

Seminar Schedule and Descriptions #ATA2019

Thursday, Jan. 10

Bow Tuning Tactics for Customer Satisfaction

Speaker: Len Marsh

Room: C-101

Description: Learn how to attract new customers and maintain existing customers with bow-tuning tools and tactics.

E-Mail Marketing: How to Build a List and Use it Well

Speaker: Bernie Barringer.

Room: C-102

Description: Email marketing is the biggest trend in digital media today. This seminar presents strategies for using email to reach customers and followers in ways that gets results.

Managing the World of Amazon: Maintain Control of Your Brand

Speaker: Travis Schwartz.

Room: C-103

Description: Manufacturers will learn what they can do now to succeed in the future as Amazon plays a growing role in their brand's success.

Bulletproof Your Shot — Recognizing and Coaching Archers Through Release-Aid Problems

Speaker: George Ryals IV

Room: C-104

Description: GRIV will cover which qualities make releases work best, and how to teach customers their proper use. Everyone will learn to recognize the signs of improper shot execution, and learn several training techniques to clean up form and release-aid techniques before unbreakable habits take root.

Scholastic 3-D Archery

Speaker: Jennie Richardson

Room: C-105

Description: Learn about the Scholastic 3-D Archery program, a next-step initiative that helps students grow into lifelong archers and bowhunters. This presentation helps retailers and manufacturers learn more about the benefits of this rapidly growing program, and how they can get involved.

Managing IP in China: Vetting Manufacturing Partners and Building a Smart Portfolio

Speaker: Samuel Giesting

Room: C-106

Description: Many companies protect their designs in the United States before bringing products to market. They sometimes overlook that process until after engaging manufacturing partners in China. That can be a costly error if manufacturing partners file for IP rights in China based on early-stage designs. Chinese manufacturers can use patents to raise prices or block U.S.

companies from moving operations. This seminar outlines practical strategies to avoid such challenges when working with Chinese manufacturers.

Managing Search-Engine Retail Location Listings

Speaker: Derek Fortna

Room: C-107

Description: This seminar helps archery pro shops understand how best to manage how their shop's representation on search engines.

ATA's Deer Protection Program

Speaker: Dan Forster

Room: C-108

Description: Chronic wasting disease is present in at least 23 states and in Canada. This problem frustrates bowhunters, wildlife experts and foodies who love getting meat from deer, elk and moose. Industry members are stepping up to participate in the ATA Deer Protection Program, and assuring consumers that they're doing their part to fight CWD. Learn more about the program, talk with DPP members, and learn how to get involved, whether you're a scent manufacturer, distributor or retailer selling scent products.

Benefits of Joining the NABA

Speakers: Gary Kinard and Wayne Piersol

Room: C-109

Description: Learn the benefits of belonging to a buying group for all retailers. Also understand the importance of MAP pricing and how it affects archery retailers.

Friday, Jan. 11

Why a Strong Online Presence is Essential for Business Growth

Speakers: Theresa Neal and Nick Graves

Room: C-101

Description: It's essential that your business have an online presence in our digital world. Whether it's a website, an e-commerce platform, a social-media page or a combination of all three, your company will reap major benefits by being online.

Digital Marketing Tool Kit — Learn to Drive Revenue ... Not Just Social Media “Likes”

Speaker: Joshua Gerads

Room: C-102

Description: Many digital-marketing programs fail to drive true business value. Learn how you can drive revenue growth through email, website optimization and social marketing. Walk away with a “how-to” guide of free/low-cost services that maximize your digital-marketing programs.

Traditional and Instinctive Archery — The Next Level of Shooting

Speaker: Henry Bodnik

Room: C-103

Description: Learn how creating awareness and increasing customers' knowledge of traditional archery can boost your sales.

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Description: GRIV will cover which qualities make releases work best, and how to teach customers their proper use. Everyone will learn to recognize the signs of improper shot execution, and learn several training techniques to clean up form and release-aid techniques before unbreakable habits take root.

