

# Ring of Freedom

**NRA**

Life, Liberty and the Pursuits of Happiness  
2012 Volume 4, Issue 1



▲ **Special Report:**  
2012 NRA  
Annual  
Meetings  
& Exhibits

**Robert E. Petersen's**  
posthumous contribution  
to the NRA is truly

# A Gift For The Ages





NRA

Ring of  
Freedom

# Contents

Life, Liberty and the Pursuits of Happiness

2012 Volume 4, Issue 1

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

This digital edition of *NRA Ring of Freedom* magazine will be updated regularly over the next few months. You'll receive a notification when new features have been added:

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▲ This pair of beautifully engraved Dan Wesson Model D11 revolvers is only one example of the magnificent firearms on display in the Robert E. Petersen Gallery of the NRA National Firearms Museum.





◀ **On the Cover:** The late Robert E. Petersen, a legend in the world of magazine publishing, amassed one of the world's finest collections of firearms. A significant portion of this collection is now housed in the NRA's National Firearms Museum, fulfilling Petersen's dream of sharing his magnificent collection with the public.



### **NOW AVAILABLE!**

**Letter from Wayne LaPierre** The 2012 presidential election could be catastrophic for the Second Amendment and the American way of life ... unless NRA members go "All In!" to fight for what they hold dear.



**"All In!" in St. Louis** A record-shattering crowd convened in St. Louis, Mo., for the 141st NRA Annual Meetings & Exhibits. Herein is a well-deserved look back at the momentous occasion and exclusive NRA Ring of Freedom events.



**The Robert E. Petersen Gallery: A Gift for the Ages** With the completion of the largest donation in the history of the NRA's National Firearms Museum, the Robert E. Petersen Gallery now stands as both an everlasting tribute to Robert and Margie Petersen, as well as a gift of history to future generations.



**For Zac Guy, It All Started with a Gun** Zac Guy has built two multimillion-dollar companies from the ground up. A precious family firearm was his initial inspiration.



**Your Money** NRA Treasurer Wilson Phillips discusses how life insurance policies can be used to support the right to keep and bear arms.

### **COMING SOON!**

▶ **John Seerey-Lester: Painting the Hunter and the Hunted** British-born wildlife artist John Seerey-Lester brings a unique perspective to his paintings—and to his beliefs on the importance of the NRA and the Second Amendment.

▶ **Susan Kriley: The Birth of a Hunter** Before the NRA invited her and her husband on a South African safari, this NRA Ring of Freedom member had never hunted in her life. Now she has a new appreciation for guns, hunting and the NRA.

▶ **The Pursuits of Freedom** Celebrating the passions and prides of the Second Amendment's foremost defenders.

▶ **Why I Fight** The story behind one prominent NRA Ring of Freedom member's dedication to defending Second Amendment freedoms.

▶ **How I Roll** Guns, gear and gadgets through the eyes of an NRA Ring of Freedom member.

# If We're "All In," We'll All Win!



WAYNE LAPIERRE  
Executive Vice President  
National Rifle Association

I HAVE SOME BAD NEWS FOR YOU, and some good news, too. First, I'll give you the bad:

Right now, America stands on the brink of catastrophe. Yet millions of her front-line emergency responders are either asleep, AWOL or missing in action. Today, with the most potentially disastrous election of our lives approaching, far too many Americans don't see, or don't recognize, the growing danger bearing down on our freedoms.

In fact, an alarming number of gun owners and hunters are *not even registered to vote*. Why would they forgo or forfeit the most important election in our nation's history?

Maybe they think their vote doesn't count. Or maybe they *still don't know* how Obama has spent his entire career pushing the most extreme gun-ban positions you can imagine—a campaign that, as he admitted to Sarah Brady, he continues today only "under the radar."

It is imperative that you and I reach every gun owner in the U.S. with *the truth* about Obama. If we don't get America's 30 million non-voting gun owners registered to vote and rallying to the polls on Nov. 6, our firearms, our freedoms, our traditions and our entire way of life could face catastrophe.

That's why I need you and everyone you know to go "All In!" with the NRA now.

Because if he's re-elected on Nov. 6, Obama will appoint up to three more rabidly anti-gun justices to the U.S. Supreme Court. Together with the two he's appointed already—Justices Sonia Sotomayor and Elena Kagan—they'll command a 5-to-4 anti-gun majority for life.

If he's re-elected, Obama will be free to continue selling out America's security to freedom-hating governments at the United Nations who want nothing more than to see America disarmed and defenseless.



NRA

## Ring of Freedom

Life, Liberty and the Pursuits of Happiness

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**Wayne LaPierre**  
**Woody Phillips**  
**Joe Graham**



In short, if he's re-elected on Nov. 6, Barack Obama will have nothing to fear from voters anymore and will be free to prosecute his hatred of your firearms, and your freedom to own them, for the next four years with impunity.

It's a grim possibility. But as I said earlier, not all the news is bad.

The good news is that gun owners and NRA members are stepping forward to make a difference on Election Day like never before.

At the NRA Annual Meetings & Exhibits this spring in St. Louis, Mo., hundreds of members and supporters of the NRA Ring of Freedom like you came out to attend exclusive events all weekend long, to raise the funds we urgently need to reach voters with the truth and get them registered to vote.

But we need to do more—much more—and *fast*.

As a member of the NRA Ring of Freedom, I know you understand. So I call upon you, once again, to help me wage this urgent fight for the survival and safety of our freedom, our families and all we hold dear as Americans and as free people.

Renew or upgrade your NRA membership. Spread the word to everyone you know who cares about freedom. Get them to join the NRA family. Then back it up with a contribution to defend our liberties and our way of life.


Together, if we're "All In!" and if we act *now*, we can, we will and we must save our nation.

Sincerely,



WAYNE LAPIERRE  
RING OF FREEDOM MEMBER,  
HERITAGE SOCIETY AMBASSADOR

 Comment

 Join the Ring



## Smith & Wesson®

### Going Golden

The National Rifle Association welcomes the newest NRA Golden Ring of Freedom member, Smith & Wesson.

The NRA Golden Ring of Freedom is reserved for those who have given gifts of cash or assets totaling \$1 million or more to the NRA. To earn this distinguished recognition, Smith & Wesson, along with CEO James Debney, made a Voice of Freedom contribution and pledged a four-year commitment to sponsor the NRA Life of Duty online network's Patriot Profiles.

"Smith & Wesson's and James Debney's exceptional and exemplary support and leadership in advancing these vital NRA programs will have a significant impact for generations," said NRA Executive Vice President Wayne LaPierre. "Smith & Wesson is a valued corporate partner in NRA's fight to preserve the Second Amendment and we are grateful for their dedication to our shared American values."

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To change your address or to report a damaged or undelivered magazine, contact the NRA Office of Advancement, 11250 Waples Mill Road, Fairfax, VA 22030, or e-mail [vlloyd@nrahq.org](mailto:vlloyd@nrahq.org).

For more information about the NRA Office of Advancement, call 1-877 NRA GIVE or visit [www.nragive.com](http://www.nragive.com)

**NRA Office of Advancement Mission Statement:** The Office of Advancement builds and fosters donor-centered relationships to secure private support for the National Rifle Association of America to benefit its members and the citizens of the United States of America.

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Ann  
Exh

141ST NRA ANNUAL MEETINGS & EXHIBITS

# "All In!" In St. Louis



As the nation enters an election season that could very well make or break the Second Amendment right to keep and bear arms, a record-shattering crowd of more than 73,740 freedom-loving patriots came together April 13-15, 2012, in St. Louis, Mo., for the 141st NRA Annual Meetings & Exhibits.

Those in attendance filled the aisles of the America's Center exhibit hall as they browsed through acres of guns and gear. They were emboldened by engaging speeches from NRA leadership and such luminaries as former Gov. Mitt Romney, former Speaker of the U.S.



# 2012 NRA Annual Meetings & Exhibits





**... the largest-ever crowd for an NRA Annual Meetings & Exhibits was together, making its presence known ...**

House of Representatives Newt Gingrich, Gov. Bobby Jindal and retired Marine LtCol Oliver North. They were entertained by celebrities including Larry the Cable Guy, Glenn Beck and NRA Country star Trace Adkins.

But most importantly, the largest-ever crowd for an NRA Annual Meetings & Exhibits was together, making its presence known, its collective voice heard, erasing any shadow of a doubt that as a critical presidential election approaches, those who defend the Second Amendment are "All In!"







# 2012 NRA Annual Meetings & Exhibits







## **NRA Heritage Society's 2012 Shoot, Tour & Luncheon**

NRA's Heritage Society welcomed guests for two days of activities in and around St. Louis. On April 11, Heritage Society Members and Ambassadors were invited to Winchester's Nilo Farms just outside of St. Louis for a morning of sporting clays on the historic farm and renowned course. Winchester, the event sponsor, graciously donated the use of Nilo Farms, its facilities, firearms and ammunition to the NRA Heritage Society and also presented attendees with logo-embazoned gifts.

