

# **RANDY PHILLIPS**

## **ARCHERY HEADQUARTERS**



**Title:** Owner

**Duties:**  
Everything archery.

**Work Experience:**  
We started off manufacturing the Arizona EZ Fletch back in the late 80's, then opened up Archery Headquarters in 1989. We developed the Academy model in 2012 for bringing new archers into the pro shop and developed a software for maximizing archery shop performance.

**Experience in ATA:**  
I have been serving on the ATA Board of Directors for approximately 15 years. I believe my institutional history would be a great asset in moving forward as many of the board members have costly turnover in three or four cycles.

**If elected to the ATA Retail Council I would:**  
I would continue to bring the focus to the greater board, the issues that are affecting today's archery retailer.

**The critical issues I think ATA and the industry must face in the next 4 years are:**  
Making dealers more profitable over the next four years will be the key to success for the entire industry.

# **MARTY STUBSTAD**

## **ARCHERY HEADQUARTERS**



**Title:** Owner

**Duties:**

Sales/Ordering and Cleaning

**Work Experience:**

I have owned and operated Archery Headquarters for 42 years. I am currently the president of the ARRO buying group. I have been on the ARRO board since 2002.

**Experience in ATA:**

Having been in the ARRO buying group, every year we hold our HOT SHOW in conjunction with the ATA trade show. I have been on the dealer council for a number of years representing all of our ARRO members. It has also been a pleasure working with ATA staff in strengthening the brick and mortar independent archery stores.

**If elected to the ATA Retail Council I would:**

I will continue to keep independent archery stores in the front of the line for better business successes.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

The biggest critical issue we are facing today is the disease of CWD in our deer and elk herds. We must push for strong funding for the development of a cure. I also believe we must take a second look at the strong advancement in using crossbows in the regular archery season.

# **G, C. "BUTCH" HEROLD**

## **BUTCH'S SPORTS WORLD**



**Title:** Owner/President

**Duties:**

Overseeing the daily operations

**Work Experience:**

- Managed NFAA for 8 years.
- Started and own and operate Butch's Sports World since 1988.

**Experience in ATA:**

- Served on the Dealer Council for several years when it began under AMO in 2002.
- Helped put together the description of what a brick and mortar shop is, describe a member and set categories and fees for getting in the show.
- Proposed things the ATA could do to help cover expenses while attending the yearly show.

**If elected to the ATA Retail Council I would:**

I have been in the archery business for 30 years and the last 5 have been the worst I ever experienced. If elected I would help every way I can to help the manufacturers listen to the dealers, large and small. If they truly want brick and mortar stores to survive we are going need more support from the manufacturers.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

- How are we going to recruit new people into all aspects of archery but especially hunting?
- I would like to work on something we have worked on for years and that is non-industry people should not be roaming the show.

# **DEREK FORTNA**

## **CREED ARCHERY SUPPLY, INC.**



**Title:** CEO/Co-Owner

**Duties:**

Business Technologies, eCommerce Business Development, Purchasing, Marketing

**Work Experience:**

1996 - 1998: The Sportsman's Source - Online Hunting/Fishing Guide Index (Online Startup Business)

1998 - 1999: Outdoorsite.com (sold company to Bass Pro Shops)

1999 - 2013: Cabelas.com (Broad business/eCommerce Experience/Director of Digital Marketing)

2013 - Present: Stony Creek Digital (eCommerce/eBusiness Contractor/Consultant)

2018 - Present: CEO/Co-Owner Creed Archery Supply (local pro shop/eCommerce store)

**Experience in ATA:**

- Attended two ATA trade shows to date.
- Presented at the 2019 ATA trade show seminars.

**If elected to the ATA Retail Council I would:**

I would use my nearly-25 years of experience specifically in eCommerce/internet business, and the sporting goods business in general to offer advice and direction for an industry that is struggling with knowing how to grow the archery business within the world of eCommerce and its opportunities and challenges.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

- Managing a business that requires hands on attention from archery pro shops, in a world that depends largely on eCommerce for product information and purchasing.
- Challenging product margins that make it difficult for small pro shops to grow their businesses, and in turn grow archery as a sport and industry.
- A lack of internet marketing savvy across the industry, which hampers growth of the archery industry because the audience has moved away from traditional communication venues to internet information channels.

# **BRIAN COOK**

## **HUMPHRIES ARCHERY**



**Title:** Owner

**Duties:**

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**Work Experience:**

Founded Humphries Archery in 2001 and through the years have opened three more locations across Utah.

**Experience in ATA:**

Been a member since 2002, have attended 90% of the shows, spoke for the ATA in seminars, and have attended a couple of the ATA council meetings throughout the years.

