Joel recalls the first new pistol his dad purchased, a 9 mm Beretta 92FS. As a

Joel became a father less than two years ago, and he, along with his wife Ashley, have decided to leave a legacy of freedom for their daughter by naming the NRA as a beneficiary in Joel's will.

gift of thanks for his dad, Joel took the pistol to the Beretta factory in Accokeek, Md., a few years ago to have it completely refurbished with all new internal parts, grip, springs, barrel and magazines. "It is hard for me to believe that I have been shooting for almost 20 years now and our Beretta is about that old as well," Joel said. "But it is the first firearm that my dad purchased for us and it had a major impact on my life as I learned to shoot. Perhaps one day it will be handed down to my children to enjoy as well."

The secrecy surrounding Joel's growing interest in firearms and the shooting sports came to an end when he became a federal police officer in 2004. Since a big part of Joel's life now revolved around training with and carrying firearms, the

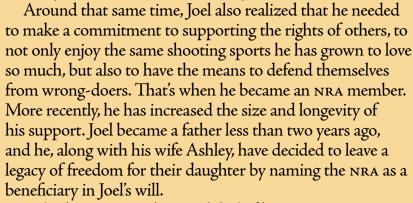
cat was out of the bag. Once Joel explained his position to his mother—and apologetically admitted that he and his father had been taking off to shoot targets and trap for several years—his mother came around. She's even accompanied Joel to the shooting range on occasion and has turned her views about the Second Amendment around as well.

In moving to the Washington, D.C. area as a federal police officer, Joel lived only a few minutes' drive from NRA Headquarters and the National Firearms



Museum. Joel would take visiting friends and relatives from out of town to the museum where they could view the exhibits and gain a new appreciation for firearms, their history and the shooting sports. "For me, I think the history of firearms, especially their history in the making of this country, is a very important step in learning to appreciate them," Joel said. "At the National Firearms Museum they do a great job of showing the history of firearms from when they arrived on

the Mayflower until the modern day."



Joel, who now spends a good deal of his time writing and publishing educational children's books on a variety of subjects, is impressed with the breadth of programs the NRA offers. In particular, he's a big proponent of the Eddie Eagle GunSafe program, which he used during his time as a law enforcement officer. An NRA-certified pistol instructor, Joel also praises the many training programs the NRA offers, both for law enforcement officers and civilians. As Joel continues to write his books he hopes to one day partner with the NRA and produce a book for young shooters about the shooting sports and firearms safety. "I have had the opportunity to meet and work with some great people from NRA since I was so

close to their headquarters," Joel said. "Especially Brooke Berthelsen who suggested becoming a member of the Heritage Society. Even though I am no longer in the D.C. area, I will continue to support and work with the NRA whenever I can.





"The NRA is not just about guns," Joel said. "There are so many great programs and training that the NRA has that most people, even other members, are not even aware of.

"To me, the NRA is about American freedom and the freedom of individual citizens," he continued. "It is my belief that at some point in the first half of this century the Second Amendment will be challenged, and that battle will define where we stand as Americans."

Having named the NRA as a beneficiary in his will, Joel has joined the ranks of the NRA'S Heritage Society and helped to guarantee that the freedoms he and his young family currently enjoy will be defended in perpetuity.

"My gift to the NRA is about preserving what this nation was founded on and preserving our Second Amendment rights," Joel said. "I want to see it preserved for future generations, and want to do my part to help—not just as a police officer, but as a husband, a father and as an American."



and the right to keep and bear arms.

"As active hunters, our inspiration is the great outdoors, nurtured and driven by our passion for recreational and competitive shooting," said Bernhard Knoebel, CEO of Blaser Worldwide. "In protecting the individual's rights to follow this calling, the NRA is a beacon of hope and a source of strength for all those who believe in freedom and in our right to protect it."

now to those who appreciate both fine rifles

The new rifle is built on the company's fine R8

platform, with straight pull bolt with wooden knob, a manual cocking system and removable magazine. The fluted barrel sits atop a Superior Grade 7 wood stock.

The left side of the receiver features NRA Executive Vice President Wayne LaPierre's signature in gold inlay, and the right side has the NRA logo inlaid in gold. The bottom plate for the grip features the NRA Ring of Freedom logo in gold.

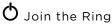














Defending Freedom while Honoring a Mother's Love

CAROL LUZICH REMEMBERS her son Michael as an adventurous boy, one who loved to hunt and fish during trips to his grandparents' lake cottage and one who never liked to stay in his own yard. Like any parent of a child with a penchant toward wandering, Carol worried about her son, but she raised him well and Michael always stayed in touch.

Michael has certainly retained his adventurous spirit in adulthood. A successful businessman and an NRA Ring of Freedom member, Michael still has a tendency to "leave his own yard," but now his trips take him much farther from home. He has enjoyed numerous African safaris, red stag hunts in Spain and grouse hunts in England.

But no matter how far his adventures take him, Michael still stays in touch with his beloved mother, Carol. He calls her nearly every night, and, Carol says, he sends her flowers on Friday—just because it's Friday.

