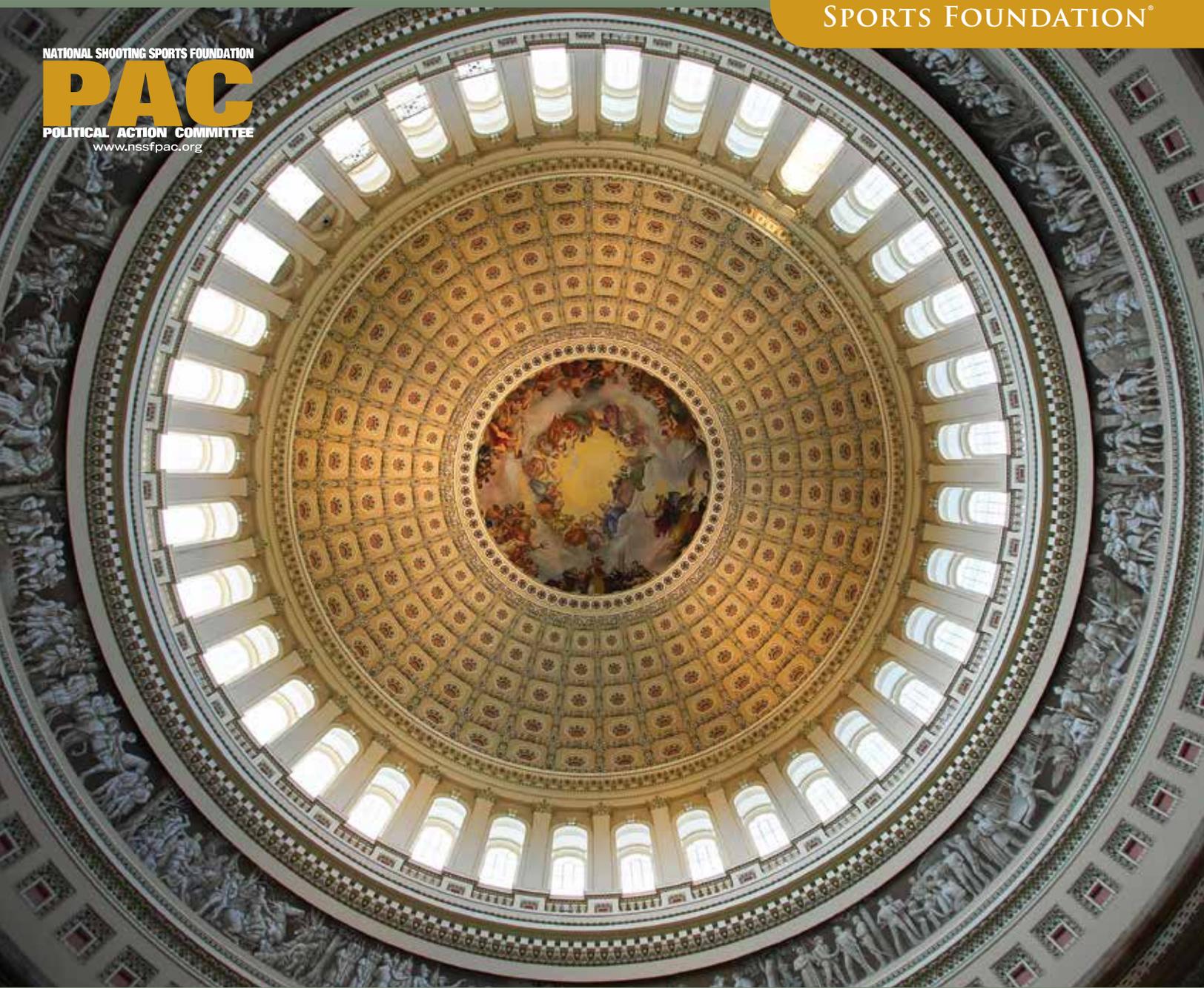


NSSF POLITICAL ACTION COMMITTEE YEAR IN REVIEW 2012

NATIONAL SHOOTING
SPORTS FOUNDATION®

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PAC
POLITICAL ACTION COMMITTEE
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NSSF PAC Year In Review

It's 1994 all over again. If President Obama, Senator Feinstein, New York City Mayor Bloomberg and other gun-control extremists get their way, "Mr. and Mrs. America" could be turned into criminals overnight.