**If elected to the ATA Retail Council I would:**

This question doesn't apply! Until one is elected, does one know or expect to change or do something? I can say if elected I will attend and listen, so I can learn what I might be helpful with!

**The critical issues I think ATA and the industry must face in the next 4 years are:**

Import from China, how to deal with Amazon or internet sales. Building strong foundations, teaching members how to focus on the bread and butter, rather than what they can't do.

# **KRYSTA WRIGHT**

## **M&M ARCHERY RANGE & PRO SHOP**



**Title:** Co-Owner

**Duties:**

Owner/Manager/Coach

**Work Experience:**

Owned and managed a full-time retail and pro shop for the past seven years.

**Experience in ATA:**

- Attended ATA events for the past six years.
- Part of many programs to promote archery, JOAD coach, interviews on programs accomplished, hosting events.

**If elected to the ATA Retail Council I would:**

I would like to be a voice for not only retail establishments, but also female small business owners/managers in the industry. Helping to promote more female engagement in the industry.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

How to keep archery flourishing and promote the importance of pro shops. To keep youth involved to keep the industry alive and growing.

# **JEFF GREER**

## **MUSIC CITY ARCHERY**



**Title:** President and Owner

**Duties:**

My duties as a small business owner include managing the business, purchasing, receiving, sales, marketing, managing employees, employee development, Lead Pro Shop Tech, head coach, range management, class development, tournament director and tournament judge.

**Work Experience:**

I am an army veteran, RF engineer, entrepreneur and archer. I have served as a national engineer for one of the top three national wireless carriers. My responsibilities included developing multi-million dollar multi-year plans. I have years of vendor management, price negotiations, local level problem solving and national project management experience. I proudly serve as an officer for the VETs Employee Resource Group developing programs to support veterans nationally. Ten years ago, I started coaching archery. Five years ago, we launched Music City Archers Club and Music City Archery Academy. We are now one of the largest USA Archery clubs in the country with archers winning national competitions. We are a top competition retailer for a five-state area per our vendors. Other positions include Tennessee Archery Association board member, USA Archery JOAD Committee member, S3DA Regional Coordinator, co-created S3DA Judges Certification Course, USA National Judge, Level 4 Coach, and Valor Game Archery Lead.

**Experience in ATA:**

At the ATA shows in 2017 and 2018 I hosted seminars on how to start clubs and increase revenue. I have been involved in the Academy Model, been active on the discussions group and am launching a multi-location league designed to increase traffic at the stores/ranges across the country.

**If elected to the ATA Retail Council I would:**

I would represent the best interest of retailers and the industry in general. There are many issues that need to be tackled and I am excited to have the opportunity to be a part of the solution.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

The industry has to address growth. The ATA should drive the industry growth through vision and planning. Our retailers have to be service-oriented while manufacturers have to be flexible to meet the desires of customers that live in a world of customized products available on demand. We have to attract and train our customers in a way that creates successful archers and bowhunters. We have to market and invite new archers with products and programs that excite the general public while preserving bowhunting and conservation. This means we need accountability in pricing practices, diversity in products, and programs that build community. We need deliberate partnerships that will develop training programs for pro techs, coaches and salespeople. We need to provide visibility to the general public that expands the perception of archery to capture the lifestyles, the hopes and the dreams of the recreation and competition archers.

**DAKOTA ROYER**  
**PRO SPORTSMAN, LLC.**  
**DBA BOWHUNTERS SUPERSTORE**



**Title:** V.P. Sales, Marketing and Operations

**Duties:**

Oversee company on a daily basis. Create strategic plans to increase growth. Build partnerships and relationships that help our company and the overall industry.

**Work Experience:**

I started my career at Kinsey's Outdoors, where I launched their eCommerce department. Following that I was promoted to handle their online accounts in the distribution center. After handling that for almost-two years I was promoted to National Dealers Sales Manager, where I managed a team that managed all of the domestic and international independent retailers. I also had 500+ accounts that I managed as well throughout that time. An opportunity came up for me here at Bowhunters Superstore and I felt it was a great fit for me.

**Experience in ATA:**

I have attended ATA every year in my career and have built very good relationships with dealers, manufacturers, etc. During my time at Kinsey's I was involved with different things that we were working on with the ATA from Explore Bowfishing/Bowhunting, to strategic planning, etc. I am very passionate about this and put my heart into everything I do. I am a very big advocate for the dealer base and how important it is for us as a whole.