In 2012, Michael decided to honor his mother in a different way—a way that might have a more lasting impact than a bouquet of flowers. He wanted to bestow a gift that would commemorate the life lessons his mother taught him, which he credits for his success in business, and the love of outdoors she helped foster within him as a young boy.

The gift would be a \$100,000 donation in his mother's name made through the Sixth Women's Leadership Forum Luncheon held during



the 2012 NRA Annual Meetings. The Forum is a philanthropic society that provides leadership opportunities for women to defend their Second Amendment freedoms by helping to financially secure NRA's mission and future.

"The NRA stands for the values I believe in—whether it be protecting our Second Amendment rights or protecting our individual freedoms," Michael said. "I believe it's an obligation, incumbent in all of us, to assist in the good fight. We have to rise to the occasion.

"I want to thank my mother for all her support," Michael continued. "And, at the end of the day, I want to assist the NRA in developing a platform for expanded roles for leadership for women in the NRA."

During a private ceremony at the historic Pfister Hotel in downtown Milwaukee, Women's Leadership Forum Co-chair Susan LaPierre presented Carol with a beautiful silver and gold brooch to officially commemorate her son's generous gift.

"I feel very honored that he would do this for me," Carol said upon receiving the brooch. "I just couldn't believe it. He's been an excellent son. I couldn't ask for anything better."





Voice of Freedom Events Continue Success in 201





Erika Scheffer, NRA's assistant director of political affairs (center), welcomes Wyoming's first lady Carol Mead and Gov. Matt Mead to a Voice of Freedom event in Jackson Hole, Wyo.

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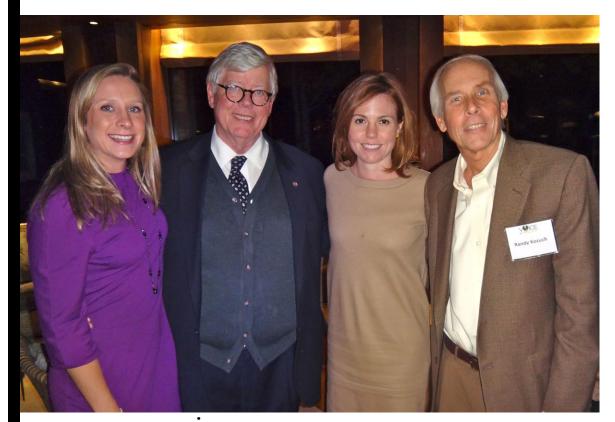
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In 2012, select NRA donors had the opportunity to meet with NRA officers and political officials from across the country at exclusive Voice of Freedom events. These new events offered guests an intimate setting in which they could learn about the NRA's upcoming educational and political programs and initiatives directly from NRA officers. Both NRA leadership and elected officials gave passionate speeches about the impact donors can make. The speeches so inspired the guests that donors issued challenge matches—such integral parts of NRA's political efforts—to anyone who would accept the offer. A tremendous amount of excitement surrounded these events, and attendees commented that they couldn't wait to be invited to upcoming Voice of Freedom events in 2013.

On Feb. 2, 2012, NRA hosted an intimate Voice of Freedom dinner with then NRA President David A. Keene and Indiana Gov. Mitch Daniels at the Governor's Residence in Indianapolis. At the dinner, guests learned about the NRA's plans and objectives for the upcoming election cycle and also enjoyed exclusive access to both the governor and NRA leadership. Guests raved that they were able to gain valuable insider information from David A. Keene that they otherwise would not have had the opportunity to learn.

On June 5, 2012, NRA Executive Vice President Wayne LaPierre and Virginia Gov. Bob McDonnell were the



Erika Scheffer, NRA's assistant director of political affairs and past NRA President David A. Keene pose with Krista Carmen and Randy Kozuch.



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headliners at a Voice of Freedom dinner at the Governor's Mansion in Richmond, Va. Guests enjoyed an exquisite meal prepared by the mansion's executive chef as well as locally grown and bottled Virginia wines. After dinner, guests were treated to an exclusive Q&A session with both the governor and Wayne LaPierre regarding Second Amendment rights, federal legislation and the state of Virginia.

Two more Voice of Freedom events took place during the fall season. First, on Oct. 5, 2012, David A. Keene and Wyoming Gov. Matt Mead were the featured dinner guests at the award-winning luxurious Amangani resort in Jackson Hole, Wyo., which offers unparalleled views of the Teton Mountains. During dinner, guests enjoyed personal stories from the governor in which he described what the Second Amendment means to him and how, at his house, shooting and the outdoors are a cherished pastime and a family affair.

Rounding out the fall events, on Oct. 26, 2012, NRA hosted a Voice of Freedom luncheon with NRA Executive Vice President Wayne LaPierre, David A. Keene and Wisconsin Gov. Scott Walker at the Coronado Club in Houston, Texas. There, the exclusive guest list had rare access to both NRA leadership and Gov. Walker. Guests learned about the NRA's plans for the upcoming election cycle and learned how they could help make a difference. ©