A new and energized gun-control movement is sweeping through Washington, D.C., and state houses across the nation attempting to erode the Second Amendment and vilifying the firearms, ammunition, hunting and shooting industry. Dozens of gun-control bills have been introduced in the U.S. House of Representatives and the Senate, and



Thousands of Connecticut residents supporting gun owner's rights arrived at the State Capitol on Monday, March 11, 2013.

more are likely to be filed. NSSF has fervently defended the interests of its members, and we will continue to demonstrate that we are a law-abiding industry dedicated to promoting the safe and responsible use of our lawful products. We are committed to finding real solutions to violence, not passing legislation in a "New York minute" that will do nothing to make our communities safer but rather turn law-abiding gun owners into criminals.

Our industry has thrived despite powerful economic headwinds, creating tens of thousands of new,

well-paying jobs over the past four years, contributing hundreds of millions in taxes, and providing a windfall for wildlife management and conservation programs in all fifty states.

Unfortunately, President Obama and other antigun politicians— along with their willing allies in the media— are unwittingly or defiantly blind to the costs of their gun-control agenda. Sadly, the president, Senator Feinstein, Governor Cuomo, Mayor Bloomberg and others have opted to exploit the Sandy Hook tragedy and use emotions to swiftly pass ineffective anti-gun legislation. They have wrongly decided that banning commonly-owned firearms and their magazines, and imposing other onerous restrictions on an unsuspecting public and a lawful industry will somehow make our communities safer from the despicable and wicked acts of madmen and criminals.

The hysteria and fear fabricated by our nation's leaders, anti-gun extremists and the media calling for the immediate need for and passage of more severe gun laws is actually backfiring. Instead of silencing industry and gun owners, we have never been more united and vocal in offering real

solutions to reducing violent crime in our society. Instead of declining sales, public demand for nearly all types of firearms and ammunition has surged to historic levels, causing national shortages and leaving retail shelves empty. And instead of weakening the NSSF, our industry trade association is experiencing unparalleled growth and success. Membership is at an all-time high, participation in the hunting and shooting sports is soaring and our programs and services have never been more popular – or needed – than right now.

NSSF PAC ENSURING WE'RE NOT OUTGUNNED

NSSF's President and CEO Stephen Sanetti said it best at the 2013 SHOT Show – *We are here to stay!*

But it's not going to be easy. As an industry, we can't just sit and hope that facts, logic and rational conversation will

win the day. Our friends on Capitol Hill need to know that we will stand with them when they are attacked by the media spin machine, egged on by the White House. *There has never been a more important time for all of us to stand together.*

This is where the NSSF PAC comes in. The NSSF Political Action Committee (PAC) is the only PAC dedicated to maintaining our industry's economic health by supporting lawmakers and candidates who understand and will defend our contribution to the national economy. The media has taken to attacking the NRA as the political mouthpiece for the gun industry, which simply is not true. Our industry stands up for itself, and we are proud of it. The NSSF PAC is our dedicated, pro-industry political action committee and one of the most effective ways for us to join together as an industry.

A strong and robust NSSF PAC is our best defense against the armies of anti-industry, anti-gun crusaders viciously attacking our industry. In 2012, the NSSF PAC raised nearly \$63,500 from more than 80 contributors, shattering all previous year's records. A year-over-year comparison shows that the PAC raised 40 percent more in 2012 than it did in 2011 and had close to 60 new contributors. Since the PAC's inception only three years ago, it has raised over \$250,000 and has over 270 contributing members.



NSSF's President & CEO Steve Sanetti during the 2013 SHOT Show State of the Industry.