**If elected to the ATA Retail Council I would:**

I feel I would bring a lot of knowledge and experience that hasn't been tapped into yet. I have a lot of experience working with retailers, online retailers, etc. and I feel that I strongly know what challenges we are facing and have some great ideas on how to overcome these challenges within our industry. I would be willing to help in any way possible.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

How to survive as a brick and mortar retailer, as online sales continue to grow and crossbows become more popular. As well as manufacturers undercutting dealers, and Amazon continuing to drive pricing into the ground.

# CHUCK COOLEY

## TOTALOPTICSHOP.COM



**Title:** President

**Duties:**

All the relevant duties for creating building and promoting an archery retail business.

**Work Experience:**

I founded Feather Vision in 1998 and grew it into the largest scope lens manufacturer in the archery world, selling at manufacturing/OEM, distributor, dealer and retailer levels. I moved myself from an amateur shooter into the pro ranks and became a leader in the industry. I served on the NFAA board and state boards for NFAA and USA Archery. I have also become a broadcaster for the target archery community. I served three terms as NFAA Pro Chair. My non-archery background includes 35 years of retail sales, corporate management and private ownership of eyeglass stores.

**Experience in ATA:**

I have no experience within the back hall or operations of ATA, other than being a giant fan of what the association does and stands for.

**If elected to the ATA Retail Council I would:**

My plan would be to learn more about the operations of ATA, the goals, the ideals and the opportunities to move it forward. I would also put focus on protecting and evolving the archery retailer, including helping to communicate ideas and initiatives and to train dealers to be better customer builders and grow their businesses for more profit and viability through education and training at every level.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

- The growth of online retailing and the influx of parts and products made outside the reach of FET.
- Patent and intellectual property pressure and the ever-changing tide of incorporating social media into a selling tool and business builder.
- Finding ways to turn families to archery vs all the other sports that are taking time away from the historical methods used to build lifelong customers.
- Finding ways for the non-savvy retailer to take advantage of all the "content" created through the various sources that are poured upon them daily.



# **ANTHONY P. WARDEN**

## **WARDEN'S OUTDOOR SUPPLY INC.**

**Title:** Owner/Operator

**Duties:**

All duties including buyer, sales, marketing, advertising, etc.

**Work Experience:**

I have a background in finance, sales, advertising, marketing, accounting, as well as all of the duties for running both a wholesale and retail store/business.

**Experience in ATA:**

Limited to the ATA Show and reading online publications, etc. from the ATA.

**If elected to the ATA Retail Council I would:**

With my background, I would assist in marketing, advertising or anything that is required of me.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

We need to capitalize on the current trend in the entertainment industry (TV Shows, Movies, etc.) There are approximately the same number of archers as golfers in the USA. We need to grow. This will attract more sales.

# **KEITH WEAVER**

## **WEAVER'S ARCHERY LLC**



**Title:** Owner

**Duties:**

Ordering, General Shop Oversight

**Work Experience:**

I've been in a managerial position and working archery retail for just over 20 years.

**Experience in ATA:**

I've been to the ATA show most every year for again about 20 years.

**If elected to the ATA Retail Council I would:**

I would try to work on policy(s) to suggest to manufacturers and that directly improve the independent retail brick and mortar establishments.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

- Archery/bowhunter recruitment and retention.
- Internet and "basement bandit" places, ways to "weed them out" or encourage/enforce MAP policies.
- Encouraging manufacturers to make products just for the independent retail brick and mortar shops.

# DAVID WILKINS

## WYVERN CREATIONS LLC



**Title:** Owner

**Duties:**

Head technical sales, Manufacturer/Dealer relations manager, Marketing director, Hydrographic dipping manager

**Work Experience:**

33 years of business ownership. 15 years in the archery industry alone. I've been in charge of every aspect of business from upper management to emptying the trash. I'm also one of the most experienced internet business owners in the archery industry today.

**Experience in ATA:**

The only experience I have so far is the short time I have been on the Retail Council.

**If elected to the ATA Retail Council I would:**

I would continue to offer insight into the industry from the perspective of its growth in web-based sales. I also am the only crossbow-only business so I have a very different perspective of this growing aspect of the sport that others do not. I have also been in other industries that have had the same "growing pains" that the archery industry is currently experiencing. Many companies have never dealt with the corporate take-overs and manufacturer acquisitions that we are currently seeing and I have and know what is coming and what is needed to survive.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

The inevitable attrition of small dealers that refuse to adapt to the coming changes. There are way too many non-business men that own shops that simply want a time warp back to the 1980's to eliminate change and competition. Those that don't adapt will simply close, those that do will grow to the point where they will have more influence on manufacturers and ultimately the ATA and policy.