

YEAR IN REVIEW

2019-2020



ARCHERY
TRADE ASSOCIATION

LETTER FROM YOUR CEO

DEAR ATA MEMBERS:

It has been a very busy year for your ATA. We have built on the foundation set from years of hard work, while expanding on recent efforts to benefit all of our members.

We made significant changes to the ATA Trade Show this year. Each of those has been focused on the long-term vision for our industry's primary gathering. Manufacturers and retailers alike have insisted that we make our three days together in January the best opportunity to conduct business. Our inaugural Buyers Only Day worked to accomplish that goal. Our first-ever ATA Connections event was designed to bring our industry together. A fun evening of networking to close out our first day was designed to set the tone for a great weekend ahead. Your ATA Board of Directors has also expanded our ability to bring additional educational opportunities, at times and locations that were best suited to your needs. As with any change, we will learn from these efforts and continually improve our time together to make it the most productive business gathering for the archery and bowhunting industry.

Your ATA is more than a trade show. This year we achieved monumental legislative results at the state and federal level. Modernizing the Pittman-Robertson Fund for Tomorrow's Needs Act was signed into law by President Trump at the end of 2019. This was the culmination of years of hard work and allows state agencies nationwide to make more appropriate use of Federal Excise Tax dollars already being collected. We have worked closely with many states to add input to technical standards and other bowhunting issues.

As we gathered in Indy, our new Grant Advisory Team took on a big challenge: Identifying recipients who may receive funds in the coming fiscal year to create new ranges that will bring new customers to the sports we love. We also asked your Board to consider the results of our recent digital marketing campaign, with tens of millions of views in just a few short months. This first-of-its-kind effort was years in the making. It fulfilled a commitment to make every effort to drive new customers to ATA member pro shops across the country.

Finally, your ATA has committed to making new and tenured members alike aware of how the ATA works to push the sports of archery and bowhunting forward, and how we spend funds earned through Trade Show revenue and membership dues throughout the year in support of our mission. If you've just joined us in membership, we're grateful to have you. If you've been here for decades, we're incredibly appreciative of your support. We're eager to hear how we can better support your business. We hope you'll learn more about what we're doing in our 2019/2020 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 horizontal line extending from the end.

Matt Kormann
President and CEO



ATA partnered with the Izaak Walton League of America to increase youth participation in the outdoors through archery, bowhunting and bowfishing. Archery Academies, i.e. one-day training sessions for instructor certifications, were offered in conjunction with this partnership in Indianapolis, IN; Merrillville, IN; and Des Moines, IA.



EXPLORE
BOWHUNTING

ATA developed online workshops for Explore Bowhunting, a program that has grown in popularity nationwide as novice archers expand their skills beyond basic target shooting. The program helps instructors, educators and program leaders teach students basic bowhunting skills, thus increasing overall archery participation.

ATA staff presented at the Northeast Association of Fish & Wildlife Agencies (NEAFWA) Conference. Dan Forster discussed bowhunting equipment regulations, marketing research results, Deer Protection Program and PR Modernization legislation. Samantha Seaton spoke about the ATA's Resource Website, Archery Range Guides and Archery Range and Program Grants.



ATA's first formal Retail Council election results were announced after voting closed on March 30, 2019. Voting members reelected two former Council members, reinstalled a previous member and elected three new representatives.

MARTY STUBSTAD
Archery Headquarters Inc.,
Rochester, MN – Reelected

RANDY PHILLIPS
Archery Headquarters Inc.,
Chandler, AZ – Reelected

G.C. "BUTCH" HEROLD
Butch's Sports World – Reinstalled

KRYSTA WRIGHT
M&M Archery Range LLC – First Term

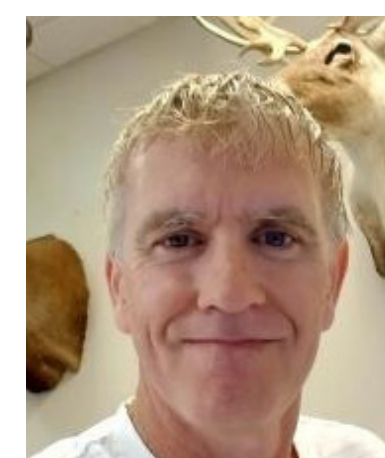
JEFF GREER
Music City Archery – First Term

KEITH WEAVER
Weaver's Archery – First Term

ATA's 2019 Board of Directors election results were announced. Voters reelected two former members and installed a first-time member.