Thanks to the PAC's tremendous growth this past year, it was able to give greater support to more pro-industry, pro-gun candidates on both sides of the aisle during the November elections who will champion our issues. While the elections did not produce the ideal outcome we might have hoped for, we did see a number of our pro-industry and pro-Second Amendment candidates win their races. All of the candidates the NSSF PAC supported for the House of Republicans won their races – *100 percent*. Of the 14 candidates the PAC supported directly (including Gov. Mitt Romney), eight of them won their respective races – *a more than 60 percent overall success rate*.

NSSF PAC EVENT HIGHLIGHTS

- Rep. Ron Kind (D-Wis.) joined with sportsmen in calling for the immediate passage of the bipartisan Sportsmen's Act of 2012 that included the firearms industry's top legislative priority, the Hunting, Fishing and Recreational Shooting Protection Act clarifying that ammunition is excluded from regulation by the Environmental Protection Agency under the Toxic Substances Control Act.
- Sen. Jon Tester (D-Mont.) and Rep. Jeff Miller (R-Fla.) were both honored as NSSF's Legislators of the Year at the 5th Annual Congressional Fly-In in Washington, D.C.
- At the 2013 SHOT Show, former Mississippi governor Haley Barbour shared his perspectives on the current anti-gun, anti-industry climate and the need for the firearms industry to come together and get involved in the political process to address the threats and challenges we face.
- Before the NSSF Board of Governors, Rep. Jack Kingston (R-Ga.) discussed legislative proposals that could impact the firearms industry.



NSSF PAC NEVER MORE IMPORTANT!

Our nation's firearms and ammunition industry has a proud heritage. We should not forget that we are a responsible industry that makes lawful products benefiting millions of law-abiding individuals, including our nation's law enforcement and military.

We must come together as never before to promote, protect and preserve our constitutional rights to own firearms of our choosing for target shooting, hunting and personal protection, yet prevent those who exhibit reckless disregard for human life and values from accessing and using firearms for senseless acts of violence. This is one of the most critical debates of our time.

The NSSF has and will continue to participate in constructive dialogue and work with others to keep our families, children and communities safe. What we as an industry cannot tolerate are knee-jerk reactions to "do something" based on emotions. No laws can eliminate evil. More gun control is not the answer.

Our industry is in for the fight of its life! The Obama Administration and its anti-gun allies have us in their sights. This is our battle, and the NSSF PAC – *Our Industry's PAC* – is our most powerful means to fight the forces that want to destroy us.

Benjamin Franklin upon signing the Declaration of Independence said, "*We must, indeed, all hang together, or assuredly we shall all hang separately.*" These words ring as true today as when they were first uttered. We all must come together and get involved in the political process to defeat the onslaught of gun-control legislation being introduced on Capitol Hill and in state houses across America. ***The NSSF PAC has never been more important!***

No one wants to be left in the dark during this most threatening time to our industry. It is time to show we are united and are ready to respond to the continued assault on our industry, America's hunting and shooting sports heritage, and our firearms freedoms.



For more information on the NSSF PAC, visit www.nssfpac.org or contact Lawrence G. Keane, NSSF PAC Treasurer, at (203) 426-1320 or nssfpac@nssf.org.

