



SET YOUR SIGHTS FOR SUCCESS

EDUCATION SERIES SCHEDULE OF EVENTS



JANUARY 9-11 | INDIANAPOLIS, INDIANA

2020 ATA TRADE SHOW

EXPAND YOUR NETWORK. SEEK OUT NEW BUSINESS KNOWLEDGE. AND DISCOVER WHAT'S NEXT.

The ATA 2020 Trade Show is your chance to discuss best practices, share insights with other thought leaders, and take advantage of dozens of educational opportunities throughout the weekend. From product demos to informal coffee talks and in-depth seminars, our schedule is full of events that can help you grow your business and learn more about the state of the industry.

KEY

SEMINAR

MANUFACTURER DEMO

COFFEE TALK

ALL COFFEE TALKS WILL BE HELD AT THE [MYATA AREA](#). FOR FULL DESCRIPTIONS,
CHECK OUT THE ATA MOBILE APP OR VISIT [ARCHERYTRADE.ORG](#)

THURSDAY, JAN. 9

COFFEE AS GEAR

PAUL KURTZ, HUNTER'S BLEND COFFEE
BOOTH 1725, 10:30-11:30 AM

ATA RETAILERS & THE BENEFITS OF S3DA

JENNIE RICHARDSON, S3DA, 1:00-1:30 PM

USING THE ATC QUICK DRAW BOARD TO GENERATE PROFITS

STEVE VANZILE, ARCHERY TOOLING CORP.
BOOTH 553, 1:30-2:30 PM

TRAINING YOUR SHED DOG

JEREMY MOORE, DOG BONE HUNTER
BOOTH 4713, 1:30-2:30 PM

RECRUIT, RETAIN, & REACTIVATE FOR THE FUTURE OF ARCHERY

ALEX BAER, ONX MAPS, 3:00-3:30 PM

START TO FINISH - BUILDING YOUR MOST ACCURATE ARROW

GEORGE RYALS IV, LAST CHANCE ARCHERY
BOOTH 4713, A7&A8, 3:30-4:30 PM

FRIDAY, JAN. 10

NEW FIXES FOR OLD FORM PROBLEMS

GEORGE RYALS IV, LAST CHANCE ARCHERY
ROOM 131, 8:00–9:00 AM

MANAGING RISK: HOW PRODUCT MANUFACTURERS CAN GUARD AGAINST LAWSUITS

KYLE LECLERE, BARNES & THORNBURG LLP
ROOM 132, 8:00–9:00 AM

WHAT IS S3DA?

JENNIE RICHARDSON, S3DA
ROOM 133, 8:00–9:00 AM

DATA DRIVEN SOLUTIONS FOR IMPROVING SHOOTING

AUSTIN ALLGAIER, MANTIS TECH
ROOM 134, 9:15–10:15 AM

SMARTER BUYING POWER WITH BUYING GROUP MEMBERSHIP

DEB COLGROVE, ARRO
ROOM 135, 9:15–10:15 AM

EMPLOYEE HEALTH BENEFIT OPTIONS FOR YOUR BUSINESS

CHRIS WRBA, HOBSON INSURANCE
ROOM 136, 9:15–10:15 AM

SUPPLY CHAIN STRATEGIES FOR BUSINESS GROWTH

TODD SHIELDS, JARRETT LOGISTICS
ROOM 137, 9:15–10:15 AM

JERKY & SAUSAGE PROCESSING

BRAD LOCKWOOD, WESTON PRODUCTS
BOOTH 553, 10:30–11:30 AM

TRAINING YOUR TRACKING DOG

JEREMY MOORE, DOG BONE HUNTER
BOOTH 4713, 10:30–11:30 AM

POWER OF SECRET SHOPPING TO GROW YOUR CUSTOMER BASE

KAREN BUTLER, SHOOT LIKE A GIRL, 11:00–11:30 AM

CONNECTING CONSERVATION & THE ARCHERY INDUSTRY

JAMIE COOK - PHEASANTS FOREVER, HANK FORESTER - QDMA,
DONISE PETERSEN - RAISED AT FULL DRAW, 12:00–12:30 PM

BRAND MAKEOVER, LESSONS IN BRAND REINVENTION

JOHN KRULL, NICK NEWLIN, CHRIS SPRANGERS,
SHINE UNITED, 1:00–1:30 PM

START TO FINISH - BUILDING YOUR MOST ACCURATE ARROW

GEORGE RYALS IV, LAST CHANCE ARCHERY
BOOTH 4713, A7&A8, 1:30–2:30 PM

FEDERAL EXCISE TAX - ARE YOU PAYING CORRECTLY?