RYAN SCHUTTS
Bear Archery –
Reelected



DAVE PARKER
Pure Archery
Group - Reelected



RANDY KITTS
Black Eagle
Arrows LLC –
First Term



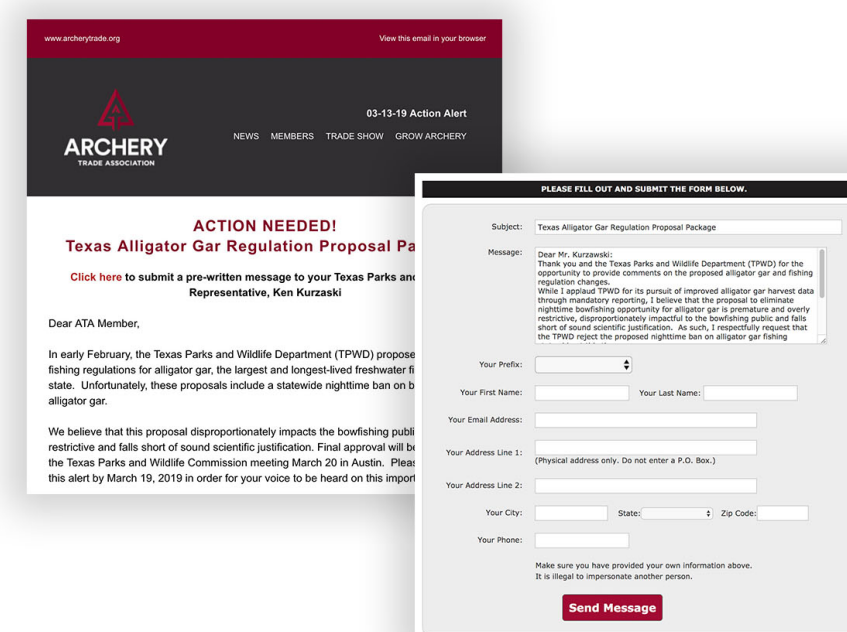
ATA staff presented at the International Hunter Education Association (IHEA) Conference. Staff members highlighted ways that the ATA and its members can collaborate with hunter education administrators and volunteers to promote hunting safety and increase sport participation.



ATA posted U.S. Fish and Wildlife Service national hunting license data and reviewed state-by-state harvest statistics. Hunters bought over 15.6 million hunting licenses in 2018.



ATA Board met in St. Louis where a motion was adopted that allows the ATA to recommend a 30-pound draw-weight minimum to state wildlife agencies. The Board also endorsed efforts to sanction archery as a college sport.



ATA reflected on the first year of using an Action Alert system. The new system allows ATA members to reach out quickly and directly to those responsible for policies that affect archery and bowhunting at both the state and federal levels.



Wisconsin partnered with bowfishing groups to recruit participants. ATA's Explore Bowfishing program helps retailers, educators and state-agency staff introduce bowfishing to those wanting to learn this fun, exciting activity.

