



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*

KRISTEN BLACK - COUNCIL TO ADVANCE HUNTING &  
SHOOTING SPORTS, JOSH GOLD - ATA 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

## **LOSS PREVENTION & RISK MANAGEMENT FOR ARCHERY RETAILERS**

JEFF DEREGNAUCOURT - HOBSON INSURANCE  
ROOM 136, 9:15-10:15 AM

## **SUPPLY CHAIN STRATEGIES FOR BUSINESS GROWTH**

TODD SHIELDS, MATT WAGNER - 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 LECOMPTE - X10 ARCHERY  
ROOM 132, 8:00-9:00 AM

## **RETAILERS - IS YOUR BUSINESS INSURED CORRECTLY?**

JAMES BLANKENBECKLER, TIM CONGLETON - RT OUTDOORS  
ROOM 133, 8:00-9:00 AM

## **UNDERSTANDING THE BUSINESS LIFECYCLE**

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

## **FOOD PLOTTING TO PUT MATURE BUCKS IN BOW RANGE**

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

## **BOW ENERGETICS & 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 STRATEGIES  
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  
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.

