



**ARCHERY**

TRADE ASSOCIATION

# YEAR IN REVIEW

*2018-2019*



# A LETTER FROM YOUR CEO



Dear ATA Members:

It has been a productive year for your ATA. We've been asking for your feedback, listening to what you've been telling us, and acting toward goals that your board of directors are confident will benefit us all.

Perhaps the most obvious change is our new look. Building on the impressive foundation of our first 65 years, we've built a new brand, mission and vision. We also undertook the hard work of designing our future through a strategic planning process. We're nearing completion of our first-year goals, and will assess those efforts – and redefine our longer-range targets – in the coming months. We've evolved our range grant program, built new teams of members from all membership constituencies, added an Action Alert System to help you communicate with your lawmakers, and begun to work toward consistent bowhunting equipment recommendations for all 50 states. Those items are really just scratching the surface.

Whether you've been a member for 25 years, or just joined your ATA in the past year, we're grateful for your membership. We hope you'll learn more about what we're doing – and how your ATA can better serve your business – in our 2019 Year In Review. On behalf of your ATA staff, board and executive committee I invite you to contact us with questions, suggestions and feedback at any time. Together, we're inspiring growth, increasing participation and preserving our sports of archery and bowhunting for future generations.

A handwritten signature in black ink that reads "Matt Kormann". The signature is fluid and cursive, with a long horizontal line extending to the right.

**Matt Kormann**  
President and CEO



# APRIL 2018

Ryan Zinke, Secretary of the U.S. Department of the Interior, signed secretarial orders to increase recreational opportunities on public lands and waters.



ATA kicked off its strategic planning process at the annual board meeting in Minneapolis.



ATA announced the election results for its Board of Directors and Executive Committee.



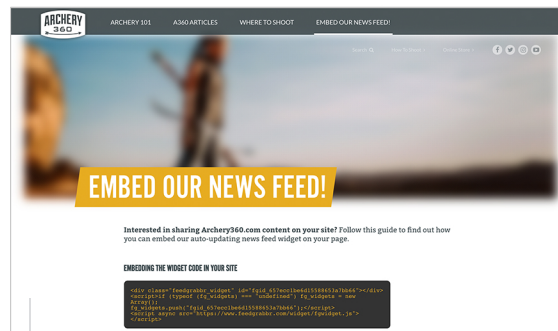
Randy Walk  
Hoyt Archery



James McGovern  
Rinehart Targets



ATA participated in several USFWS press conferences to celebrate FET support of hunting, shooting and wildlife conservation across the U.S.



ATA developed Archery360.com and Bowhunting360.com widgets. These free tools allow our members to share industry-relevant articles on their own websites.



ATA was recognized by the Oklahoma Department of Wildlife Conservation's Board of Directors as exemplary partners in support of R3 efforts and policy initiatives.



# MAY/JUNE 2018

ATA signed the hunting and shooting R3 partnership agreement with the USFWS, USDA, CAHSS, AFWA and NSSF.



ATA organized three photo shoots to provide its members with high-quality marketing photos. These photos feature bowhunting and target archery, and are available on the new ATA Resource Website.



ATA and NFAA partnered to grow archery, bowhunting and bowfishing participation.



ATA created free archery brochure for educators.



Dan Forster, ATA vice president and chief conservation officer, was appointed to the Hunting and Shooting Sports Conservation Council.



The Archery World Cup took place in Salt Lake City, Utah, and ATA's CEO Matt Kormann was in attendance.



ATA sponsored the two-day National R3 Symposium to discuss the best ways to recruit, retain and reactivate outdoor enthusiasts nationwide.