Coaching for Performance Under Pressure

Speaker: Guy Krueger

Room: C-105

Description: Whether you're a bowhunter or target archer, this seminar helps to mentally prepare you and your archers to perform when it matters most. This seminar combines the most important elements of techniques, training design and mental preparation that helps archers perform under pressure.

Marketing Your Pro Shop

Speaker: Anthony Warden

Room: C-106

Description: Learn how to set up and market your pro shop to generate more traffic and maximum sales.

Introduction to Adaptive Archery

Speaker: M.J. Rogers

Room: C-107

Description: Market segments in the hunting industry are changing. New potential customers are interested in these traditional activities if they are able to experience it in their own way. This seminar will profile a program call "Field to Fork" as an example of an effort to help people become new hunters. It will also offer insights on how industry professionals may adapt their initiatives to encourage new and former participants to become active hunters.

Be the Expert: Teaching Your Customers Electronic Scouting

Speaker: Matt Williams

Room: C-108

Description: This seminar introduces attendees to adaptive equipment and a potential new client base by offering services through rehab, community outreach, and work with archers of different abilities.

“Field to Fork” to Market: Recruiting New Customers into the Hunting Industry

Speaker: Charles Evans, Hank Forester and Samantha Pedder

Room: C-109

Description: Helping customers find productive hunting areas can be challenging. This seminar teaches tips and tactics you can passed onto your customers to help them confidently use electronic tools to scout new hunting areas.

Saturday, Jan. 12

Understanding Arrow Tuning for Bows and Crossbows

Speaker: Tim Gillingham

Room: C-101

Description: Learn techniques to tune your customer's bows and crossbows for optimal arrow flight. Attendees will get an overview of different tuning methods and gain insights into how to troubleshoot problem bow setups.

Managing Risk: How Product Manufacturers Can Guard Against Lawsuits

Speaker: Kyle W. LeClere

Room: C-102

Description: Manufacturers know the risks of placing products into the commerce stream. That's especially true with archery gear. You can take steps before your products hit the market to guard against lawsuits. This seminar highlights simple, effective ways to limit your liability by crafting product warnings and key language to include in sales agreements.

Impact of Compound Bow Draw Behavior on Perceived Noise and Vibration

Speaker: Patrick Harrell

Room: C-103

Description: Stress Engineering Services, Inc. and Outdoor Life magazine have partnered to conduct quantitative testing of bows for the magazine's annual bow-review issue. This seminar examines the influence of the draw behavior on the noise and vibration produced by the bow.

State of the Whitetail — Trends in Harvest and Management Programs

Speaker: Kip Adams

Room: C-104

Description: Attendees will receive the most recent information on white-tailed deer harvest trends, management programs, and major issues affecting deer herds in their area(s). They'll be better informed to help deal with customers, dealers and manufacturers.

How to Make Your Range Pay Your Overhead

Speaker: Timmy Thomas

Room: C-105

Description: Archers USA will present a new Advanced Compound Bow System that benefits pro shops. Learn how to make money from your range, and implement a system that saves time in teaching while helping new archers succeed from the start!

Evolution of Media in the Outdoors

Speaker: Jeff Siegel

Room: C-106

Description: With American consumers spending \$887 billion annually on outdoor recreation, the outdoors industry is a formidable force in the U.S. economy. However, continued declines in the reach and effectiveness of traditional broadcast and print media, and increased fragmentation

caused by online systems, consumers are harder than ever to reach. Learn how digital media can effectively solve those issues for brands, agencies and media buyers.

Assess Your Digital Presence: Is Your Website as Good as it Should Be?

Speaker: Colin Anthony

Room: C-108

Description: Managing a website is a low priority for many archery retailers. But your digital presence is important, so you must assess your website's effectiveness periodically to determine if it's attracting customers or turning them away. Identify your website's most important areas, and how you can address any weaknesses you find.

Turning Your Fletching Table Into a Moneymaker

Speaker: Matt Lewis, Bob Potter and Nicole VanderMeulen.

Room: C-109

Description: Attendees will learn fletching techniques like shaft preparation, proper fletching, repairs, helical vs. offset vs. straight fletching, customer service, and how to profit from these techniques.