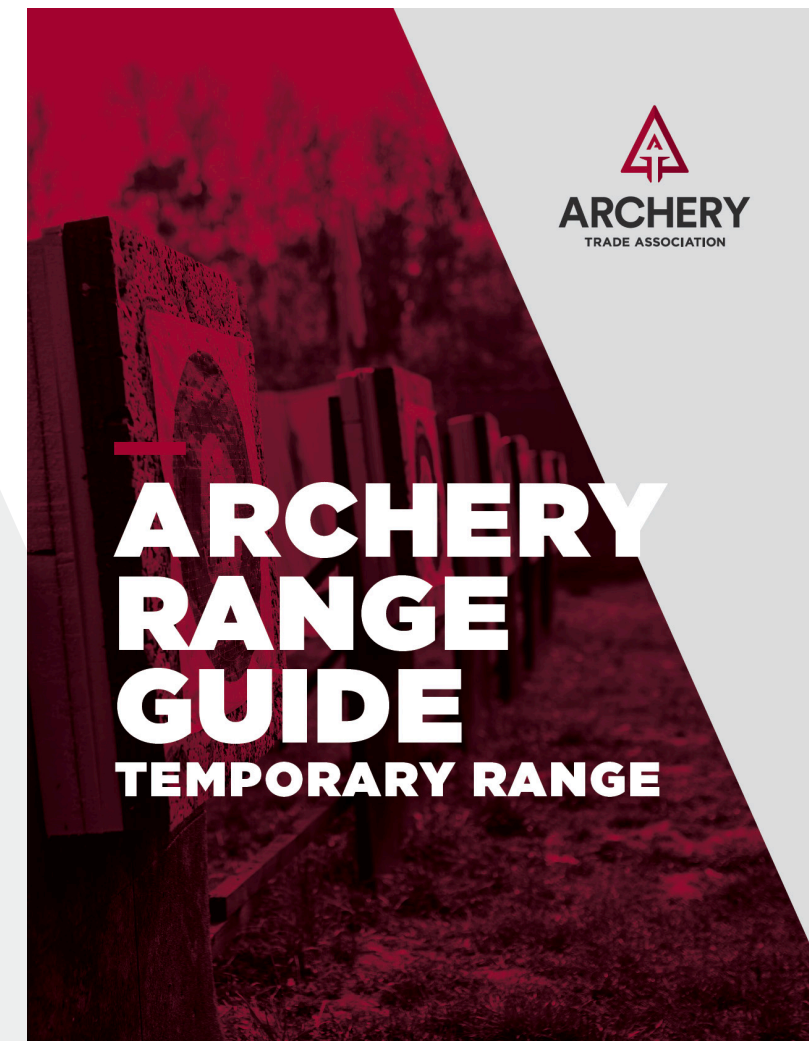
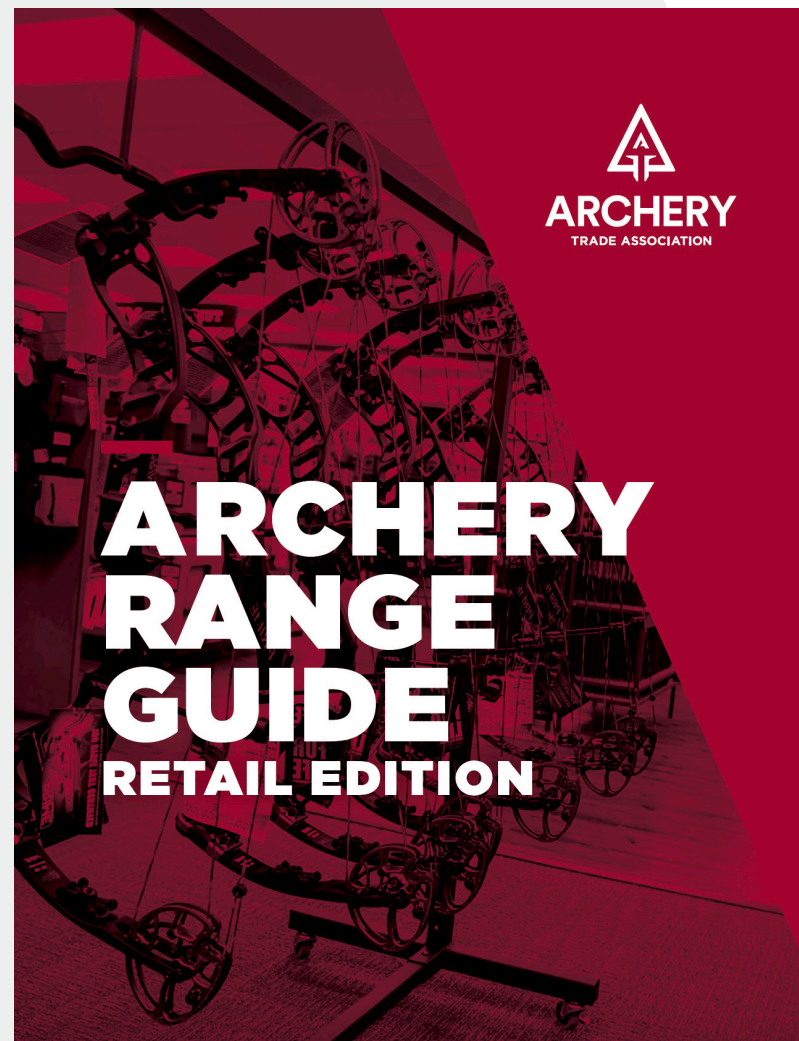


ATA's Archery Safety Brochure was updated with current information. Developed to reiterate just how safe the sport truly is, the brochure was also redesigned to coincide with the organization's new branding and a digital version was placed on the ATA Resource Website.

ATA formed new partnerships with the Quality Deer Management Association (QDMA), the National Shooting Sports Foundation (NSSF) and the Kentucky Department of Fish and Wildlife to use the QDMA's Field to Fork program as a basic curriculum for newcomers. ATA staff made plans to modify the program to make it easier for mentors to use.



ATA represented the industry at World Archery Congress, held in conjunction with the World Archery Championships. The latest World Archery Congress was held in the Dutch city of 's-Hertogenbosch.



