



*MOVE
YOUR
BUSINESS*

FORWARD VELOCITY

A FULL LINE-UP OF FREE #ATA2019 SEMINARS

JANUARY 10-12, 2019

***2019 ATA
TRADE SHOW***
LOUISVILLE

SPONSORED BY:



**LAST CHANCE
ARCHERY**

MORNING SEMINARS

THURSDAY-SATURDAY | 7:15AM-8:15AM

START YOUR SHOW DAY OFF WITH BUSINESS BUILDING INSIGHTS AND STRATEGIES.

THURSDAY

C-101

BOW TUNING TACTICS FOR CUSTOMER SATISFACTION
LEN MARSH, MAGROTECH

C-102

E-MAIL MARKETING: HOW TO BUILD A LIST AND USE IT WELL
BERNIE BARRINGER,
BUCKS, BULLS, AND BEARS

C-103

MANAGING THE WORLD OF AMAZON: MAINTAIN CONTROL OF YOUR BRAND
TRAVIS SCHWARTZ,
SOUTHWEST DISTRIBUTION

C-104

BULLETPROOF YOUR SHOT - RECOGNIZING AND COACHING ARCHERS THROUGH RELEASE AID PROBLEMS
GEORGE RYALS IV,
LAST CHANCE ARCHERY

C-105

SCHOLASTIC 3D ARCHERY
JENNIE RICHARDSON, S3DA

C-106

MANAGING IP IN CHINA: VETTING MANUFACTURING PARTNERS & BUILDING A SMART PORTFOLIO
SAMUEL GIESTING,
BARNES & THORNBURG, LLP

C-107

MANAGING SEARCH ENGINE RETAIL LOCATION LISTINGS
DEREK FORTNA,
CREED ARCHERY SUPPLY

C-108

ATA DEER PROTECTION PROGRAM
DAN FORSTER, ATA

C-109

BENEFITS OF JOINING THE NABA
GARY KINARD & WAYNE PIERSOL, NABA

FRIDAY

C-101

WHY A STRONG ONLINE PRESENCE IS ESSENTIAL FOR BUSINESS GROWTH
THERESA NEAL & NICK GRAVES,
PROPHASE

C-102

DIGITAL MARKETING TOOL KIT - LEARN TO DRIVE REVENUE...NOT JUST SOCIAL MEDIA "LIKES"
JOSHUA GERADS, BEOWULF, LLC

C-103

CREATE SALES - GO TRADITIONAL
HENRY BODNIK,
BEARPAW PRODUCTS

C-104

BULLETPROOF YOUR SHOT - RECOGNIZING AND COACHING ARCHERS THROUGH RELEASE AID PROBLEMS
GEORGE RYALS IV,
LAST CHANCE ARCHERY

C-105

COACHING FOR PERFORMANCE UNDER PRESSURE
GUY KRUEGER, USA ARCHERY

C-106

MARKETING YOUR PRO SHOP
ANTHONY WARDEN,
WARDEN'S OUTDOOR SUPPLY

C-107

"FIELD TO FORK" TO MARKET: RECRUITING NEW CUSTOMERS INTO THE HUNTING INDUSTRY
CHARLES EVANS, HANK FORESTER,
SAMANTHA PEDDER, GEORGIA WILDLIFE
FEDERATION, QDMA, AND COUNCIL TO
ADVANCE HUNTING AND SHOOTING SPORTS

C-108

INTRODUCTION TO ADAPTIVE ARCHERY
M.J. ROGERS,
ARCHERY RESOURCES CENTER

C-109

BE THE EXPERT: TEACHING YOUR CUSTOMERS ELECTRONIC SCOUTING
MATT WILLIAMS & ALEX BAER,
ONXMAPS, INC.

SATURDAY

C-101

UNDERSTANDING ARROW TUNING FOR COMPOUND BOWS & CROSSBOWS
TIM GILLINGHAM, GOLD TIP

C-102

MANAGING RISK: HOW PRODUCT MANUFACTURERS CAN GUARD AGAINST LAWSUITS
KYLE W. LEGLERE,
BARNES & THORNBURG, LLP

C-103

IMPACT OF COMPOUND BOW DRAW BEHAVIOR ON PERCEIVED NOISE AND VIBRATION
PATRICK HARRELL,
STRESS ENGINEERING

C-104

STATE OF THE WHITETAIL - TRENDS IN HARVEST AND MANAGEMENT PROGRAMS
KIP ADAMS, QDMA

C-105

HOW TO MAKE YOUR RANGE PAY YOUR OVERHEAD
TIMMY THOMAS, ARCHERS USA

C-106

EVOLUTION OF MEDIA IN THE OUTDOORS
JEFF SIEGEL, MEDIA LODGE

C-108

ASSESS YOUR DIGITAL PRESENCE: IS YOUR WEBSITE AS GOOD AS IT SHOULD BE?
COLIN ANTHONY,
FRONTIER MEDIA LABS

C-109

TURNING YOUR FLETCHING TABLE INTO A MONEYMAKER
MATT LEWIS, BOB POTTER, NICOLE
VANDERMEULEN,
THE BOHNING COMPANY, LTD

NEW!

MY ATA COFFEE TALKS

THURSDAY-SATURDAY | 10:00AM-4:30PM

MEET YOUR ATA TEAM FOR MEANINGFUL DISCUSSIONS ON EVERYTHING FROM OPTIMIZING YOUR WEBSITE, TO GOVERNMENT RELATIONS, TO MAKING THE MOST OF YOUR ATA MEMBERSHIP.

ALL COFFEE TALKS WILL TAKE PLACE IN THE MY ATA AREA.

