

# 2020 ATA TRADE SHOW EDUCATION SCHEDULE

JANUARY 9-11, 2020

Indiana Convention Center- Indianapolis, IN



For more information about Seminars, Certification, Coffee Talks, and Demos please download the 2020 ATA APP!

## 1.9.20 THURSDAY

|                 |  |                   |
|-----------------|--|-------------------|
| 8:00am-10:00am  | Certification: Level 1 (Pre-registration required)                   |                   |
| 10:30am-11:30am | Demo: Coffee as Gear   | Paul Kurtz        |
| 1:00pm-1:30pm   | Coffee Talk: ATA Retailers & the Benefits of S3DA                    | Jennie Richardson |
| 1:00pm- 3:00pm  | Certification: Level 1 (Pre-registration required)                   |                   |
| 1:30pm-2:30pm   | Demo: Training Your Shed Dog   | Jeremy Moore      |
| 1:30pm-2:30pm   | Demo: Using the ATC Quick Draw Board to Generate Profits             | Steve VanZile     |
| 3:00pm-3:30pm   | Coffee Talk: Recruit, Retain, & Reactivate for the Future of Archery | Alex Baer         |
| 3:30pm-4:30pm   | Demo: Start to Finish - Building Your Most Accurate Arrow            | George Ryals IV   |

## 1.10.20 FRIDAY

|                 |  |  |
|-----------------|--|--|
| 8:00am-12:00pm  | Certification: Level 2 (Pre-registration required)                           |  |
| 8:00am-9:00am   | Seminar: Managing Risk: How Product Manufacturers Can Guard Against Lawsuits | Kyle LeClere                               |
| 8:00am-9:00am   | Seminar: New Fixes for Old Form Problems                                     | George Ryals IV                            |
| 8:00am-9:00am   | Seminar: What is S3DA?   | Jennie Richardson                          |
| 9:15am-10:15am  | Seminar: Data Driven Solutions for Improving Shooting                        | Austin Allgair                             |
| 9:15am-10:15am  | Seminar: Employee Health Benefit Options for Your Business                   | Chris Wrba                                 |
| 9:15am-10:15am  | Seminar: Smarter Buying Power with Buying Group Membership                   | Deb Colgrove                               |
| 9:15am-10:15am  | Seminar: Supply Chain Strategies for Business Growth                         | Todd Shields                               |
| 10:30am-11:30am | Demo: Jerky & Sausage Processing   | Brad Lockwood                              |
| 10:30am-11:30am | Demo: Training Your Tracking Dog   | Jeremy Moore                               |
| 11:00am-11:30am | Coffee Talk: Power of Secret Shopping to Grow Your Customer Base             | Karen Butler                               |
| 12:00pm-12:30pm | Coffee Talk: Connecting Conservation & The Archery Industry                  | Jamie Cook, Donise Peterson, Hank Forester |
| 1:00pm-5:00pm   | Certification: Level 2 (Pre-registration required)                           |  |
| 1:00pm-1:30pm   | Coffee Talk: Brand Makeover, Lessons in Brand Reinvention                    | John Krull, Nick Newlin, Chris Sprangers   |
| 1:30pm-2:30pm   | Demo: Start to Finish - Building Your Most Accurate Arrow                    | George Ryals IV                            |
| 3:00pm-3:30pm   | Coffee Talk: Federal Excise Tax - Are You Paying Correctly?                  | Nathan Fitzgerald                          |
| 3:30pm-4:00pm   | Demo: Elevate Your Bottom Line   | Jerry Wydner                               |
| 3:30pm-4:30pm   | Demo: Stabilize Your Bow...Before, During and After the Shot                 | Tim Gillingham                             |

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## 1.11.20 SATURDAY

|                 |   |                          |
|-----------------|---|--------------------------|
| 8:00am-10:00am  | Certification: S3DA (Pre-registration required)                           |                          |
| 8:00am-9:00am   | Seminar: Branding, Trademarks, and Enforcement of IP Rights               | Michael Oropallo         |
| 8:00am-9:00am   | Seminar: NABA Buying Group  | Wayne Piersol            |
| 8:00am-9:00am   | Seminar: Increase Revenue and Grow the Sport of Archery                   | Lynda LeCompte           |
| 8:00am-9:00am   | Seminar: Understanding the Business Lifecycle                             | Jeremy Smith             |
| 9:15am-10:15am  | Seminar: Bow Energies & Efficiency; Separating Myth from Reality          | Grant Schaffner          |
| 9:15am-10:15am  | Seminar: Food Plotting to Put Mature Bucks in Bow Range                   | Wes Delks                |
| 9:15am-10:15am  | Seminar: Protect Your Future - Getting the Most from Your Retirement Plan | Ben Wright               |
| 10:00am-10:30am | Coffee Talk: Moving the Needle - What's Working in Your Pro Shop?         | My ATA Retail Council    |
| 10:30am-11:00am | Demo: Five Minute Method for Choosing the Right Recurve Arrow             | John Wert                |
| 11:00am-1:00pm  | Certification: S3DA (Pre-registration required)                           |                          |
| 11:00am-11:30am | Coffee Talk: What You Need to Know About the Amazon Platform              | My ATA Service Providers |
| 11:00am-11:30am | Demo: Scent Free Smells Like Money  | Tommy Lancaster          |
| 1:30pm-2:30pm   | Demo: New Scouting Technologies   | Jacob Hacker             |
| 2:00pm-2:30pm   | Coffee Talk: Boosting Your Business with Crossbows                        | Whitney Johnson          |