Following the shoot, guests enjoyed a satisfying buffet and were treated to an awe-inspiring trick-shot demonstration by U.S. Olympic Shooting Team members Josh Richmond and Mark Weeks. On Thursday, Heritage Society Members and Ambassadors gathered at the

Heritage Society Members and Ambassadors enjoyed a private tour of the Missouri History Museum.



## 2012 NRA Annual Meetings & Exhibits



# NRA Heritage Society's 2012 Shoot, Tour & Luncheon

Lunch at the Jewel Box display greenhouse in Forest Park was a highlight of two days of NRA Heritage Society activities.







RING *of* FREEDOM  
VIDEO LOADING





# 2012 NRA Annual Meetings & Exhibits







## **NRA Heritage Society's 2012 Shoot, Tour & Luncheon**

Missouri History Museum for private tours followed by a luncheon in Forest Park's Jewel Box, where they were thanked and recognized for their commitment to the NRA. NRA Director of Planned Giving Tim Fisher welcomed guests and introduced NRA Second Vice President

### **NRA Second Vice President Allan D. Cors ... spoke about the importance of leaving a legacy for freedom.**

Allan D. Cors, who spoke about the importance of leaving a legacy for freedom. New NRA Heritage Society Ambassadors were then recognized and received their official pins and medallions as they were welcomed into the family.

Allan D. Cors, NRA Second Vice President, welcomes and thanks members and guests of the NRA Heritage Society for their support at the Missouri History Museum in St. Louis. NRA Ring of Freedom Heritage Society membership is awarded to those who have included the NRA in their will, trust or other estate plans.



# 2012 NRA Annual Meetings & Exhibits







## Sixth Annual NRA Corporate Executives' Luncheon

Just a few blocks from the America's Center at the Missouri Athletic Club, Brownells Inc. President Pete Brownell welcomed a gathering of more than 175 corporate executives to the NRA's Sixth Annual Corporate Executives' Luncheon.

Brownell thanked those in attendance for their continuing support of the NRA, and then invited NRA Ring of Freedom National Advisory Council Co-chair and 2011 Distinguished Corporate Executive award recipient Joe Gregory to the podium. Gregory was given a portrait sketched by NRA Creative Director Harry Jaecks before presenting a check for \$25,000 to the NRA Life of Duty program.

AIGA President John Wigle, who oversees the Cigna relationship, then presented the final payment of \$2,697,471 from Cigna, capping the very successful 2011 year of the NRA Endorsed Insurance Program. The program's total 2011 royalty to NRA was \$10 million-plus. Also present from the insurance program were David Lockton, chairman of Lockton Companies, and Steve Eginore, chairman of Lockton Affinity.

August Busch III then addressed the gathering of executives and reiterated how important the 2012 presidential election will be to the future of Second Amendment freedoms. Busch pledged \$150,000 to the NRA Freedom Action Foundation, with an offer to



# 2012 NRA Annual Meetings & Exhibits



John Wigle, David Lockton, Steve Eginore and others present a check representing royalties from the NRA Endorsed Insurance Program. Bottom left: Pete Brownell. Bottom right: Tommy Millner and NRA Executive Vice President Wayne LaPierre.



**RING of FREEDOM**  
VIDEO LOADING



# Sixth Annual NRA Corporate Executives' Luncheon





# 2012 NRA Annual Meetings & Exhibits







Former NRA President Sandy Froman and guests gather together before the luncheon. Inset left: Mike Fifer. Inset right: NRA Office of Advancement Executive Director Tyler Schropp.

## Sixth Annual NRA Corporate Executives' Luncheon

also match additional donations gathered at the luncheon up to \$150,000. The NRA Freedom Action Foundation is dedicated to providing non-partisan Second Amendment education to all American citizens and to ensuring gun owners across the country are registered to vote.

The luncheon concluded with the presentation of the 2012 Distinguished Corporate Executive award to Sturm, Ruger & Co. CEO and NRA Golden Ring of Freedom member Mike Fifer. It was one year ago at the 140th NRA Annual Meetings & Exhibits that Fifer announced Ruger's "1 Million Gun Challenge to Benefit the NRA." The goal was to sell 1 million guns between the close of the 2011 NRA Annual Meetings & Exhibits and the opening of the 2012 meetings, with \$1 from each gun sold being donated to the NRA Institute for Legislative Action. The million-gun goal was shattered. Another 1.2 million-gun goal was established, and then that goal was passed as well. During the 2012 NRA Annual Meetings & Exhibits in St. Louis, Fifer presented a check for \$1,253,700 on behalf of Ruger to the NRA-ILA.




## 2012 NRA Annual Meetings & Exhibits



### Sixth Annual NRA Ring of Freedom Brunch

More than 200 Ring of Freedom members gathered together in St. Louis to celebrate freedom with a special brunch on April 13 at the 141st NRA Annual Meetings & Exhibits. Key speaker and honorary emcee of the event, NRA Ring of Freedom National Advisory Council Co-chair Joe Gregory, welcomed and thanked guests for their leadership and support of the NRA. Ring of Freedom friends and family who passed in 2011 were remembered with a moment of silence followed by seven rings of the Freedom Bell in their honor. NRA Executive Vice President Wayne LaPierre and NRA President David Keene gave moving speeches and thanked new and old members of the NRA Ring of Freedom family for their generosity. The president and CEO of Cabela's, Tommy Millner, was inducted into the NRA's Golden Ring of Freedom, NRA's giving society for patriots who have donated \$1 million in cash to the NRA. The event concluded with several Ring of Freedom members ringing the Freedom bell as they shouted to "Let Freedom Ring" across the nation.



Top to bottom: New Golden Ring of Freedom member Tommy Millner and NRA Ring of Freedom National Advisory Council Co-chair Joe Gregory; Frances Steiger signs a copy of the Second Amendment; NRA Executive Vice President Wayne LaPierre; Joe Gregory.