NATHAN FITZGERALD, BKD CPAS & ADVISORS, 3:00–3:30 PM

ELEVATE YOUR BOTTOM LINE

JERRY WYDNER, HUNTER SAFETY SYSTEMS
BOOTH 1725, 3:30–4:00 PM

STABILIZE YOUR BOW...BEFORE, DURING & AFTER THE SHOT

TIM GILLINGHAM, BEE STINGER STABILIZERS
BOOTH 4713, A7&A8, 3:30–4:30 PM

SATURDAY, JAN. 11

NABA BUYING GROUP ESSENTIALS

WAYNE PIERSOL, NABA
ROOM 131, 8:00–9:00 AM

INCREASE REVENUE & GROW THE SPORT OF ARCHERY

LYNDA LECOMPT, X10 ARCHERY
ROOM 132, 8:00–9:00 AM

BRANDING, TRADEMARKS, & ENFORCEMENT OF IP RIGHTS

MICHAEL A. OROPALLO, BARCLAY DAMON LLP
ROOM 133, 8:00–9:00 AM

UNDERSTANDING THE BUSINESS LIFECYCLE

JEREMY SMITH, LANIER FORD SHAVER & PAYNE
ROOM 134, 8:00–9:00 AM

FOOT PLOTTING TO PUT MATURE BUCKS IN BOW RANGE

WES DELKS, REAL WORLD WILDLIFE PRODUCTS
ROOM 135, 9:15–10:15 AM

BOW ENERGIES & EFFICIENCY:

SEPARATING MYTH FROM REALITY

GRANT SCHAFFNER, STRESS ENGINEERING
ROOM 136, 9:15–10:15 AM

PROTECT YOUR FUTURE - GETTING THE MOST FROM YOUR RETIREMENT PLAN

BEN WRIGHT, HANDFORD FINANCIAL
ROOM 137, 9:15–10:15 AM

MOVING THE NEEDLE - WHAT'S WORKING IN YOUR PRO SHOP?

ATA RETAIL COUNCIL, ATA, 10:00–10:30 AM

FIVE MINUTE METHOD FOR CHOOSING

THE RIGHT RECURVE ARROW

JOHN WERT, LANCASTER ARCHERY SUPPLY
BOOTH 4713, A7&A8, 10:30–11:00 AM

SCENT FREE SMELLS LIKE MONEY

TOMMY LANCASTER, ELIMISHIELD HUNT
BOOTH 1725, 11:00–11:30 AM

WHAT YOU NEED TO KNOW ABOUT THE AMAZON PLATFORM

JONATHAN FASSNACHT – GEAR NATION,
TRAVIS SCHWARTZ – EXPLOSIVE BRANDING,
BARRATT CULLEN – AVALANCHE INDUSTRIES, 11:00–11:30 AM

NEW SCOUTING TECHNOLOGIES

JACOB HACKER, SPYPOINT
BOOTH 1725, 1:30–2:30 PM

BOOSTING YOUR BUSINESS WITH CROSSBOWS

WHITNEY JOHNSON, DANVILLE OUTDOORS, 2:00–2:30 PM



SCOPE OUT WHAT'S NEW

With an increased focus on order-writing, a new Best in Show awards program, and a wider array of educational experiences, this year's show is jam-packed with opportunity. Don't miss out on these new show highlights:

- *ATTEND BUYER DAY ON THURSDAY* & GAIN EXCLUSIVE ACCESS TO THE SHOW FLOOR (BUYERS & MANUFACTURERS).
 - *ENTER TO WIN \$5,000 IN ATA CASH GIVEAWAYS*. SEE YOUR BIG BUCK TAGS COUPON BOOK.
 - *VOTE "BEST IN SHOW"* FOR THE PRODUCTS YOU THINK ARE CHANGING THE GAME.
 - *MEET USA ARCHERY'S ELITE ATHLETES AT CONNECTIONS*, A THURSDAY NIGHT HAPPY HOUR THAT WILL FEATURE A SHOOTOUT, DRINKS, APPETIZERS & MORE.
-

TO SEE THE SCHEDULE AND STAY UP TO SPEED ON ALL THINGS
#ATA2020, VISIT THE APP STORE TO DOWNLOAD THE 2020 ATA
MOBILE APP — WIFI IS FREE THROUGHOUT THE SHOW.