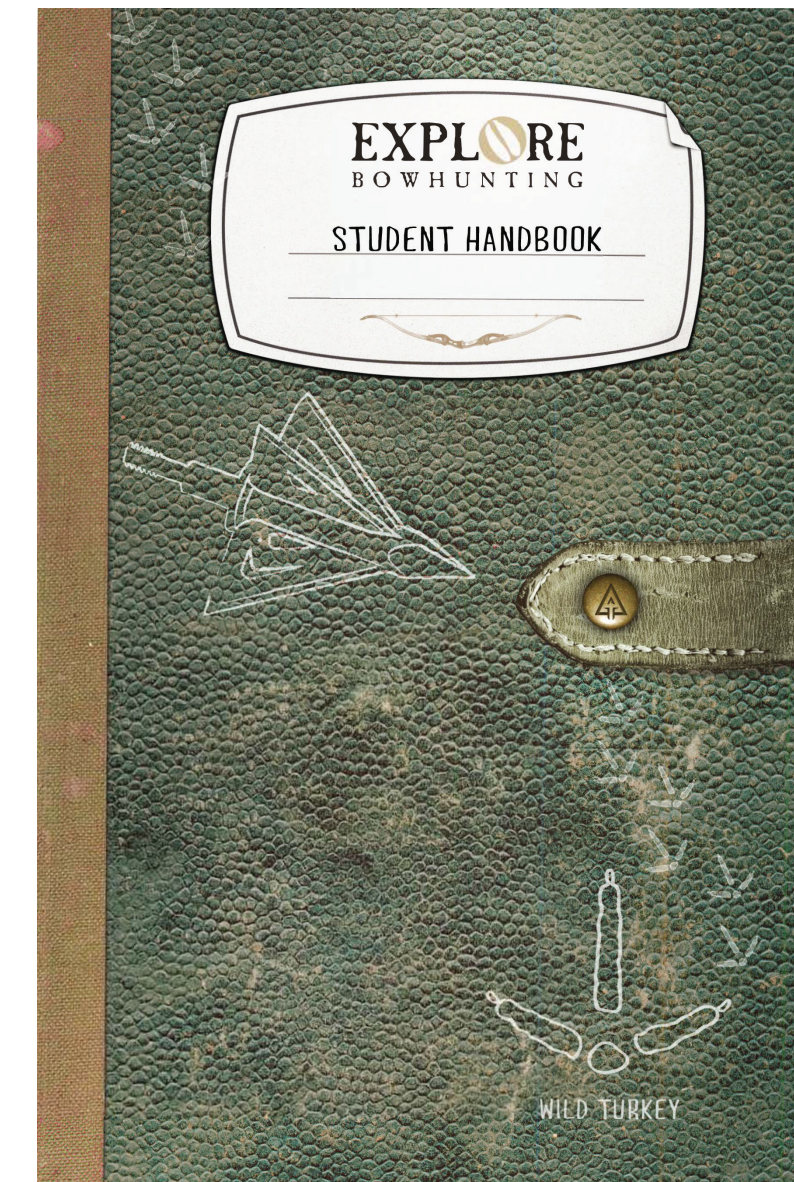
ATA completed three new versions of the **Archery Range Guide**. The community park, temporary range and retail editions are now available for download on the ATA Resource Website. They offer detailed information and illustrations, as well as case studies and suggestions for building ranges.



ATA staff worked with a full-service law firm to rewrite the privacy policy for the archery and bowhunting industry. The law firm helped create a more comprehensive document of legal terms and conditions for ATA members, including information on how ATA members can legally use ATA assets.



ATA presented at the **Midwest Association of Fish & Wildlife Agencies (MAFWA) Conference**. Dan Forster discussed bowhunting equipment regulations, marketing research results, Deer Protection Program and PR Modernization legislation.



The **Explore Bowhunting Student Handbook** was made available for download on the ATA Resource Website. Members can now access this helpful interactive field guide online.

2019 AUGUST



ATA staff hosted workshops in Nebraska and New York. These free instructor workshops prepared attendees to launch the Explore Bowhunting and Explore Bowfishing programs in their communities.



ATA began accepting applications for its Archery Range and Grant program. Any person, company, organization or state agency was permitted to apply. Recipients can use the grant to create or expand archery-related projects or programs in their area.



ATA Member Benefits Advisory team expanded the MyATA Service Provider program to include discount programs and health insurance options for ATA members.



Matt Kormann and Dan Forster represented the ATA at the Wildlife Management Institute (WMI) Business Summit. The annual WMI Business Summit is the forum where industry, state and federal agencies discuss the federal excise tax and other common issues.



ATA's consumer campaign launched. Intended to send customers to ATA-member stores, the campaign used video ads to generate consumer interest in archery.



The MyATA Learning Center was launched, offering on-demand education opportunities that use interactive learning. Members can watch video tutorials and take quizzes to improve their businesses.



ATA staff members were filmed speaking to the benefits of an ATA membership. The intent of producing the videos is to use them to assist in onboarding new members and informing current members.

ATA honored the Quality Deer and Management Association (QDMA) and Alabama Division of Wildlife and Freshwater Fisheries with the ATA's R3 Partnership Award for their efforts to recruit, retain and reactivate hunters.



ATA hosted a Directors' Luncheon and discussion on ATA programs and strategies focused on bowhunter recruitment, retention and reactivation. The luncheon was in conjunction with the 2019 Association of Fish and Wildlife Agencies (AFWA) Annual Meeting.