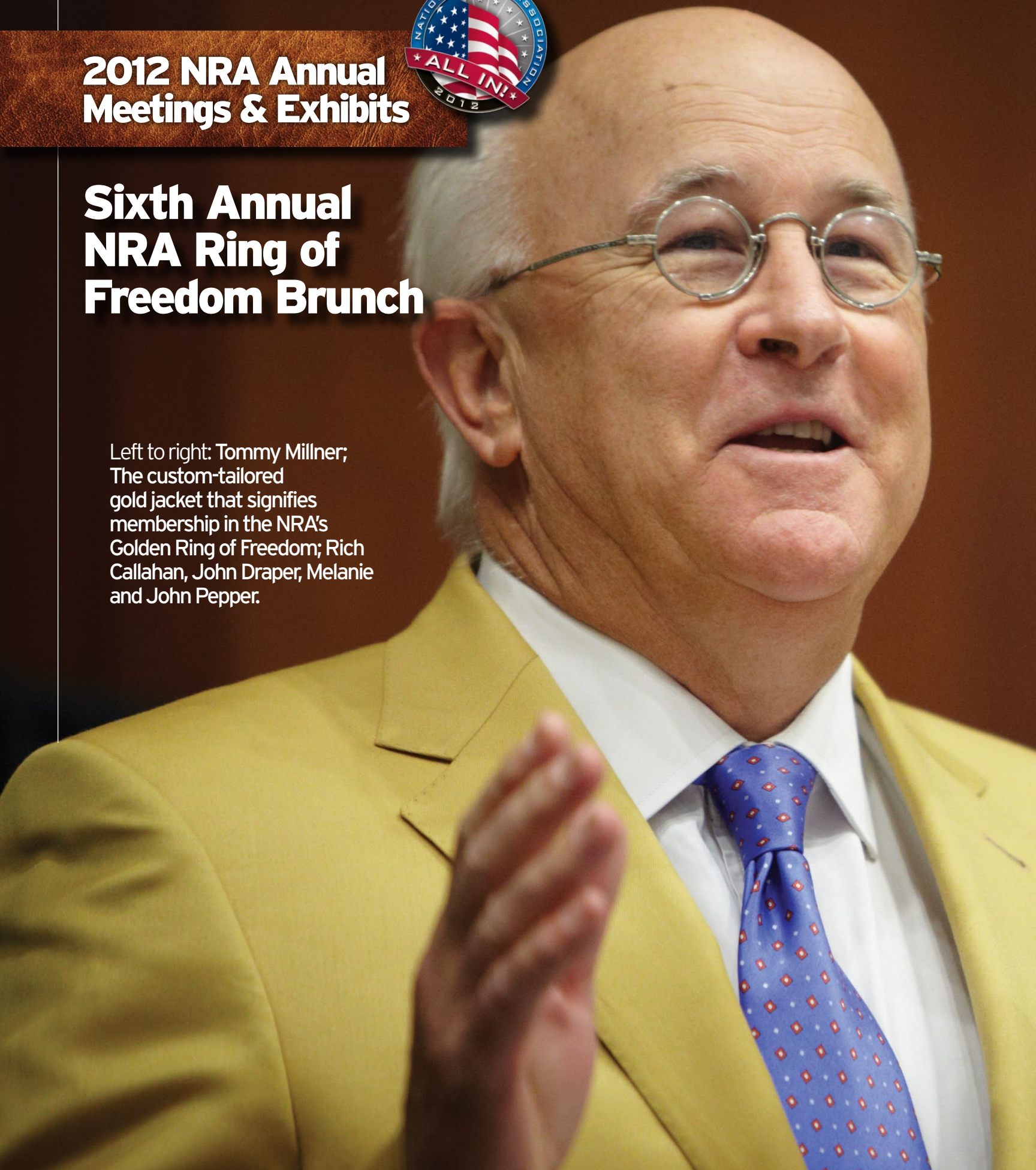


## 2012 NRA Annual Meetings & Exhibits



## Sixth Annual NRA Ring of Freedom Brunch

Left to right: Tommy Millner; The custom-tailored gold jacket that signifies membership in the NRA's Golden Ring of Freedom; Rich Callahan, John Draper, Melanie and John Pepper.









# 2012 NRA Annual Meetings & Exhibits





# 2012 NRA Women's Leadership Forum Luncheon and Auction Breaks Records

Before giving the invocation at the Women's Leadership Forum Luncheon, Ann Busch recalled hosting the same event five years ago in her dining room.

How things have changed. NRA Women's Leadership Forum Co-Chairs Suzie Brewster and Susan LaPierre welcomed more than 300 women to

**NRA Women's Leadership Forum Co-Chairs Suzie Brewster and Susan LaPierre welcomed more than 300 women ...**

the Four Seasons Hotel in St. Louis on April 13 for the Sixth Annual NRA Women's Leadership Forum Luncheon and Auction, sponsored by NRA Women's Leadership Forum members Susan Kriley and Barbara Rumpel.

To open the event, guests had the opportunity to bid on live and silent auction items, which included donated firearms, trips, shooting gear and jewelry. During the luncheon, special guests Callista Gingrich and Ann Romney were each interviewed by Susan LaPierre. Both ladies provided an

interesting and entertaining perspective on life on the campaign trail.

The largest-ever gathering of the NRA Women's Leadership Forum also provided the perfect venue to unveil two special initiatives: the

Far left: Women leaders gather together and participate in a silent auction before the luncheon. Left: Ann Romney.



## 2012 NRA Annual Meetings & Exhibits



## 2012 NRA Women's Leadership Forum Luncheon and Auction Breaks Records

Left to right: Susan LaPierre, Co-Chair of the NRA Women's Leadership Forum greets and thanks luncheon attendees; Callista Gingrich speaks with Susan LaPierre, answering questions about life on the campaign trail; Co-hostess Ann Busch; Wayne LaPierre, NRA Executive Vice President, speaks to the crowd.









## 2012 NRA Annual Meetings & Exhibits



## 2012 NRA Women's Leadership Forum Luncheon and Auction Breaks Records

completion of the NRA Women's Leadership Forum website at [www.nrawlf.com](http://www.nrawlf.com) and the launch of the NRA Women's Network, a groundbreaking online network designed as an umbrella for all NRA women's programs.

The NRA Women's Network ([www.NRAWomen.tv](http://www.NRAWomen.tv)) is packed with information on shooting, hunting and education specifically geared toward women. It also includes photo galleries, a resource section and, most notably, network television-quality profiles of the women who have shaped and will continue to shape the future of the NRA and fight to protect the Second Amendment. The luncheon and auction raised more than \$475,000, smashing previous fundraising records for this event.

Left to right: Susan Kriley, Susan LaPierre, Ann Romney, Suzie Brewster and Barbara Rumpel.







ST LOUIS 2012

ST LOUIS 2012

ST LOUIS 2012

Women's Leadership Forum  
RING of FREEDOM

Women's Leadership Forum  
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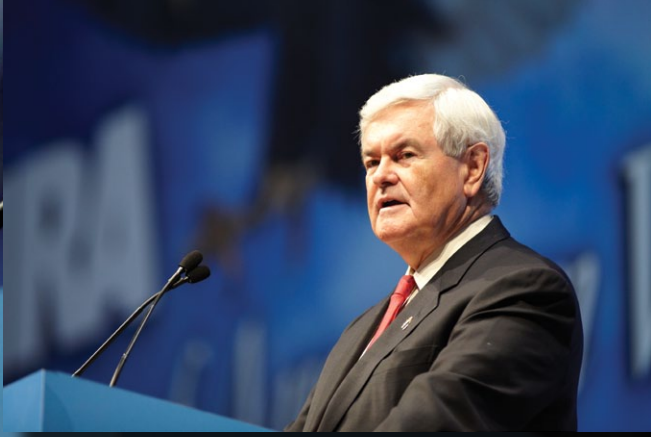
Women's Leadership Forum  
RING of FREEDOM

Women's Leadership Forum  
RING of FREEDOM  
ST LOUIS





# 2012 NRA Annual Meetings & Exhibits







Above: Mitt Romney. Left (top to bottom, l. to r): NRA-ILA Executive Director Chris W. Cox, NRA Executive Vice President Wayne LaPierre, Rick Santorum, Newt Gingrich, Eric Cantor, Rick Perry.

## Celebration of American Values Leadership Forum

The Celebration of American Values Leadership Forum at the NRA Annual Meetings & Exhibits has quickly become the preeminent speaking venue for the Second Amendment's fiercest defenders.

After being led in singing the National Anthem by country music star and combat veteran of the elite 75th Ranger Regiment special operations unit Keni Thomas, the crowd at the Edward Jones Dome at America's Center settled in to witness an array of our nation's leaders take the podium to discuss American excellence and the importance of our nation's right to keep and bear arms.

It was a once-in-a-lifetime experience for attendees as they listened to stirring speeches by former Gov. Mitt Romney, former Sen. Rick Santorum, former Speaker Newt Gingrich, Rep. Darrell Issa, Sen. Roy Blunt, former U.N. Ambassador John Bolton, the Honorable Ken Blackwell, retired Marine LtCol Oliver North, Gov. Scott Walker, House Majority Leader Eric Cantor, Gov. Bobby Jindal, Sen. Chuck Grassley and Gov. Rick Perry.

Where else but the NRA Annual Meetings & Exhibits could one see so many defenders of freedom all in one place?



## 2012 NRA Annual Meetings & Exhibits



# Celebration of American Values Leadership Forum

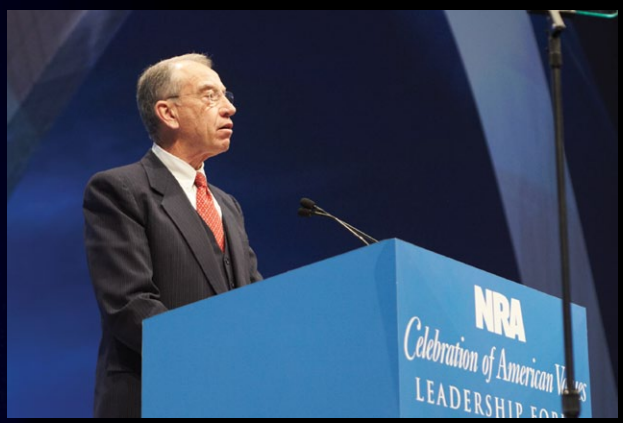
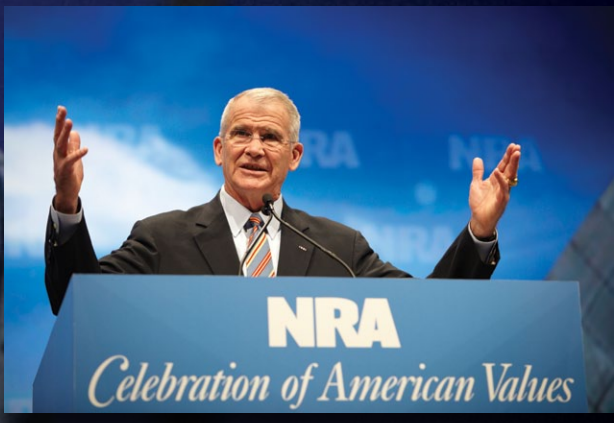


Above: Ann and Mitt Romney. Right (top to bottom, l. to r.): Scott Walker, LtCol Oliver North, Chuck Grassley, Bobby Jindal, Ken Blackwell, Darrell Issa.