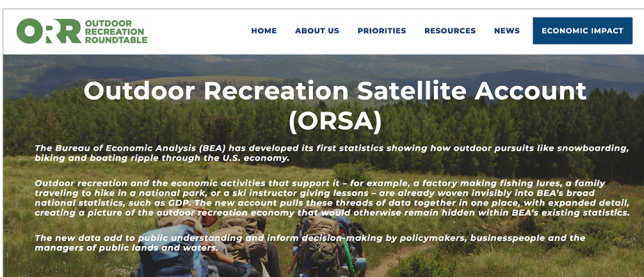


# JULY/AUGUST 2018

ATA leadership staff and Board of Directors met in Minneapolis, Minnesota to present on outcomes from the April strategic planning meeting. They also decided on 11 one-year initiatives.

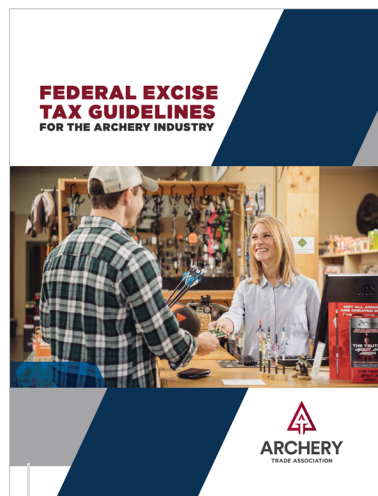


ATA launched its new podcast, Beyond the Bow, which shares business tips and information about the archery and bowhunting industry.



[Watch highlights from ORR's ORSA event](#)

The Outdoor Recreation Roundtable launched a new site and several initiatives to help the outdoor recreation industry grow and prosper.



ATA developed the comprehensive Federal Excise Tax Guide for its members to use as an important business tool.



Secretary Zinke met with Hunting and Shooting Sports Conservation Council members at its inaugural meeting in Washington, D.C.

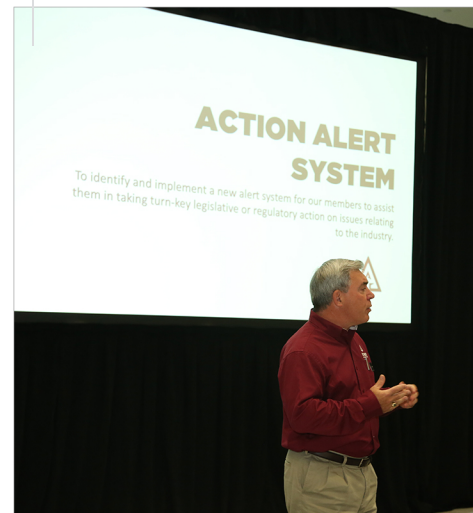
# SEPTEMBER/ OCTOBER 2018

ATA launched its Trade Show Advisory Team, Member Services Advisory Team and MarCom Advisory Team to work on industry initiatives.

ATA was recognized at the annual SH/FT conference for its innovative programs.



ATA implemented an Action Alert System to assist its members in taking turn-key legislative or regulatory action on industry-related issues.



ATA presented the Texas and Oklahoma Wildlife Agencies with the R3 award at the Association of Fish and Wildlife Agencies' annual meeting.



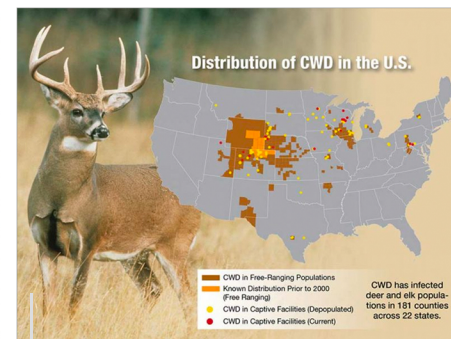
ATA's Samantha Seaton, outreach and education program manager and Jennifer Mazur participated in the first annual "Public Lands Day" at John Heinz National Wildlife Refuge which is America's first urban wildlife refuge.



U.S. House of Representatives passed HR 2591, which modernizes the Pittman-Robertson fund for Tomorrow's Needs Act of 2017.