Dan Forster, ATA vice president and chief conservation officer, puts membership funding to work year-round. In September, Forster attended:

- The annual Congressional Sportsman Foundation (CSF) event in Washington, DC and met with partners in support of PR Modernization legislation.
- The Association of Wildlife Conservation Partners (AWCP) meeting in Springfield, MO to discuss and strategize on a host of important federal policy issues, including PR Modernization, with 50+ conservation partners. Partners began outlining policy documents for presentation and use by presidential candidates.
- An Industry Summit hosted by the Alabama Division of Wildlife and Freshwater Fisheries to further collaboration and partnerships within the industry.

2019 OCTOBER



ATA staff worked alongside a photo crew outside of Buffalo, NY to capture a compilation of new bowhunting-themed photos for use in future marketing and materials.



The Executive Committee and Leadership Team held a review of the ATA bylaws in Columbus, GA. Proposed changes to the bylaws were presented to the full ATA Board of Directors at the Trade Show in January.



ATA staff attended the 73rd annual conference of the Southeastern Association of Fish and Wildlife Agencies (SEAFWA). Dan Forster, ATA vice president and chief conservation officer, presented to the Agency Directors regarding bowhunting equipment regulations, marketing research results, ATA's Grant Program, and PR Modernization legislation.



The Thrill is Nocking Consumer Campaign concluded. Follow up surveys were distributed via email. Plans were made to share the resulting statistics with the Board of Directors and ATA members.



ATA and USA Archery teamed up to host an archery academy for Explore Archery grant recipients in North Carolina. Two staff members from each selected facility attended training and became certified as USA Archery level 2 instructors. Recipients were also connected to nearby ATA retail members in an effort to establish partnerships to grow archery in their communities.



Dan Forster attended the National Assembly of Sportsman Caucuses meeting, which brings together state legislators from around the country to discuss national issues and state trends important to lawmakers.

Dan Forster attended the Council to Advance Hunting & Shooting Sports (CAHSS) Board meeting to further its partnership mission of growing hunting and shooting sports participation. Discussions included strategy for passage of PR Modernization, development of the National R3 Plan revision and planning for the 2020 National R3 Symposium.





ATA launched its **Hunting Mentor Guide** and **Field to Fork curriculum**. The materials are designed to encourage seasoned hunters to educate others about the benefits of hunting.



The deadline arrived for **ATA's Archery Range Grant application process**. ATA staff made plans to review the 76 applications they received and were pleased with the outstanding response for the first year of the grant program. Recipients can use the grant to create or expand archery-related projects or programs.



Congress passed **Modernizing the Pittman-Robertson Fund for Tomorrow's Needs Act**. H.R. 877 (PR Modernization) was included in a larger omnibus appropriations package (H.R. 1865). Because of this legislation, our state agency partners now have the flexibility to spend FET dollars strategically and in ways that can better address modern-day R3 challenges.

2020 JANUARY



Buyer Day restricted the Show floor on Day 1 to only those wearing buyer badges or exhibitor badges. This change was implemented to allow for uninterrupted networking and order-writing.



Show attendees had the opportunity to purchase ATA-branded merchandise for the first time ever.



The 2020 ATA Show debuted new awards programs, honoring individuals and organizations for new and innovative products as well as for industry achievements.



During the trade show's Big Buck Tag Giveaway ATA gave away \$5,000 daily for a total of \$15,000. This giveaway was created to promote and encourage order-writing at the Show.



A new addition, the Buzz Center allowed exhibitors to make announcements in the MyATA area at the Show. The 2020 Show also offered vital learning sessions including seminars, coffee talks, certifications and demonstrations.



ATA staff attended the Shooting, Hunting, Outdoor Trade (SHOT) Show in Las Vegas where they emphasized the value of an ATA membership to show attendees and worked to recruit new members.



Dan Forster partnered with the American Sportfishing Association (ASA). Forster traveled to Washington, DC, to meet with minority and majority staffers in the House Ways and Means Committee, Senate Finance Committee, Minority Staff and other key members to discuss the growing concern of FET slippage via internet marketplace facilitators and imported goods.



ATA Connections, a new event at the 2020 Show, encouraged networking among members. It also provided a space for Show attendees to watch and interact with professional archers.



Dan Forster traveled to Washington, DC to attend the Federal Trust Funds Working Group meeting to present to and engage federal partners including the IRS and Customs on Federal Excise Tax issues of importance to the ATA.