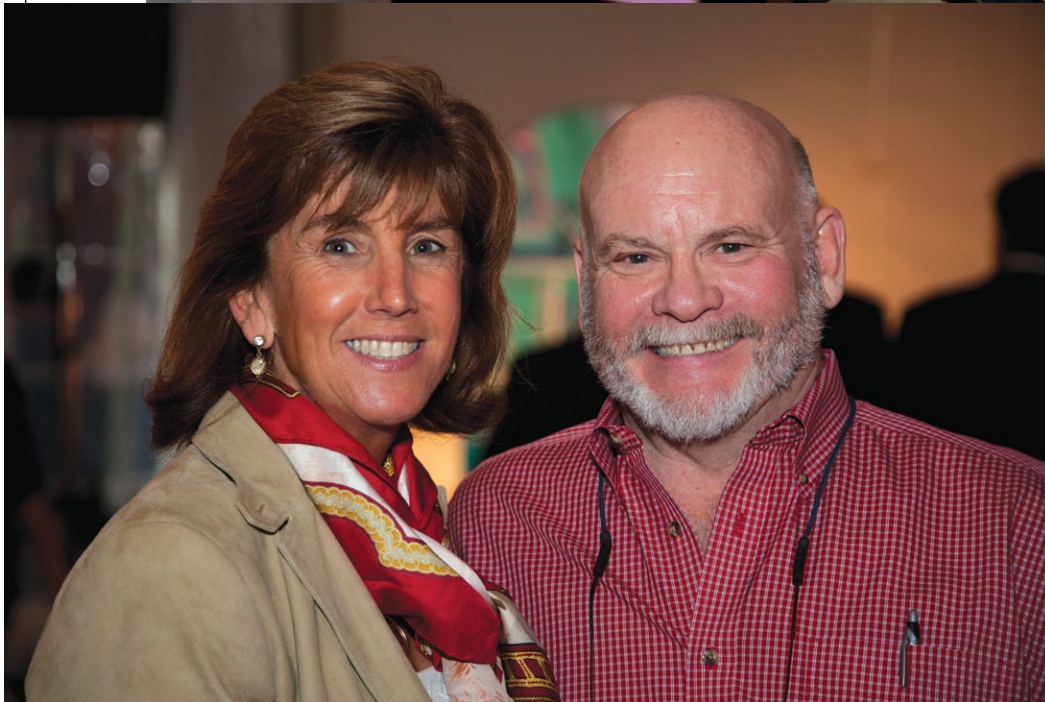


**RING of FREEDOM**  
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# 2012 NRA Annual Meetings & Exhibits







# NRA-ILA Dinner and Auction

“Investing in Our Firearms Freedom” was once again the theme of the NRA-ILA Dinner and Auction, and what an investment it was.

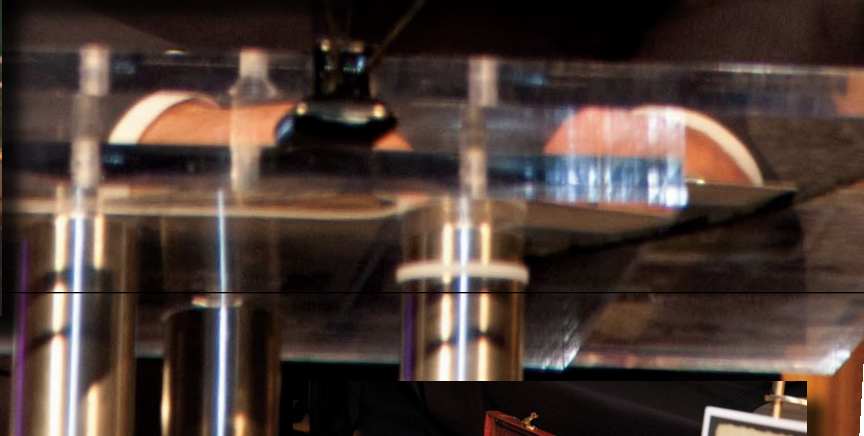
Hundreds of NRA and NRA Ring of Freedom members made the short trip out to Grant’s Farm for the sixth annual NRA-ILA Dinner and Auction. Grant’s Farm, owned by the Busch family, takes its name from the 18th President of the United States, Ulysses S. Grant, who founded and farmed part of the property in the 1850s.

As has become tradition, attendees at the auction had the opportunity to bid on a slew of impressive items. Included among the nearly 40 live auction items were exquisite firearms such as a Krieghoff Semprio rifle, a

**Truly adventurous hunters and shooters even had the opportunity to bid on a south Texas helicopter hog shoot...**



# 2012 NRA Annual Meetings & Exhibits





# NRA-ILA Dinner and Auction

← Barrett Arms MRAD rifle in .338 Lapua and a one-of-a-kind Nosler Model 48 Legacy Rifle chambered in .300 Win. Mag. Also up for auction were a number of fantastic safaris and hunts in such locales as Turkey,

**A number of tenacious bidders rode away from Grant's Farm with wonderful firearms, vacations and pieces of art.**

Spain, Alaska and New Zealand. Truly adventurous hunters and shooters even had the opportunity to bid on a south Texas helicopter hog shoot or a helicopter mini-gun shoot.

To say the evening was a success would be a tremendous understatement. A number of tenacious bidders rode away from

Grant's Farm with wonderful firearms, vacations and pieces of art. More importantly, the NRA-ILA raised upward of a half-million dollars on the evening to support the organization's legislative, legal and political efforts.

Guests at the NRA-ILA Dinner and Auction enjoy the camaraderie found among fellow patriots.



# 2012 NRA Annual Meetings & Exhibits



This year's event was held at Grant's Farm, owned by the Busch family. The evening came complete with Clydesdale horses, a bluegrass band and antique firearms displays.





# NRA-ILA Dinner and Auction





## 2012 NRA Annual Meetings & Exhibits



Left to right: Larry the Cable Guy, Glenn Beck, NRA-ILA Executive Director Chris W. Cox, NRA Executive Vice President Wayne LaPierre and Larry Potterfield.

# Celebration of American Values Freedom Experience







No doubt, the 141st NRA Annual Meetings & Exhibits in St. Louis represented some serious business: 73,700-plus attendees, total on-site cash commitments of \$4.8 million, repeated calls to be "All In!" for one of the most important presidential elections in recent memory.

But there was plenty of time for entertainment, too, culminating in the Celebration of American Values Freedom

**... 73,700-plus attendees, total on-site cash commitments of \$4.8 million, repeated calls to be "All In!"**



## 2012 NRA Annual Meetings & Exhibits



### Celebration of American Values Freedom Experience

Experience on April 14 at the Edward Jones Dome at America's Center. A packed house had their souls stirred during a patriotic concert performed by the Randolph-Macon Junior Air Force Academy Band and Chorus before having their sides split by the redneck humor stylings of Larry the Cable Guy.

Glenn Beck capped the celebratory evening with the combination of humor, education and thought-provoking ideas that have made him an NRA Annual Meetings & Exhibits favorite.

All in all, it was a wonderful evening of entertainment and a fitting reward for the thousands gathered who hold freedom and liberty dear. ★



The Randolph-Macon Junior Air Force Academy Band and Chorus.









Colt Bijan  
Revolver



Floral-engraved Colt  
Government Model Pistol  
with gold line inlay

**NRA** Ring of Freedom

The Robert E. Petersen Gallery:

# A Gift for the Ages

BY STEVEN M. BROWN



Szecsei &  
Fuchs Double  
Barrel Bolt  
Action Rifle



Merkel 1962  
Shotgun



**Robert E. and Margie Petersen at an NRA Celebrity Shoot in the 1980s. The two met at a party in 1962, and Robert proposed marriage on their first date days later.**





## The Robert E. Petersen Gallery

**C**ontributions to the National Rifle Association come in all shapes and sizes. Monetary gifts range from the \$35 annual donations contributed by millions of freedom-loving NRA members to the million-dollar-plus gifts from NRA Golden Ring of Freedom members. Gifts come in the form of real estate, wills and living trusts, and personal property, such as firearms.