ATA and USA Archery partnered to host the first step of a two-part academy grant in Georgia that includes archery certification, Explore Bowhunting and Explore Bowfishing.



ATA's Deer Protection Program influenced the Michigan state wildlife agency to update their regulations.



# NOVEMBER/ DECEMBER 2018

ATA initiated its first Action Alert Campaign in support of Federal legislative efforts.



## Archery Trade Association - ATA

35K like this · New Ulm, Minnesota · Nonprofit Organization

Dec 11, 2018 · 🌐 · Action Needed! Support "Sportsmen's Priorities" in Congress. To voice your support click here: <https://bit.ly/2SlydNZ>

Josh Gold, ATA's senior manager of R3 and state relations is appointed to the National R3 Implementation Workgroup.



ATA and USA Archery partnered to host their second academy, to satisfy the LA2028 Olympic Committee's goal to incorporate archery in areas local to the olympic games.



Jennifer Mazur, ATA's senior director of outreach and education was selected to serve on the AFWA Wildlife Management Institute's Angler and Boater R3 Committee and the Association of Fish and Wildlife Agencies' Technology and Data Committee.



The AFWA selected ATA's Dan Forster to serve on its Fish and Wildlife Health Committee and Fish and Wildlife Trust Fund Committee.



The AFWA selected ATA's Josh Gold to serve on its Education, Outreach, and Diversity Committee and Hunting and Shooting Sports Participation Committee.



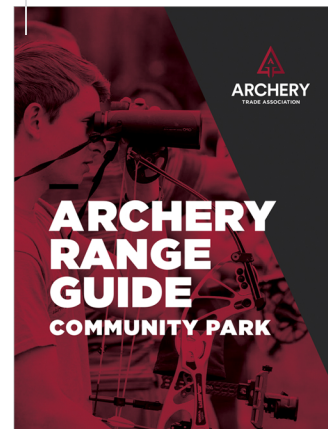
# JANUARY 2019

ATA launched its new brand, which includes new vision and mission statements.

MyATA became the foundation of the ATA's member experience. The MyATA area at #ATA2019 featured free coffee, coffee talks, casual meeting space and access to ATA staff.



ATA updated and created the Community Park Guide, Temporary Range Guide and Retail Archery Range Guide as part of its strategic planning process.



ATA partnered with the Quality Deer Management Association to include state-level bowhunting participation and harvest data in its 2019 Whitetail Report.



The Association for Fish and Wildlife Agencies recognized the ATA for its outstanding contributions to support the nation's fish and wildlife resources.



ATA launched the ATA Connect app, making it easier for ATA members to network and discuss industry challenges from any device.



The 2019 ATA Trade Show, held in Louisville, Kentucky, featured over 650 exhibitors and 9,100 attendees, upholding its reputation as the industry's largest event.



Your ATA staff at the 2019 ATA Trade Show.



# FEBRUARY 2019

ATA's Deer Protection Program influenced the Alabama state wildlife agency to update their regulations.

The P-R Modernization Act was reintroduced by Congressman Austin Scott.



The Archers USA and ATA partnership was announced. This partnership advances beginner archers into bowhunters. North Dakota became the first state to introduce the program.



State agencies in Wisconsin and Alabama are under consideration for grants for the ATA and USA Archery partnership initiative.

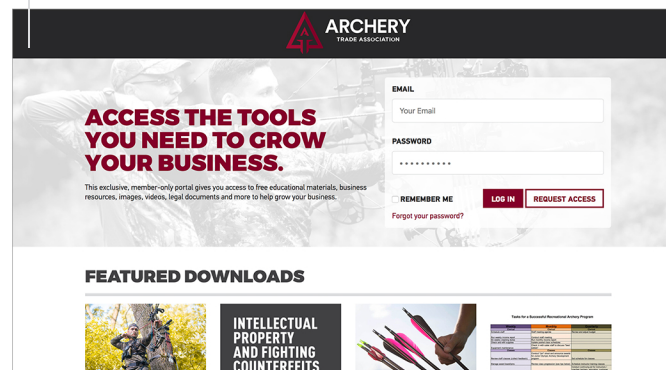


ATA staff attended the SHOT Show and the NABA Show.

