

## **Jason Wilson**

NRA (Confidential) Personal Fact Sheet - Supplemental addendum  
(For Use of the NRA Nominating Committee)

NOTE: This addendum is necessary, as the digital form provided, does not allow for enough room for an adequate explanation of the specific areas below.

### **Duties as CEO of Lucid Optics:**

As CEO of Lucid Optics, I am responsible for the strategic leadership and direction of the company. In this role, I work closely with the senior management team to establish long-term goals, strategies, plans, and policies. This requires a visionary understanding of the sports optics market and a proven track record of driving business growth and innovation. I serve as the primary spokesperson for the company, representing its interests to stakeholders including customers, partners, investors, and the media. I am also responsible for building a high-performing team and fostering a culture of collaboration, innovation, and performance through accountability.

### **Career Summary:**

*A Chronological Order of dates, Facts, Events, And Achievements as related to my employment history*

Throughout my career, I have managed multi-million dollar budgets, built and developed award-winning teams, Designed and Developed many relevant Sport Optic products, and built and maintained international supply chain relationships.

2003 – Streamlined the State Adoption design criteria for Holt Rinehart & Winston, resulting in a \$3.7m in savings to the textbook production.

2007 – Developed 47 New products into the optics line for Brunton to fill line gaps for Big Box insertion, resulting in a 123% growth in the category overall.

2009 – Had the first item Lucid Optics ever created be selected for the FNRA Standard Merchandise Package. This resulted in the item and brand gaining invaluable exposure.

2012 – Grew Lucid Optics from an upstart, single SKU company operating in my garage to 15 SKU's, owning our own facility in Riverton. Now over 25 SKU's growing internationally and capturing 2% of the overall market.

### **Education Summary:**

June 1995 – Art Institute International – Colorado  
Bachelor of Applied Science – Visual Communications with a Marketing Certificate

May 2007 – Phoenix University  
Bachelor of Science – Business with a Leadership Certificate

June 2012 –University of Colorado - Boulder  
Bachelor of Science – Engineering, Mechanical with a specialty in Optical Engineering

### **Competitive Shooting History:**

May 1985 – 75<sup>th</sup> BSA Jamboree - 1<sup>st</sup> place in the .22 rimfire target match.  
(This Started it ALL)

June 2006 – May 2012: 3-GUN Competitor, now I sponsor shooters...

June 2007 – Current: F-Class Competitor

June 2007 – Current: 50yd Rimfire Benchrest Competitor

May 2020 – Current: PRS & NRL Competitor -Additionally I Sponsor Shooters

June 2021 – Current: ELR Precision Rifle Competitor

### **Most Significant Contribution to the Shooting Sports:**

20 years of service with the local, state, and national FNRA program. In this effort, the substantial contributions have been from efforts as a volunteer and as a national vendor to the program. Through the industry connections afforded me by being the CEO of an optics company, I have successfully secured a conservative estimate of over \$800K in donations. I donate my time as the chair of the local FNRA event and assist several communities with their efforts in Colorado, Montana, Iowa, and Idaho.

I have spent 10 years as an RTTA (Range Technical Team Advisor) with NRA range services. These contributions include volunteering my time to help ranges stay open and helping new ranges navigate the tricky path to a successful range operation.

I now design and manufacture optics products for use with firearm platforms. I find this a major contribution, simply being part of the firearms community and industry.

### **History of related NRA Interests:**

I am very involved with NRA-related interests. I seemingly have led my life by the constitutional principles where a man's moral compass can be clearly defined in the manner in which they view and live their life, in contrast to the Second Amendment of the United States Constitution. I have been involved with shooting sports from a young age and became involved in helping run ranges in my 20s. This led to my becoming an NRA Certified RSO and an RSO instructor. After this, I became involved with the FNRA as a volunteer, which did not take long before I was made the Chair of the local committee, and for the past 20 years, I have supported and raised funds for the NRA Foundation.

Outside my business is directly related to NRA interests, many of my friends are either on the NRA Board, employees at the NRA as well as State Field Reps for the FNRA. So by default, my life gets lived with the NRA interest daily.

### **Other Interests**

*(Professional Associations, Fraternities, Lodges, Clubs, and position therein):*

- Master Mason – Blue Lodge Masonry  
(Senior Warden, Riverton Lodge #26)
- Knights Templar – York Rite Masonry  
(York Rite Commandry Hugh De Payne #7)
- President of the local Gun Club  
(Riverton Shooting Club)
- President of a disabled Veterans Assistance organization  
(Vet Healing Adventures)

**Political / Civic Activities:**

I work with and have worked with our state representatives and legislators on promoting and introducing legislation that makes sense for Wyoming.

- Legalizing suppressors for Hunting use in Wyoming (Successful)
- Getting “ Gun Free Zones” abolished in Wyoming (pending)
- Introducing Legislation, to develop a “recall” process for rogue representatives and Legislators at the state and federal level. (pending)

**How will I use my talent and experience to help the NRA attain its goals and objectives:**

If elected to the NRA Board, I will use my relentless nature to work tirelessly to provide transparency to the members. I want to restore the member’s confidence in the effectiveness of the NRA.

I will leverage my professional associations, relationships, and abilities to troubleshoot problems to direct a focused effort to preserve and protect the Second Amendment of the Constitution. The NRA needs to get back to a single focus and stand on principle.

I have a “no-nonsense” approach to the effectiveness of an organization, specifically one that can be weighed by its fiduciary responsibility to the membership. It is my belief, that the NRA’s value to the membership is in its customer service. I will use my connection to the common man to advocate for the voice of the membership to be the driving factor of the NRA board. Anyone who knows me understands, that I always speak my mind and stand on principle.