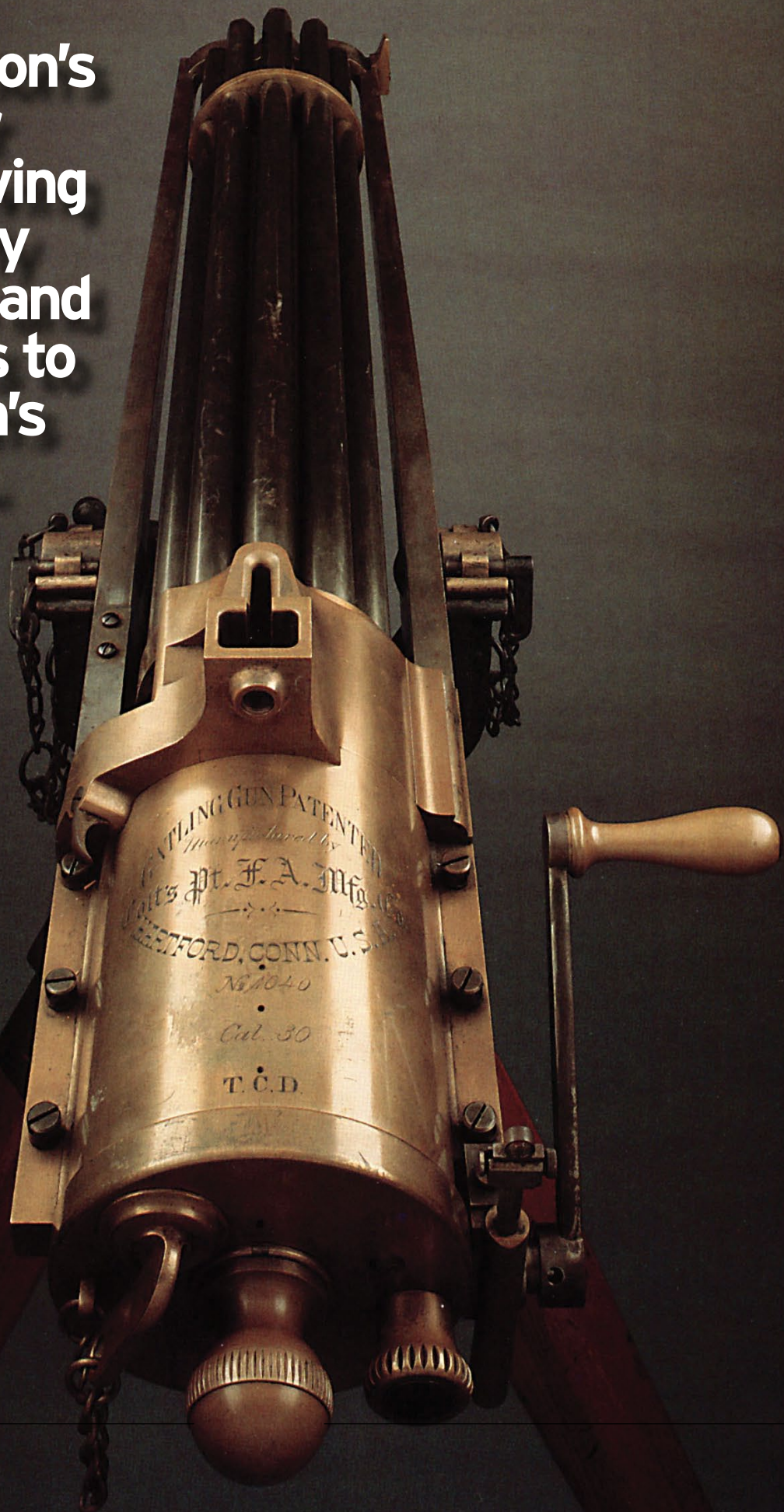
But few gifts match the size, scope, visibility and historical significance of that made by the late Margie and Robert E. Petersen. On March 27, 2012, the Margie & Robert E. Petersen Foundation completed the largest donation in the history of the NRA's National Firearms Museum. All told, the foundation's three-year program of giving added nearly 500 firearms and other exhibits to the museum's holdings, transforming what was already the nation's preeminent firearms museum into a one-of-a-kind destination that firearms enthusiasts and Second Amendment supporters will enjoy for decades to come.

The Petersens' contribution was truly a gift for the ages—one that former NRA Director of General Operations Kayne Robinson referred to as a “gift of history to future generations.”

Included among the Petersens' gifts, which now reside in the magnificent Robert E. Petersen Gallery of the National Firearms Museum, are some of the most historically significant firearms and



**... the foundation's  
three-year  
program of giving  
added nearly  
500 firearms and  
other exhibits to  
the museum's  
holdings ...**



The Robert E. Petersen Gallery houses the largest collection of Gatling guns on public display. This Model 1895, serial no. 1040, provided covering fire for Theodore Roosevelt's Rough Riders during the assault on Kettle and San Juan Hills.



# The Robert E. Petersen Gallery



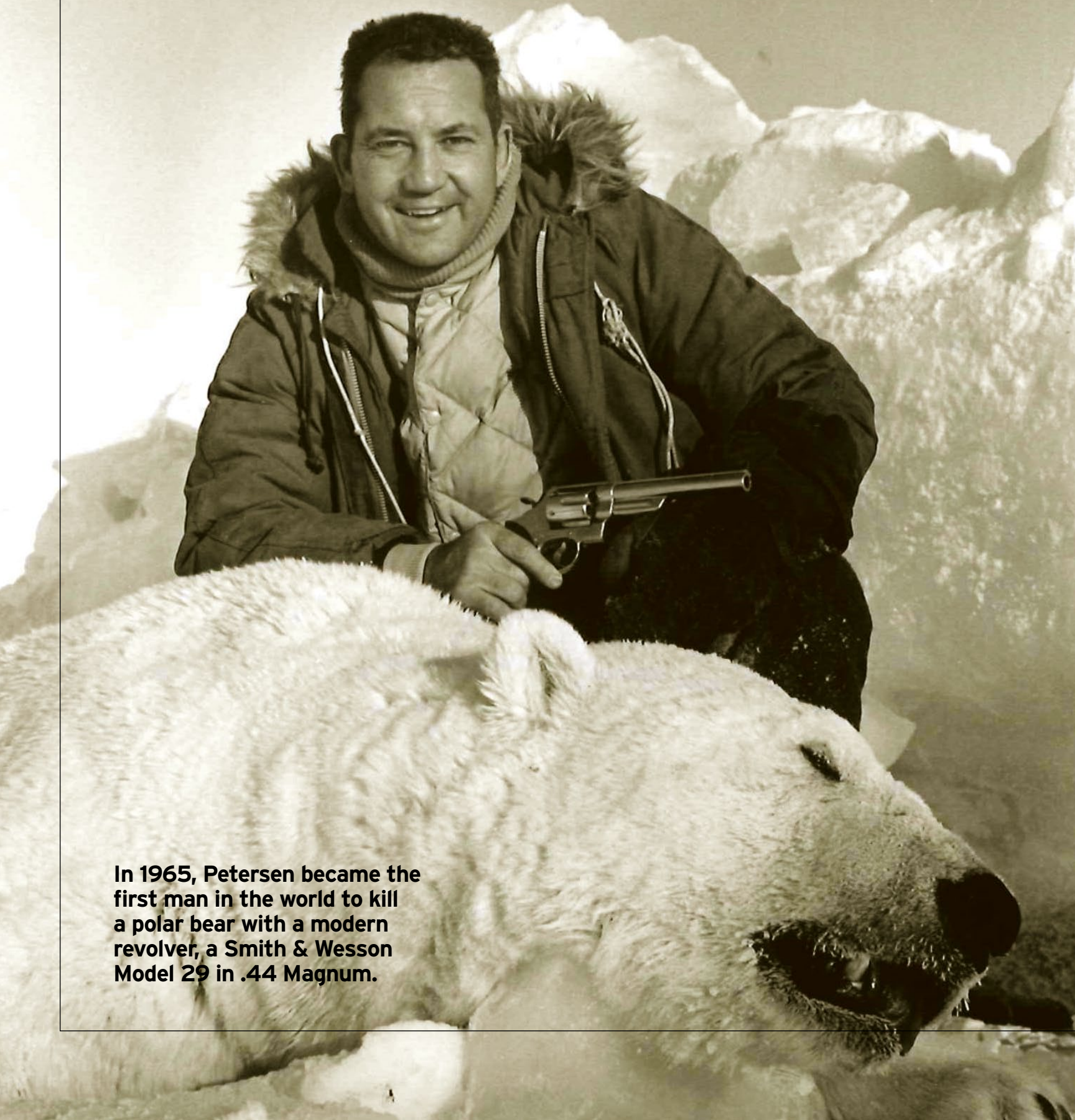
Detail of engraving  
on a Szecsei & Fuchs  
Double Barrel Bolt  
Action Rifle







## The Robert E. Petersen Gallery



**In 1965, Petersen became the first man in the world to kill a polar bear with a modern revolver, a Smith & Wesson Model 29 in .44 Magnum.**



pieces of memorabilia one could ever dream of seeing—all under one roof.

Housed within the Robert E. Petersen Gallery is but a portion of the Petersens' phenomenal collection, which represents the finest examples of the gun-making art. Here you will find exquisite pieces by renowned gunmakers Purdey, Boss, Holland & Holland and Westley Richards. You'll see the nation's largest display of fine double rifles and Gatling guns. You'll gaze over cases of the fine shotguns Robert Petersen so loved, and you'll witness firearms once owned

by notable individuals such as Annie Oakley, Robert Stack and John F. Kennedy.

It is a truly remarkable collection and a living tribute to an equally remarkable couple.