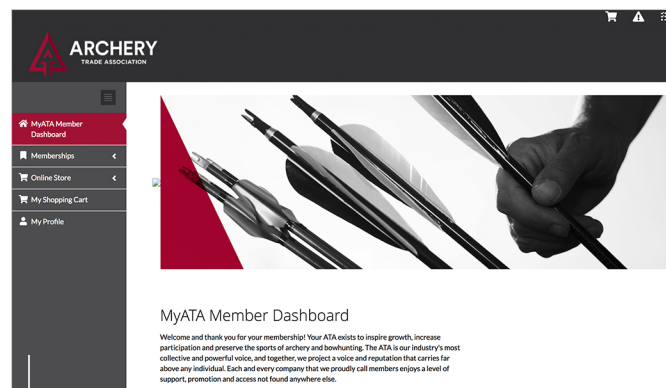
# MARCH 2019

ATA's Samantha Seaton represented the ATA at the S3DA Indoor Championships.

ATA's new Resource Website is introduced, giving members the opportunity to download free resources.



Kurt Smith, ATA's director of industry relations, attended the Kinsey's Dealer Show.



ATA launched the MyATA Login, a new and improved way for members to access information and renew their memberships online.



ASSOCIATION of  
FISH & WILDLIFE  
AGENCIES

Dan Forster, Jennifer Mazur and Josh Gold represented the archery industry at the annual North American Wildlife Conference with the Association of Fish and Wildlife Agencies.



# ATA MEMBER BENEFITS



## 360 Widgets

For ATA members who want to include a newsfeed of trending, industry-relevant topics on their websites, the ATA's 360 Widgets are tools for archery360.com and bowhunting360.com that are easy to access and use. Users will find easy-to-follow instructions for copying and pasting the code snippet. Once installed, the widgets automatically update your website with the most recent articles and videos from the ATA's websites. This content keeps you and your followers up to date on the industry's most pertinent happenings.

## ATA Academy

For archery retailers, state agencies, and other NGOs who want to conduct archery programs, ATA partnerships provide opportunities for certification and hands-on training with ATA staff. We do this by traveling to the organization's location to deliver instructions based on high-quality curriculum. Unlike stand-alone certification courses, the ATA Academy provides real-world applications that increase success rates for the organization's programming.

## ATA Connect

For anyone employed in the archery industry who wants to communicate with their peers and business partners year-round, ATA membership provides an online community that's accessible only to fellow members. We link this community to our membership database and actively moderate discussions. Unlike public forums, we provide a safe, members only space where participants must use their real name and business affiliation to participate. That keeps the conversations professional and focused on business.

## Board of Directors

For members of the ATA who want to have a more influential voice about the chosen direction of and investments made by the association. Members are encouraged to attend ATA Board of Director meetings to listen to, as well as give input on industry decisions. In addition, members may run for the Board of Directors and have a seat at the table.

## Deer Protection Program

For scent manufacturers and associated cervid urine producing facilities who want to reduce the risk of spreading infectious diseases like Chronic Wasting Disease and show their commitment to best practices in protecting our wildlife

resources, the ATA offers the Deer Protection Program (DPP). ATA provides a detailed set of member-approved program requirements all participants must follow to maintain good standing in the program. In turn, scent manufacturers use our check mark logo to display on their packaging for consumers to easily identify participation.

## Explore Bowhunting/Explore Bowfishing Materials

For archery retailers, state agencies, and other NGOs who want active roles in recruiting and retaining bowhunters, ATA membership provides access to educational materials suited for varied settings. We have spent time and resources creating materials for educators and students so our members and partners have effective programs for introducing bowhunting and bowfishing to new audiences. Unlike self-made programs, ATA programs share materials that are ready to use with little prep work.