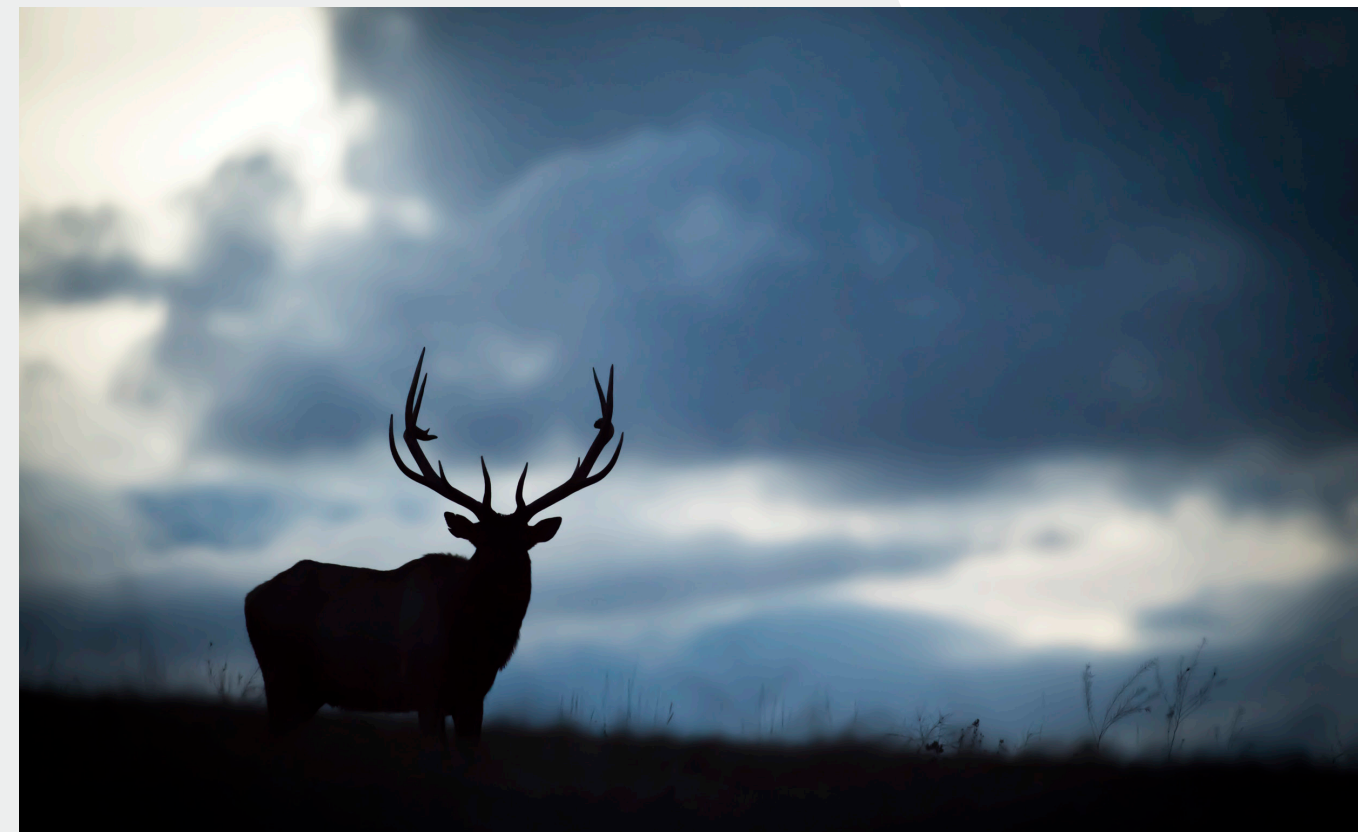
ATA implemented the Conservation Initiative. The Conservation Initiative is an effort to provide education to members, partners and others about the North American Model of Wildlife Conservation, the use of FET dollars in the country and conservation based activities that can be used at tournaments, events and more.



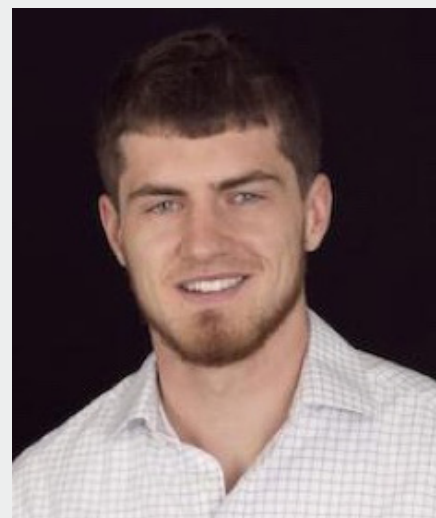
ATA staff attended the 2020 National Archery Buyer's Association (NABA) Show in Reno, NV. They partnered with NABA and USA Archery to offer Level 1 certification to retailers in attendance.



The new Varsity Archery program introduced youths to advanced archery gear and new opportunities. The program taught students how to use sights, release aids and other advanced equipment. Oklahoma and North Dakota's wildlife agencies introduced over 500 students to advanced archery equipment in 2019 through the Varsity Archery program.