Renowned as a magazine publishing legend, Robert E.

Petersen, born Sept. 10, 1926, came from humble beginnings. He was a child of the Great Depression who lost his mother when he was 10 years old and spent most of his youth with his father, a hard-working automobile mechanic.

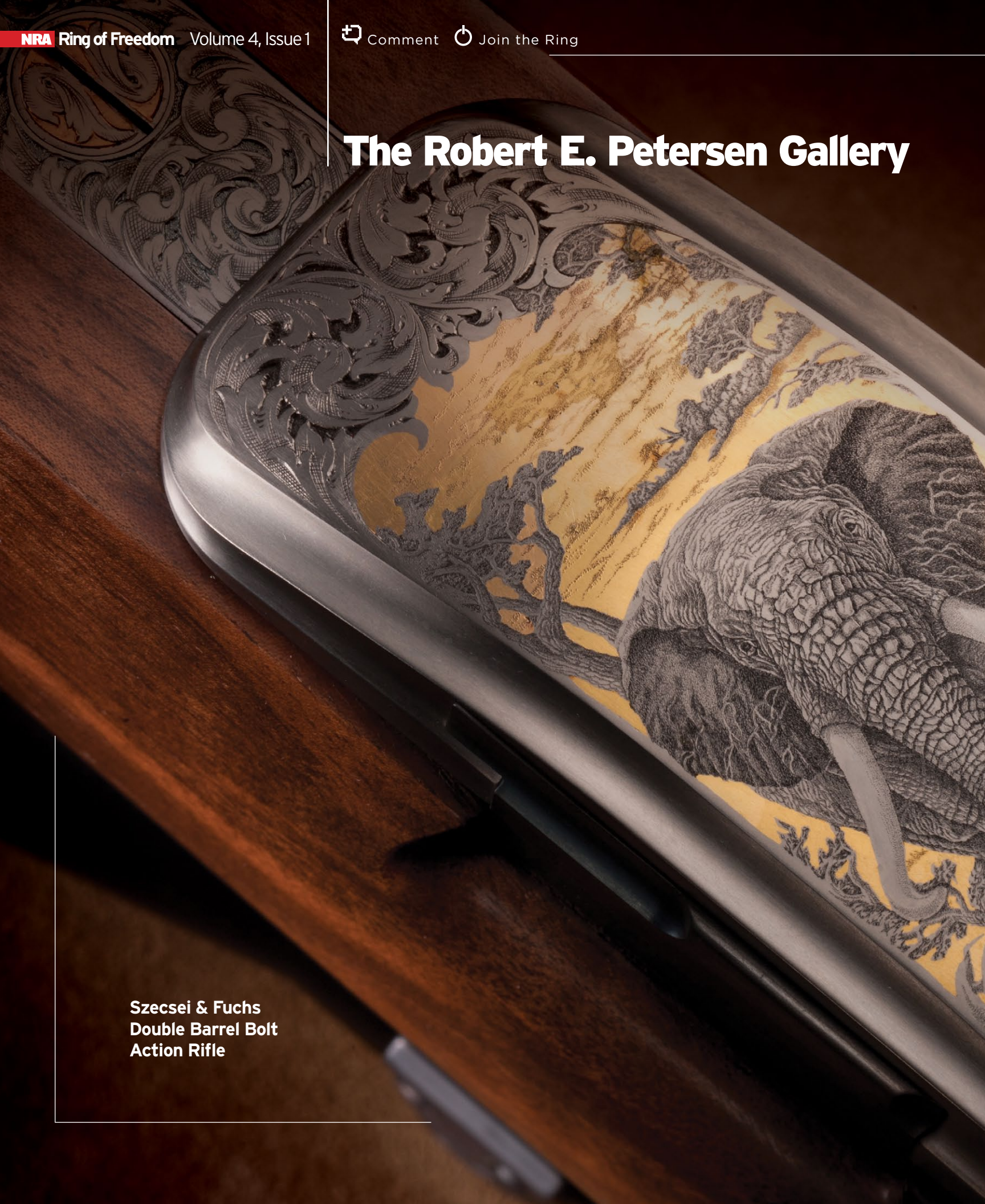
After high school in Barstow, Calif., Petersen moved to Los Angeles and worked briefly as a messenger boy for MGM studios and later as a publicist. Hot rods were the rage in Los Angeles at the time, and it wasn't long before young Petersen immersed himself in the growing car culture. He was instrumental in organizing one of the first hot rod

**It is a truly remarkable collection and a living tribute to an equally remarkable couple.**



# The Robert E. Petersen Gallery

Szecsei & Fuchs  
Double Barrel Bolt  
Action Rifle









## The Robert E. Petersen Gallery

shows in Los Angeles and produced a small magazine—little more than a flier—called *Hot Rod Magazine* to help promote the event.

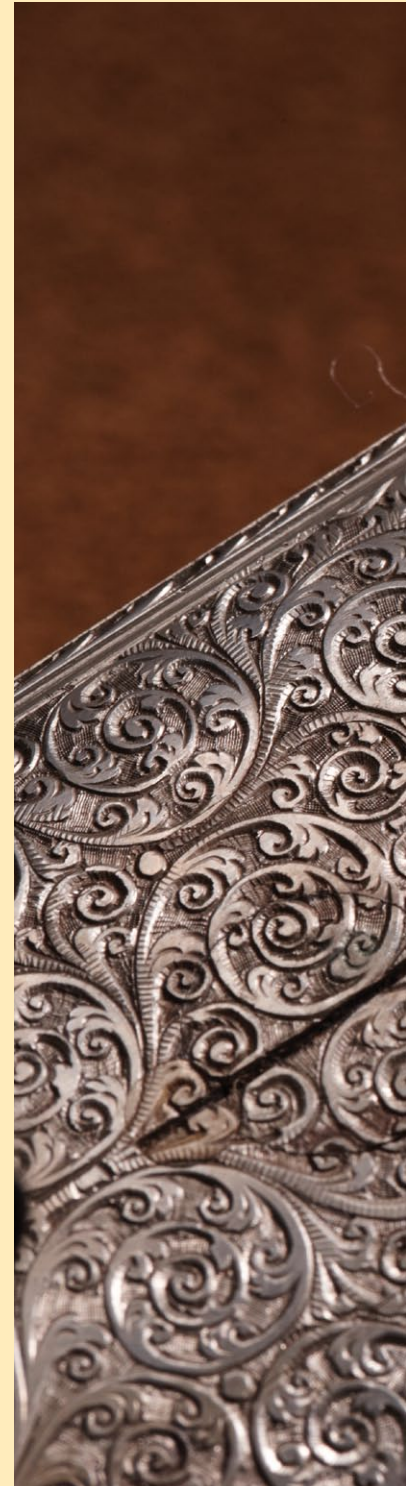
**... having turned his love of automobiles, firearms and hunting into a publishing empire, when he met the true love of his life in 1962.**

That small, independently produced magazine was a hit, and Petersen had found his calling. A more upscale magazine, *Motor Trend*, soon followed, and Petersen Publishing Co. was born. Initially focusing on the hot rod and automotive markets, Petersen Publishing produced magazines such as *Car Craft*, *4Wheel & Off-Road*, *Rod & Custom* and *Sport Truck*.

Petersen deeply appreciated the art and design of automobiles, and while cars

may have fueled Petersen's vocation early on, his avocation was always guns and hunting. In 1958, Petersen Publishing Co. debuted *Guns & Ammo* magazine and a slew of firearm- and hunting-related titles such as *Petersen's Handguns*, *Petersen's Bowhunting* and *Petersen's Hunting* would follow over the years.

Petersen was living the American dream, having turned his love of automobiles,







Merkel 1962 Shotgun



# The Robert E. Petersen Gallery



A Rigby coat pistol produced in  
Dublin, Ireland, in the mid 1800s





firearms and hunting into a publishing empire, when he met the true love of his life in 1962.

Margie McNally, one of the top professional models of the time, had traveled to California with a friend and fellow model during a break from work. At a party, she

## **Petersen was living the American dream ... when he met the true love of his life in 1962.**

briefly met Robert Petersen, and just days after Margie had returned to New York, she received a telephone call from Robert asking for a date. Margie accepted, and on their first date at Chez Vito in New York, Robert proposed marriage.

From that point on, Margie and Robert were practically inseparable.

Ken Elliott began working for Petersen Publishing's outdoor

division in the early 1970s and eventually became vice president and executive publisher of the division. His relationship with Robert Petersen was as much about friendship, though, as it was about business, and the two shot clays and hunted together whenever the opportunity arose. Elliott accompanied Robert—or Pete, as he called him—to Africa on a number of safaris, and more often than not, Margie was right there with them.