## Federal Excise Tax

For archery businesses who want or need to be educated about federal excise taxes, ATA membership provides a range of resources to our members. We do that by providing an FET guide, quarterly earnings reports, and estimated arrow-shaft tax-rate estimates two months before the IRS release. The ATA also offers referrals to expert tax attorneys upon request.

## IP and Counterfeiting

For manufacturers of archery goods who need help combatting those who counterfeit their products or infringe on their intellectual property, ATA membership provides education, connections to experienced support, and the right to use the ATA logo. Instead of taking on those challenges alone, ATA-member manufacturers become part of the industry and the tremendous revenue it generates. And by using the ATA logo, the manufacturer lets the association claim legal standing against the counterfeiters.

## Industry Demographics

For archery businesses who want or need to know the state of the industry, ATA membership provides industry demographics compiled internally and through our industry partners. Unlike other associations, the ATA uses the power of its partnerships to bring you this valuable information all in one place.

# ATA MEMBER BENEFITS



## Member Directory

For archery businesses who want or need to be connected to the most comprehensive archery community possible, ATA membership provides the opportunity to make valuable connections year-round. We do that by providing a digital membership directory. Unlike other trade associations, the ATA encourages members to connect by providing the directory free.

## Member Service Providers

For archery businesses who want or need services and support from industry service providers, ATA membership provides a list of approved member-service providers ranging from advertising to websites. We do that by requiring service providers to complete an application process that includes discounts passed directly to you. Unlike other associations that might provide one exclusive provider, we offer several choices so you can choose the right provider for your business.

## Photo/Images Library

For ATA members who want access to professional, high-quality industry-related photos, the ATA's Photo/Images Library houses up-to-date images that are kept on a scheduled rotation. ATA members have access to review, download and use these photos for their own content or marketing materials. That access saves you time and money while building your reputation as an industry professional.

## Retail Tools

For archery retailers who want or need help growing their business or making it more profitable or efficient, ATA membership provides detailed documents, connections to peers, and one-on-one support. We do that by creating outlines, position descriptions, and other resources while putting ATA members in touch with others who faced similar challenges and opportunities. We also have trained staff dedicated to provide varied types of support tailored to the needs of individual members. Unlike support offered by suppliers, ATA staff do not have self-serving goals. Our efforts show our willingness to offer professional service to ATA members at no additional cost.

## Shareable Video Content

For ATA members who want to view and share high-quality videos that are relevant to the industry, the ATA's Shareable Video Content is found on the ATA's Facebook page. These videos offer a variety of informational, promotional and how-to content. These high-quality videos are captured and edited by professional videographers who provide in-depth insights into archery and bowhunting.

## Social Content

For ATA members who want to share relevant information with their social-media following, the ATA generates a consistent flow of easily accessed articles, photos and other forms of Social Content on its social-media channels. This trendy, shareable information sparks human interest among followers, which saves you time while helping you create trust and rapport with your followers.

## Social Media Calendar

For ATA members who want to create a consistent, proactive message through their social-media channels, the ATA Social Media Calendar provides month-by-month suggestions on pertinent, seasonally relevant topics that help you plan and schedule social messages in advance. This service saves you time while potentially increasing your following.

## Store Locators

For archery retailers who want or need to recruit new customers, ATA membership provides a listing on our [www.archery360.com](http://www.archery360.com) and [www.bowhunting360.com](http://www.bowhunting360.com) store locators. We post your shop's hours, contact information, and offerings like repairs, tuning, lessons, leagues and range information. Our "where-to-shoot" store locators are an ATA members-only benefit for retailers, and typically generate 9,000-plus visits per month. Of those visitors, 83 percent are new each month.

## Welcome Packet

For archery businesses who want or need to show their customers they're connected to the most comprehensive archery community available, ATA membership provides a personalized membership certificate and window cling to show your commitment.