Dan Forster attended the Association of Wildlife Conservation Partners (AWCP) meeting in Omaha, NE to discuss and finalize a host of important federal policy issues with conservation partners. A collective report was created to present to presidential candidates for use in the campaign trail and beyond.



JUSTIN GORMAN
Kinsey's Inc -
Reelected



JOEL MAXFIELD
Mathews Archery -
Reelected



JEFF ADEE
Headhunter Bow
Strings - Reinstalled

Voters in the 2020 ATA Board of Directors election reelected two previous members, and brought back a former longtime Board member.



ATA shared a 253-page report called "Bowhunting in the United States: A Market Study." ATA worked with the Responsive Management research firm to survey 2,632 bowhunters in 10 states. ATA members will find the entire study relevant and interesting, but its revelations about bow preferences and buying habits for each generation were especially intriguing.

ATA sponsored the North American Wildlife and Natural Resources Conference in Omaha, NE. Dan Forster presented to the Federal Trust Funds committee on FET issues and concerns. Forster met with numerous state wildlife agency directors and the recently appointed Director of US Fish & Wildlife Service, Aurelia Skip, regarding a host of priorities and issues of importance to the ATA.



ATA MEMBER BENEFITS



ADVOCACY EFFORTS

- **Interaction with Action Alert System**

For ATA members who are committed to monitoring decisions being made by legislation, the ATA strives to keep members informed about key issues pertaining to the federal excise tax, conservation, hunting, public land access, and any other topics relating to archery and bowhunting. ATA members can utilize the Action Alert System to stay attuned to these issues and take action.

- **Information about Bowhunting Equipment Standards/Position Statements**

For bow equipment manufacturers who want to improve customer confidence and compliance through reductions in regulatory complexity, the ATA initiated the development of recommended equipment standards to guide bowhunting regulation development in the U.S.

- **Opportunity to guide Conservation efforts**

For ATA members who are committed to preventing wasteful use of resources, the ATA works with partners to protect species from extinction, maintain and restore habitats, enhance ecosystem services and protect biological diversity.

- **A collective voice on Legislation pertaining to the industry**

For ATA members who want a collective voice on legislative matters, the ATA works to make bowhunting and archery relevant both on Capitol Hill and on the state level, working with lawmakers to ensure archery, bowhunting and bowfishing issues remain at the forefront of considerations.

- **Opportunity to get involved in R3 efforts & Partnerships**

For ATA members who want to recruit, retain and reactivate bowhunters for the good of the industry, the ATA actively participates in the R3 movement targeting new or lapsed hunters, anglers, target shooters and other outdoor recreationalists through marketing strategies and many outdoor activities, programs and partnerships. The ATA constantly works to attract and engage newcomers to the sports.

- **Access to Range and Program Grants**

For archery retailers, state agencies and nongovernment organizations who seek financial assistance to create an archery range or program, the ATA offers archery range and program grant funding to help increase recreational opportunities, create additional income for local businesses, promote partnerships with outdoor-related organizations, and boost bowhunting, archery participation and equipment sales.

- **Access to Archery Range Guides**

For ATA members who want to build an archery range or have already began construction, the ATA offers its Archery Range Guides. The updated guidebooks include information tailored to ATA members, and city, county, state, university and parks-and-recreation agencies. Each guidebook includes tips, maps, photographs, case studies, helpful graphics, detailed how-to information and potential layout and suggestions for building ranges. They cover everything in the building process, including costs, safety features, access control, frequently asked questions, land and staff requirements and much more.

- **Access to Hunting Mentor Guide and Field to Fork Curriculum**

For ATA members who want to educate others about hunting, the ATA offers its Hunting Mentor Guide and the Field to Fork: A Curriculum for Mentored Hunts guidebook. Both resources give ATA members the tools and knowledge they need to mentor new hunters and grow bowhunting for generations to come. The Hunting Mentor Guide helps mentors explain hunting's individual benefits and its many contributions to conservation. Meanwhile, the Field to Fork Curriculum gives step-by-step directions for hosting mentorship programs. ATA members can use these resources to introduce nontraditional audiences to hunting, which helps grow the hunting community.