“She was not a hunter,” Elliott recalled. “She was a flaming redhead and couldn’t stand the sunshine. When we were in Africa, she would wear a straw hat with a brim that was probably 14 inches around, and her face



# The Robert E. Petersen Gallery



**"I've never seen a couple that I thought was more in love than Margie and Pete."**



One of many magnificent views within the Robert E. Petersen Gallery, the end result of Petersen's vision to preserve the finest firearms from his collection for the education and enjoyment of future generations.



**RING of FREEDOM**  
VIDEO LOADING



## The Robert E. Petersen Gallery

would never see the sunshine. But she did whatever it took to be with Pete. She wanted to be with him, and he wanted to be with her.

“I’ve never seen a couple that I thought was more in love than Margie and Pete.”

Another close friend of the Petersens, GiGi Carleton, was also a witness to this uncommon love. Carleton served as Robert Petersen’s executive secretary and worked with the Petersens for more than 40 years. She currently serves as president of the Margie & Robert E. Petersen Foundation.

“It was my pleasure to work closely with them as well as being their friend,” Carleton said. “Whatever he wanted to do, she wanted to do it with him, and vice versa. They were really a team.”

This team of Margie and Robert Petersen shared much during their 40 years together—not only with each other but also with the community through a variety of philanthropic efforts. Carleton said Robert never forgot his humble roots growing up during the Depression. Helping young people was always a passion of his, and the Petersens gave generously to a number of youth-focused charities including the Boys and Girls Club of Hollywood. Health issues were also important to the couple and



**Westley Richards Special Side by Side .410 with Brown Brothers deep carved engraving. This shotgun is gold inlaid with quail on the side panels.**





large homes.



# The Robert E. Petersen Gallery



Westley  
Richards Side  
by Side 12 Ga.  
Shotgun





were a major focus of their philanthropy, particularly after Margie was first diagnosed with breast cancer in 1989, Carleton said.

Robert also shared his love of automobiles with the public through the establishment in 1994 of the Petersen Automotive Museum in Los Angeles. The 300,000-plus-square-foot museum features more than 150 classic cars, trucks and motorcycles and serves thousands of visitors each year.

## **“His love of firearms was second to none. He amassed one of the finest collections ever.”**

“The automobiles were something he really enjoyed, and the automotive museum was his way of giving back to the community,” said Elliott. “But he really wanted to start a firearms museum. His love of firearms was second to none. He amassed one of the finest collections ever.”

When it became obvious that the city fathers of Los Angeles had no interest in a firearms museum, the NRA’s National Firearms Museum was the obvious choice to someday house the fabulous Petersen collection. Robert Petersen had loaned a number of rare firearms to the National Firearms Museum over the years, but it wasn’t until after his death that Robert’s dream of sharing his magnificent firearms collection with the public was made reality by his wife, Margie.




## The Robert E. Petersen Gallery

The Robert E. Petersen Gallery at the National Firearms Museum officially opened in October 2010 after Margie presented the first part of the Petersen firearms gift to the NRA. This past March, the third and final installment of the gift was presented to the NRA, and it is a gift that will have a long-lasting impact on those who appreciate fine firearms and work to defend the Second Amendment.

Neither Margie nor Robert Petersen was able to see the Robert E. Petersen Gallery in person. Robert died in 2007 after a short battle with neuroendocrine cancer. Margie died in 2011. Her health didn't allow a trip to visit the gallery at the National Firearms Museum, but she was able to view photographs and videos of the exhibits. However, Elliott and Carleton, who knew the Petersens so well, agree that the couple would have been overjoyed at the sight of this legacy they have left for future generations to enjoy.

"It is what he would have wanted," Elliott said. "He would have been thrilled with how it turned out. He would have been absolutely jubilant."

"It's a beautiful tribute to Mr. Petersen's love of guns," Carleton said. "He would have been so proud and so thrilled to have everything displayed so beautifully for generations to come—and that those guns could be preserved so everyone can enjoy them, appreciate the artwork, appreciate the craftsmanship, appreciate all the things that he himself saw in those guns. I think he would have said, 'This is what I always wanted.'" 



**A Holland & Holland .700 Nitro Express rifle engraved by Philippe Griffee featuring deeply carved African scenes with elephants as the primary subject**











# For **Zac Guy,** It All Started with a **Gun.**

Left: Zac and Haley Guy. Below:  
Family heirlooms, including the  
Winchester Model 1894 rifle  
(center) of Zac's great-great-great-  
grandfather Jeremiah Reece.

BY STEVEN M. BROWN





# Zac Guy

**N**RA Ring of Freedom member Zac Guy has accomplished more at the age of 34 than most will in a lifetime. He is a model for small-business success, presiding over two multimillion-dollar companies, Appalachian Antique Hardwoods and Legacy Quest Outdoors. He is a nationally recognized expert and innovator in the application of reclaimed wood products in modern construction. He lectures and teaches at venues across the country, has authored hundreds of papers in his area of expertise and has been featured on major television networks such as the DIY Network, HGTV, The Outdoor Channel and The Sportsman Channel.

Ask him how it all started, and he'll point to an old black-and-white photograph and a Winchester Model 1894 rifle, two precious heirlooms flush with family history.

He remembers first seeing the photo, and hearing the stories associated with it, as a young boy in his great-grandmother's home. The photo depicts a number of men, one of whom is Zac's great-great-great-grandfather Jeremiah Reece, at the sawmill Jeremiah founded after serving in the Civil War as a Captain in the North Carolina Wildcat Division of the





What started as a part-time high school and college venture has turned into two multimillion-dollar businesses for Zac Guy.

**He is a nationally recognized expert and innovator in the application of reclaimed wood products in modern construction.**





# Zac Guy

Confederate Army. Jeremiah's specialty was sawing out American chestnut lumber, a wood prized among builders at the time for its strength and the ease with which it could be sawed and split. American chestnut was an integral part of not only the eastern United States ecosystem but also its economy until a fungal infection known as the chestnut blight essentially wiped out the hardwood tree's population during the early 20th century. Mature specimens

**Zac knew nothing about woodworking at the time, but he wanted to make a display case for the rifle.**

of American chestnut are now virtually nonexistent in the tree's historical range.

The second heirloom, the Winchester Model 1894, also belonged to Jeremiah Reece, an avid hunter who took the rifle afield locally to hunt bear and even on trips out West to hunt buffalo. When Zac turned 16, his grandfather presented this precious piece of family history to him to care for and to cherish.

When he took possession of his great-great-great-grandfather's prized but well-used rifle, Zac could not have known the chain of events that would soon be set in motion. What he did know was that Jeremiah Reece's rifle did not deserve to be tucked away in a closet. It deserved to be displayed in a manner that would both please the eye and honor his ancestor's memory. Zac knew nothing about woodworking at the time, but he wanted to make a display case for the rifle—a display case made out of the very type of wood with which his great-great-great-grandfather made his living.

Zac learned that his high school baseball coach had a fallen structure made





The Guy family. Left to right: Tucker, Walker, Zac, Parker and Haley



# Zac Guy







Each item produced by Legacy Quest Outdoors is signed and dated by the individual who crafted it. A four-digit "Wood Heritage Code" makes it possible to research the history of the lumber used to produce the item.





# Zac Guy



Zac and his employees travel the country searching for historic American woods to reclaim from barns and other structures.





from American chestnut on his farm. If Zac would tear the structure down and clean up the area, his coach said, he could have the wood. After four or five weekends of hard work, Zac was headed home with a pickup load of reclaimed American chestnut lumber when he stopped at a gas station. Filling

## **After graduating from high school, Zac entered North Carolina State University to pursue a degree in engineering ...**

up at the pump next to Zac was a local builder who immediately recognized the cherished hardwood and asked to purchase a portion of it.

Zac ended up selling the builder most of the wood for around \$1,300, keeping for himself just enough lumber to construct his rifle display case. Zac used the proceeds from that first sale to buy an entire barn

made of American chestnut, which he tore down with help from his father and grandfather. He sold this wood to the same local builder, and a business was born.

Zac estimates that was about 4,500 barns ago.

After graduating from high school, Zac entered North Carolina State University to pursue a degree in engineering and, eventually, a master's degree in business. He came home every weekend and, with the help of four full-time employees, tore down barns and sold the reclaimed wood. After college, Zac went to work as an engineer for a pharmaceutical plant, rising to the position of plant manager overseeing 3,000 employees. He asked to work nights so he could meet potential buyers of his reclaimed lumber during the day as his old high school and college entrepreneurial venture continued to grow.



# Zac Guy

**In his first year of full-time devotion to lumber reclamation, Zac's business grew 1,800 percent.**



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# Zac Guy

“I was sitting at my desk one day,” Zac remembers, “and I realized I wasn’t being fair to my employer at the plant. I also wasn’t being fair to myself for ignoring such a strong opportunity.

“I’m not a believer that opportunity knocks,” he continues. “I’m a believer that you have to find opportunity and absolutely tackle it. If you sit on the couch and wait for the doorbell to ring, you’re going to be there a long, long time.”

