

NSSF DELIVERS VALUE

SHOT SHOW UNIVERSITY®

A learning campus for business success

NSSF's SHOT Show attracts the largest community of industry retailers in one place, making the show an ideal campus for retailer education. NSSF and its member division the National Association of Firearms Retailers (NAFR) has grasped that opportunity by offering retailers SHOT Show University, which is an intense immersion of educational seminars presented by industry professionals the day before SHOT Show gets underway. For more information on the 2009 SHOT Show University, including the opportunity to register, visit www.nafr.org.



One member's experience



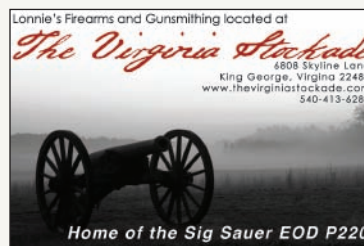
Lonnie and Siggie Frericks value their NSSF membership for its educational resources. "NSSF is like the college for the firearms industry."

Members: Lonnie and Siggie Frericks

Business: The Virginia Stockade, Inc.

King George, VA

www.TheVirginiaStockade.com



Description of Business: "The Virginia Stockade, Inc. is a one-year-old retail business and training facility that's still 'under construction.' We specialize in selling premium firearms to the Special Forces Association, to military Explosive Ordnance Disposal (EOD) technicians and other vetted government employees."

Experience with SHOT Show University: "I am a recently retired Navy EOD Technician. All my educational training is from the military. I was unprepared for the financial, legal and organizational challenges associated with how to run a firearms-related business. We decided to go to SHOT Show and attend NSSF's seminars the day before the show. It was the best experience and left me hungry for more. We're going again this year."

Value of NSSF Membership: "NSSF has been hugely helpful. The NSSF Web site has so much information you can't find anywhere else. I want to take advantage of its range-development program for our training facility. After looking everywhere for help to get started, I think NSSF is like the college for the firearms industry! The benefits are great, too. As an aside, when we processed phone and Internet orders for a specialty firearm, our retail card processor wouldn't accept them. NSSF recommended using one of its benefits, the credit card processor Payment Alliance International. No problems after that!"

Interested in NSSF membership?

Promoting the great American tradition of hunting and shooting is what the National Shooting Sports Foundation is all about. For our members it's more than a sport; it's a way of life. Join the more than 4,000 companies and individuals who have already discovered that NSSF Delivers Value! To learn more, visit www.nssf.org/shootingformore or contact Bettyjane Swann, NSSF manager of member services, at 203-426-1320 or e-mail bswann@nssf.org.