ATA MEMBER BENEFITS



BUSINESS SUPPORT

- **Early access to Federal Excise Tax reports**
For archery businesses that want or need to learn about federal excise taxes, ATA membership provides many resources. We provide an FET guide, quarterly earnings reports, and estimated arrow-shaft tax-rate estimates two months before the IRS releases them. The ATA also offers referrals to expert tax attorneys.
- **Access to MyATA Service Providers**
For archery businesses that want or need services and support from industry service providers, ATA membership provides a list of approved MyATA-service providers whose expertise ranges from websites to advertising. Service providers are required to complete an application process that passes discounts directly to you. Unlike other associations that might have one exclusive provider, we offer several choices for your business.
- **Member-only Savings Opportunities**
For archery businesses who want or need to save money, ATA membership provides exclusive access to a multitude of business-related savings opportunities for members to take advantage of including savings on shipping, fuel, office supplies and more.
- **Listings on Archery360 and Bowhunting 360 Store Locators**
For archery retailers who want or need to recruit new customers, ATA membership provides a listing on our www.archery360.com and 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 monthly visits. Of those visitors, 83 percent are new each month.
- **Insight into Industry Demographics**
For archery businesses that 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 provide all this valuable information in one place.
- **Ability to utilize Business Tools**
For archery businesses that want or need help growing their business or making it more efficient or profitable, ATA membership provides detailed documents, connections to peers, and one-on-one support. We create outlines, position descriptions, and other resources and put ATA members in touch with others who have faced similar challenges and opportunities. Our trained staff provide varied support tailored to individual members' needs. Unlike support offered by suppliers, ATA staff have no self-serving goals. ATA staff offer professional service to ATA members at no cost.
- **Access to the Beyond the Bow Podcast**
For archery businesses that want to learn about industry happenings and hot topics, ATA members can access the Beyond the Bow Podcast, allowing you to receive business tips and tricks from peers and learn about the ATA's many services and programs designed to help your business grow and succeed.

ATA MEMBER BENEFITS



EXCLUSIVE OPPORTUNITIES

- **Access to MyATA Learning Center**

For archery businesses that want or need to proactively increase the knowledge of their business and staff, the MyATA Learning Center provides access to educational content on demand. Engage in learning opportunities from peers, industry experts and MyATA service providers at your own pace, and from the convenience of your business.

- **Opportunity to take part in the ATA Academy**

For archery retailers, state agencies, and nongovernment organizations that want to conduct archery programs, ATA partnerships provide certification opportunities and hands-on training from ATA staff. We travel to the organization's location to deliver instructions from high-quality curriculums. Unlike stand-alone certification courses, the ATA Academy provides real-world applications that increase success rates for the organization's programs.

- **Ability to participate in the Deer Protection Program**

For scent manufacturers and urine-producing cervid facilities that want to reduce the risk of spreading infectious diseases like chronic wasting disease, the ATA offers its Deer Protection Program (DPP). The DPP also helps members show their commitment to best practices for protecting wildlife resources. The ATA provides a detailed set of member-approved requirements all participants must follow to maintain their standing in the program. In turn, scent manufacturers display our checkmark logo on their packaging so consumers know they're participating.

- **Access to Explore Bowhunting/Explore Bowfishing Materials**

For archery retailers, state agencies and nongovernment organizations who want to teach the basics of bowhunting or bowfishing, the ATA offers its Explore Bowhunting and Explore Bowfishing programs. Both curriculums were designed and written so instructors, including those without a teaching background, can teach them successfully. Each curriculum can be taught from beginning to end, or by an individual skill or topic. ATA members can use these activities in classroom and seminar settings to attract new participants and grow their business. Many ATA partners and state agencies also use the programs to educate newcomers about bowhunting and bowfishing. Their efforts drive customers to ATA-member businesses.

ATA MEMBER BENEFITS



MARKETING

- **Access to the ATA Image/Video Library**
For ATA members who want or need access to professional, high-quality industry-related photos and videos, the ATA's Image/Video Library houses up-to-date images and videos on a scheduled rotation. ATA members can review, download and use these assets for their own content or marketing materials. ATA videos offer informational, promotional and how-to content. These high-quality videos are recorded and edited by professional videographers who provide in-depth insights into archery and bowhunting.
- **Access to valuable Social Content**
For ATA members who want to share relevant information with social-media followers, the ATA generates a consistent flow of easily accessed articles, photos and other social content on its channels. This trendy, shareable information sparks interest among followers, which saves you time while helping you create trust and rapport with your followers. Additionally, the ATA offers a Social Media Calendar that provides month-by-month suggestions on pertinent, seasonally relevant topics. This calendar help you plan and schedule social messages, while saving you time and potentially increasing your following.

NETWORKING

- **Opportunity to serve on the ATA Board and Committees**
For ATA members who want a more influential voice in regards to the ATA's direction and investments, members should monitor or serve on the ATA Board of Directors and ATA committees. Members can attend ATA Board meetings to listen and give input on industry decisions.
- **Access to the ATA Trade Show**
For ATA members who want the opportunity to network with the ATA community, see the latest product innovations and attend education seminars. Members have exclusive access to the largest trade show in the industry.
- **A downloadable Member Directory**
For archery businesses that want or need to be connected to the most comprehensive archery community possible, ATA membership provides valuable connections year-round with a digital membership directory.
- **An ATA Welcome Packet**
For archery businesses that want or need to show customers they're connected to the world's most comprehensive archery community, ATA membership provides a personalized membership certificate and window cling to show your commitment.