So Zac tackled his opportunity. After much discussion and prayer with his wife, Haley, Zac gave his employer at the plant three months’ notice, trained his replacement and officially opened Appalachian Antique Hardwoods. In his first year of full-time devotion to lumber reclamation, Zac’s business grew 1,800 percent.

The business today isn’t much different, fundamentally speaking, than it was when Zac tore down his first building. It’s just a lot bigger. Today, Appalachian Antique Hardwoods and its complementary sister company, Legacy Quest Outdoors, do business in all 48 continental U.S. states, as well as a handful of foreign countries. All of Zac’s employees are locals, from Haywood County, N.C., but they travel the entire country seeking out old barns and other buildings from which they can reclaim historic American woods. With the reclaimed wood, the company can build anything from a \$10 picture frame to a \$30 million house—and pretty much everything in between.



Top right (l. to r.):  
Parker, Walker  
and Tucker Guy





**“I’m a believer that you  
have to find opportunity  
and absolutely tackle it.”**



# Zac Guy

The work crews always photograph the structure they're tearing down and try to learn a little of its history. Then, when a customer buys a finished piece from Legacy Quest Outdoors—a piece of furniture, a cabinet, a decorative

**Zac likes to make an analogy about his and Haley's relationship: He's a flag, and she's his flagpole.**


piece, what have you—they'll find the hand-written signature of the item's maker as well as a four-digit number. Customers can input the four-digit number at [www.legacyquestoutdoors.com](http://www.legacyquestoutdoors.com) and pull up photos and a history of the structure from which their item was made.

Zac runs both companies with his wife, Haley. The two have been married since two weeks after college, and their first date was spent, appropriately enough, tearing down a barn. Zac likes to make an analogy about his and Haley's relationship: He's a flag, and she's his flagpole.

"I'm the flag everyone sees," Zac says. "I'm on TV and in front of clients, but I'm always flapping in the wind and relatively ungrounded. She's the flagpole that's constantly anchored and pushing me up. She enables me to do what I do. She's absolutely my best friend and my business partner."

Zac and Haley's three boys—Tucker, age 7, Walker, age 4 and Parker, age 2—can be found around the offices and lumber yard just about any day. Tucker and Walker, in fact, are listed as employees on the Appalachian



A photograph of a stream flowing through a forest. The water is clear and turbulent, splashing over numerous large, dark rocks. The surrounding trees have vibrant autumn foliage in shades of orange, yellow, and red. The scene is captured from a low angle, looking down the length of the stream. The lighting is soft, suggesting a late afternoon or early morning setting. The overall mood is peaceful and nostalgic.

When he's not working,  
Zac likes to take Haley  
and their sons out into  
the same woods and hills  
Zac hiked as a boy.



# Zac Guy

Zac has provided a number of beautiful items for auction and sale at *Friends of NRA* banquets. Pictured here are unfinished weather stations awaiting placement of clocks, thermometers and barometers.





Antique Hardwoods website. The two serve as President and Vice President of Entertainment.

It is truly a family affair. It is also a uniquely American affair.

“Every single product we have is made in America, by Americans using reclaimed wood that’s part of America’s history,” Zac says. “I decided a long time ago, my company would sink or swim as a ‘Made in America’ company.

**“I decided a long time ago, my company would sink or swim as a ‘Made in America’ company.”**

“So far, we’re swimming along pretty well.”

When he’s not working, or mentoring other local small-businesspeople, Zac spends almost all his free time with family in the hills and woods around their Waynesville, N.C., home. Zac grew up in these woods, hunting and fishing, and

that’s the way he’s chosen to raise Tucker, Walker and Parker.

“They’re not Xbox or Playstation kids,” Zac says. “When it’s time to play, they head outdoors.”

Zac says he grew up with a gun in his hand almost every day. He was raised in a strong NRA family, and as a further testament to his appreciation for history and love of traditional American values, his family today is just as dedicated to the National Rifle Association.

“When I became a man, I got involved with the NRA and got my Life membership,” he says. “Now all three of my boys and my wife have Life memberships. It’s just something I believe in.”

Zac is an ardent advocate of the NRA and its efforts to preserve our



# Zac Guy



Zac is committed to keeping his local economy strong. All of his employees hail from Haywood County, N.C., where his companies are located.





Second Amendment freedoms. He has given well over six figures out of his own pocket, and he uses the companies he's grown from scratch as yet another means to support the Association he holds dear.

Through Legacy Quest Outdoors, Zac provides beautiful wood products, all made from reclaimed, historically rich wood, to the *Friends of NRA* program

**“I want my boys—  
and their boys—to  
be able to enjoy the  
rights I’ve enjoyed,  
and the activities  
I’ve enjoyed.”**

for auction and sale at their banquets. Flag cases, weather stations, coat racks—they are all exquisite pieces of art that stir the soul. They are timeless pieces with a timeless benefit to both the purchaser and the NRA, which keeps 100 percent of the proceeds from their sale.

Much like he tackled the opportunity years ago to start

his own business, he has tackled the opportunity to defend the Second Amendment so that the way of life he loves can be preserved for the people he loves.

“I want my boys—and their boys—to be able to enjoy the rights I’ve enjoyed and the activities I’ve enjoyed. If I’m going to desire that for my kids and grandkids, I’ve got to be willing to do something to make it happen. That’s why I’ve been so adamant about helping the NRA as much as I can.”

It is appropriate, then, that Zac’s story started with a gun. Five generations ago, Jeremiah Reece took his Model 1894 afield. If Zac has it his way, his family will be enjoying the shooting sports for generations and generations to come. ★



# Life Insurance as a Charitable Gift

Your Money

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F THE MANY WAYS to support NRA, life insurance policies can provide excellent vehicles for tax planning and giving. Life insurance gift opportunities can be found in existing life insurance policies as well as in new policies.

By WILSON  
PHILLIPS,  
*Treasurer and  
CFO of the NRA*





 Comment

 Join the Ring

If you are still insurable and own a large existing life insurance policy with large cash values where a financial obligation no longer exists, you may be able to make a significant, tax-deductible, charitable gift and also pocket a significant amount of that cash value. Flexible and varied opportunities exist in these situations and an NRA Planned Gift Officer can help you discover the best plan for you.

Or, if you simply have an existing policy that was intended to cover the cost of college, a mortgage, or some business obligation and those obligations have been fulfilled, the policy can be converted to a charitable gift of life insurance.

Or, let's say you and your spouse make a yearly gift of cash. You know that The NRA Foundation relies on the generosity of folks like you to support NRA's charitable programs. But what will happen to the Foundation when you retire and will not be able to give gifts of the same level as before? The gift of life insurance may be the right answer for you and your spouse.

Take, for example, NRA Ring of Freedom Heritage Society Ambassadors Robert and Sharon Callan. Each year, they were making cash gifts totaling \$5,600 in support of the National Rifle Association. With retirement a mere six years away, they knew they would not be able to sustain the gift levels they were accustomed to, but they still wanted to make a more substantial legacy gift that spoke of their values and supported their favorite NRA programs.

The Callans applied and qualified for a joint life insurance policy that covered both of their lives. For the next six years, the Callans will make their usual annual tax-deductible gifts

of \$5,600 in support of their life insurance premiums. At the end of six years, they will have fulfilled their premium obligations just in time for retirement. Later, at the passing of the last spouse, the NRA charity of their choice will receive a charitable life insurance benefit of \$275,000, ultimately the equivalent of over 49 years of annual giving at their current level.

Whether you are interested in taking out a new life insurance policy like the Callans or if you simply want to convert an existing life insurance policy to a charitable gift, the NRA Planned Giving Team can show you how.

An NRA Planned Gift Officer can help you find out if you are able to convert an unneeded life insurance policy into a charitable tax-deductible gift. The NRA Planned Giving Team can also assist you in finding a nonaffiliated, but NRA-friendly, life insurance specialist who can help you select the right policy to achieve your charitable goals and comfortably fit your budget.

Whether you are looking to establish a new life insurance policy or convert an existing life insurance policy to a charitable gift, the NRA Planned Giving Team can answer your questions and get you started. Call today toll free at (877) 672-4483 or email us at [PlannedGiving@nrahq.org](mailto:PlannedGiving@nrahq.org), for a free, no-obligation consultation. 🌟

*WILSON PHILLIPS has served as Treasurer and CFO of the National Rifle Association and its affiliated foundations since 1992. He is an NRA Ring of Freedom Loyalty Fund member and an NRA Heritage Society Ambassador.*



# Watch this space for more *NRA Ring of Freedom!*



RING of  
FREEDOM

We hope you enjoyed the content currently available in this digital issue of *NRA Ring of Freedom* magazine, but be aware that there's even more to come. We're already developing more fascinating features to be added to this issue in the months ahead.

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