THURSDAY

10:00AM-10:30AM
**INSIGHTS INTO THE
ATA'S NEW BRANDING**
ALLISON JASPER, ATA

11:00AM-11:30AM
**MEET THE ATA
RETAIL COUNCIL**
RETAIL COUNCIL, ATA

12:00PM-12:30PM
**STAY ENGAGED WITH
YOUR CUSTOMERS ONLINE**
THERESA NEAL & NICK GRAVES, PROPHASE

1:00PM-1:30PM
EXPLORE BOWHUNTING
JOSH GOLD, ATA

2:00PM-2:30PM
**MEET & GREET -
ATA OUTREACH &
EDUCATION TEAM**
OUTREACH TEAM, ATA

3:00PM-3:30PM
**LET YOUR WEBSITE
WORK FOR YOU**
COLIN ANTHONY,
FRONTIER MEDIA LABS

4:00PM-4:30PM
**MAKE MORE PROFIT WITH THE
ARRO BUYING GROUP**
MARTY STUBSTAD, ARRO

FRIDAY

10:00AM-10:30AM
**ATA FEDERAL EXCISE
TAX GUIDE**
WENDY LANG, ATA

11:00AM-11:30AM
**WHAT CAN THE
ATA DO FOR YOU?**
RETAIL COUNCIL, ATA

12:00PM-12:30PM
**DEVELOPING ARCHERY OPPORTUNITIES
IN YOUR COMMUNITY**
NICOLE NASH, ATA

1:00PM-1:30PM
EXPLORE BOWFISHING
JOSH GOLD, ATA

2:00PM-2:30PM
**MEET & GREET -
ATA MARGOM TEAM**
MARGOM TEAM, ATA

3:00PM-3:30PM
**USING ELECTRONIC MAPPING IN YOUR
EDUCATIONAL PROGRAMS**
JOSH GOLD/MATT WILLIAMS,
ATA & ONXMAPS

4:00PM-4:30PM
**SOCIAL MEDIA
MANAGEMENT ROUNDTABLE**
MICHELLE SCHEUERMANN, BULLETPROOF
COMMUNICATIONS

SATURDAY

10:00AM-10:30AM
**ATA GOVERNMENT
RELATIONS UPDATE**
DAN FORSTER, ATA

11:00AM-11:30AM
BOOSTING PROFIT MARGINS
RETAIL COUNCIL, ATA

12:00PM-12:30PM
**INTELLECTUAL PROPERTY ISSUES
IN THE ARCHERY INDUSTRY**
KURT SMITH & ATA SERVICE PROVIDERS, ATA

1:00PM-1:30PM
**MEET & GREET - ATA TRADE
SHOW & MEMBERSHIP TEAM**
TRADE SHOW/MEMBERSHIP TEAM, ATA

2:00PM-2:30PM
**MAP POLICIES - WHAT DOES IT
MEAN FOR YOUR BUSINESS?**
KURT SMITH & ATA SERVICE PROVIDERS, ATA

NEW!

MANUFACTURER SEMINARS

WEDNESDAY | AFTERNOON

LEARN HOW THE LATEST EXCISE TAX REGULATIONS AND ANTI-COUNTERFEITING MEASUREMENTS CAN IMPACT YOUR BUSINESS.

C-101 / 2:00PM
**CHANGING TIMES: THE FUTURE OF
PITTMAN ROBERTSON & R3 IN ARCHERY**
JOHN FRAMPTON,
COUNCIL TO ADVANCE HUNTING
& SHOOTING SPORTS

C-109 / 3:15PM
**ANTI-COUNTERFEITING AND
CREATIVE BRAND PROTECTION STRATEGIES**
STEVE BAIRD & CRAIG KRUMMEN,
WINTHROP & WEINSTINE, P.A.

72 HOURS OF BUSINESS POTENTIAL

IN ADDITION TO THE FULL SLATE OF SEMINARS, ENJOY BUSINESS-BUILDING AND NETWORKING OPPORTUNITIES, ENTERTAINMENT BY NATIONAL RECORDING ARTISTS, AND MORE.

WITH ALL THAT ACTIVITY, WE'VE MADE IT EASY FOR YOU TO KEEP TRACK AND GET AROUND:



Enjoy free wifi – select “2019 ATA” from the available wireless networks.



Download the free 2019 ATA mobile app today – search “2019 ATA” in your App Store.

TRADE SHOW SHUTTLE SCHEDULE

TUESDAY 7:00 AM - 9:00 PM	WEDNESDAY 7:00 AM - 11:00 PM	THURSDAY 6:00 AM - 11:00 AM 3:00 PM - 10:00 PM	FRIDAY 6:00 AM - 11:00 AM 3:00 PM - 8:00 PM	SATURDAY 6:00 AM - 11:00 AM 3:00 PM - 8:00 PM
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HOTEL ROUTES

DOWNTOWN

BLUE

- Galt House & Suites

ORANGE

- Courtyard By Marriott
- Omni
- Hyatt Regency Downtown
- Marriott Downtown

RED

- Hampton Inn
- Fairfield Inn Downtown
- Spring Hill Suites Downtown
- Econolodge Downtown

GOLD

- Seelbach Hilton Hotel
- Embassy Suites
- Hilton Garden Inn
- Brown Hotel

BLACK

- Aloft Downtown
- Holiday Inn Express Downtown
- Homewood Suites

AIRPORT

BROWN

- Crown Plaza Airport

PURPLE

- Courtyard By Marriott Airport
- Comfort Inn & Suites Airport
- Rodeway Inn

YELLOW

- Hilton Garden Inn Airport
- Ramada Limited Airport
- Four Points Marriott Airport
- Home2Suites Airport

GRAY

- Wingate by Wyndham Airport
- Holiday Inn Express Airport

GREEN

- Airport & Expo LaQuinta Inn