Lawrence G. Keane

2012 NSSF PAC POLITICAL CONTRIBUTIONS

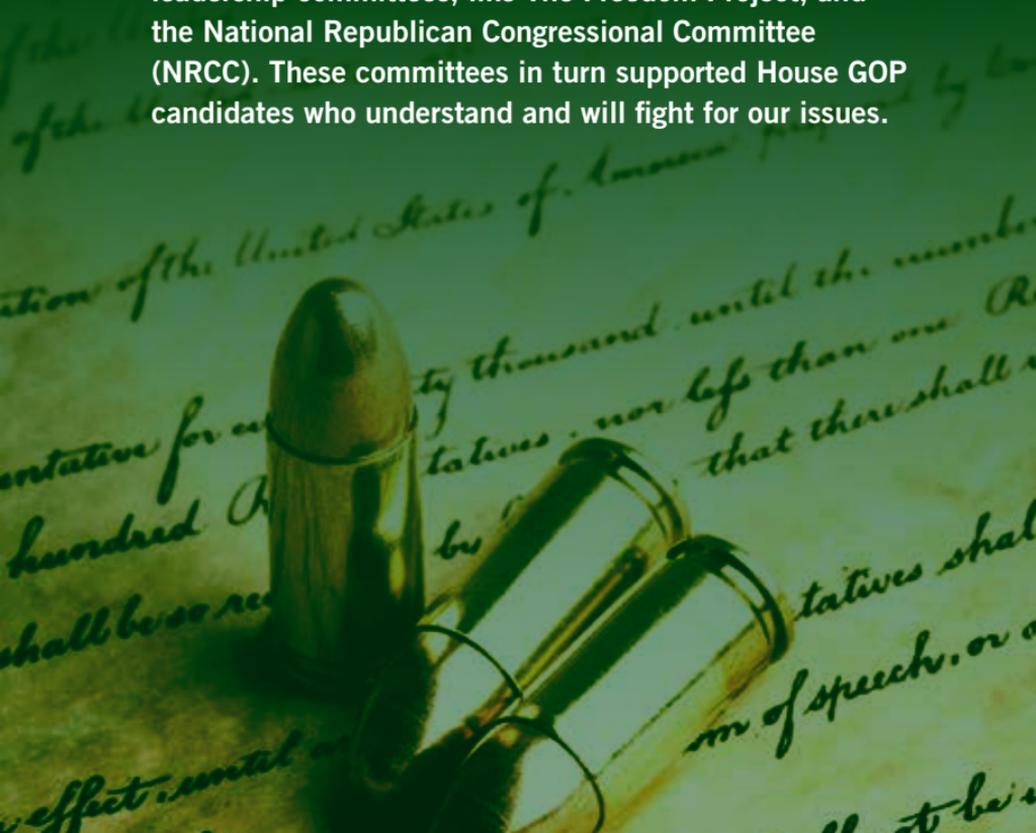
SENATE

Candidate	Party	State - District/ Office	NSSF PAC Contribution
George Allen	R	VA	\$1,000
Scott Brown	R	MA	\$1,000
Dean Heller	R	NV	\$2,500
Connie Mack	R	FL	\$1,000
Denny Rehberg	R	MT	\$2,000
Jon Tester	D	MT	\$2,000
Tommy Thompson	R	WI	\$2,500
Total U.S. Senate Contributions			\$12,000

HOUSE

John Boehner	R	OH - 08	\$3,000
Mike Coffman	R	CO - 06	\$1,000
Ron Kind	D	WI - 03	\$500
Jeff Miller	R	FL - 01	\$3,000
Bill Shuster	R	PA - 09	\$1,000
Scott Tipton	R	CO - 03	\$1,000
Total U.S. House Contributions			\$9,500

- The NSSF PAC made a \$5,000 contribution to GOP presidential candidate Mitt Romney.
- An additional \$2,000 was contributed by the PAC to Gov. Scott Walker in connection with the Wisconsin recall election.
- Lastly, the PAC contributed to Republican House leadership committees, like The Freedom Project, and the National Republican Congressional Committee (NRCC). These committees in turn supported House GOP candidates who understand and will fight for our issues.



*“In politics you have a choice:
Take part...or get taken apart.”*

–Sen. Alan Simpson
Remarks to SHOT Show attendees, 2001

NATIONAL SHOOTING SPORTS FOUNDATION

PAC

POLITICAL ACTION COMMITTEE

www.nssfpac.org

One Industry. One Voice.

The NSSF PAC is the federal, multi-candidate political action committee of the National Shooting Sports Foundation. NSSF PAC supports candidates for federal office who promote the priorities of the firearms and ammunition industry, protect the Second Amendment and preserve our hunting and shooting sports traditions.





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