

# KARIN BOCK ARCHERY SCHOOL OF THE ROCKIES



**Title:** Owner/CEO

**Work Experience and Associated Duties:**

Karin started Archery School of the Rockies (ASR) with six kids in an afterschool program. ASR is now a full-service pro-shop and retail shop. ASR won the 2020 impact award for Retailer of the Year. ASR carries a wide variety of equipment for every archery discipline. ASR sells for the hunter all the way to the elite Olympic archer. ASR also carries a wide variety of equipment for the barebow/traditional archer. Karin oversees all aspects of ASR.

**Experience in ATA:**

ASR has been a member of the ATA for four years. We have attended the conference every year furthering the networking and variety of merchandise carried at ASR. ASR has created lifelong relationships with other retailers.

**If elected to the ATA Retail Council I would:**

As an ATA Retail Council member, it is important to continue to keep track of new items hitting the market. As a council member I would do my best to always stay on top of how new products integrate with other equipment. As an ATA council member, I believe it is important to familiarize myself with as many items already out in the market, as I can. I would also keep in touch with manufacturers to discuss points that make the product wonderful and useful or where we might make a change.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

I think the scope of the Show needs to be broadened to include more of the target side of archery since the number of hunters is on the decline.

I think that if something isn't done soon there will be no little ranges left. In order to stay open, they have to be able to sell product and we are getting trounced by the big box stores. Somehow the playing field needs to be leveled. Shops are closing the doors which results in a void in the community. Where do the archers go to shoot now? Where do they go to learn? I know joining a buying group is supposed to help with these issues but when the big box stores have free reign, that really isn't much of a help.

It is my belief that manufacturers need to control field staff purchasing better. It really doesn't help the shop owner when the rep for the area is out there competing against them.

I would love to see some unification and cooperation between organizations.

It would be great if the show went to different locations. Maybe let cities bid for the right to host.

# **JEFFERY JOHN KAMP** **EAGLES EYE ARCHERY** **& SPORT SHOP LLC**



**Title:** Sales and Customer Service, Inventory Control

**Work Experience and Associated Duties:**

Operation and policy sales

**Experience in ATA:**

5 years

**If elected to the ATA Retail Council I would:**

Be a solid addition to assist in setting policy and enforcing guidelines.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

Developing a solid relationship with the brick and mortar members.

# HOWARD CRAFT H&S HUNTING



**Title:** Owner

**Work Experience and Associated Duties:**

Retail and wholesaler experience and outfitter in Illinois

**Experience in ATA:**

Member since 2002

**If elected to the ATA Retail Council I would:**

I would help protect and promote sales in small business.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

Help protect small business.

# MARK COPELAND JAY'S SPORTING GOODS



**Title:** Store Director

## **Work Experience and Associated Duties:**

I have worked at Jay's Sporting Goods as the Store Director of our Gaylord location since 2000. We are a full line sporting goods store with only two locations in Michigan. Although we may look like a big box operation, we are a small family company that Jay Poet started simply in a one car garage selling firearms. Since that humble beginning almost 50 years ago he added, fishing, camping and archery. Our tagline is "Trust the Tradition." Simply put, we believe in the value of enhancing someone's outdoor experience and the passing down of traditions in the form of outdoor activities that transcend all ages and cultures. My essential duties are to provide leadership to the Gaylord staff of just under 100 employees, including a management team of 11. I am responsible for the overall direction, coordination, evaluation and presentation of the entire store and setting performance goals and objectives. I foster a "Family Type" culture and atmosphere, grooming staff with an emphasis on developing leaders.

My personal passion is archery, picking up my first bow in college in the early 80's, and focusing on its growth in my community. In 2006 I was certified as a NASP Specialist helping the state of Michigan as a regional coordinator in training and the implementation of teachers and schools. From 2009 through 2013 I served as the Michigan State Coordinator of Centershot Ministries shooting bows and arrows in churches. During that tenure, I pursued my US Archery Certification and am currently a Level 3 NTS Coach and Explore Archery Club. Throughout my coaching career I have personally certified over 250 coaches and clubs. It was that passion and sense of accomplishment that made me want to do more, not only locally or through certification. I wanted to make a difference on a larger scale, helping others grow the sport of archery.

## **Experience in ATA:**

My first experience with the ATA was being selected as a test group for the original Explore Bowhunting, testing the materials on a group of Northern Michigan Homeschoolers. I witnessed kids go from no experience with a bow to qualified, engaged bowhunters. My next experience was participating in an Explore Archery Workshop. It was exciting for me to learn of an organization that was actually developing curriculum and programs that would help grow future archers and could eventually grow my business in the shop. I had seen success first-hand, connecting the dots from the schools to my shop so many times before, but that next step, hunting, was missing. Now through Explore Bowhunting we could develop that customer further by enhancing that outdoor experience, selling more than just beginning bows. I then started attending Board Meetings and Symposiums learning more about the organization and how it could benefit our shop. In 2013, I was officially asked to serve on the Board in the capacity of Retail Council Vice Chair, filling the seat that was appointed to Jay's Sporting Goods in 2000. It was during that time I became more familiar with the ATA Bylaws and began to realize that the Retail Council had not been active since the very beginning. In 2016 after being nominated and elected to the ATA Executive Committee as Vice Chair I began rebuilding the Retail Council. My peers didn't pick me. I was in by proxy and it became my goal to fix it. I can say now with confidence after our first successful election last year I created a diverse group of 15 dealers from all over the country. During my first two-year tenure on the EC, I was intimately involved with many aspects of the Board including the strategic planning session with Jay McAninch. It was during that session that I was a part of the dialog that lobbied very hard for a primary point of contact within the organization for the dealer and was then involved in that selection process. One success of the Retail Council was a meeting with several MAP monitoring companies resulting in another tool to not only assist our vendors, but to put some spotlight on the impact MAP has on our shops. At the end of my first term on the EC, I was part of the Search Committee that interviewed candidates and was a part of the conversation that ultimately hired Matt Kormann to replace Jay. During my second term as Vice Chair on the EC, I participated in the Strategic Planning with the Board that helped establish a new mission, vision and value statements for the ATA. One huge benefit that has come out of that, is the Member Benefits Committee, on which I sit as a member. That committee, under the direction of Wendy Lang, has been evaluating what's important to you as a member. Hopefully you have already realized some of those benefits. Other accomplishments have been increasing the retail presence on the board. We went from three board seats, adding two more for the multi-channel retailers and one from each buyer group. Retailers now have seven seats at the table in the board room.

## **If elected to the ATA Retail Council I would:**

I would continue to give the pro shop a voice in the room, finishing what I have already started. Over the last several months I have worked very hard with the current leadership team and EC to evolve the bylaws. Fact of the matter, if elected to the Retail Council, it would be the first time I actually sat in the room knowing YOU, the Retailer, put me

there, not just a proxy-appointed seat by someone almost 20 years ago. It would give me the opportunity to continue to work on the bylaw changes, giving the pro shop not only a voice in the room, but more seats voted in by members, not just the Retail Council. I also believe it is important for a retail member to serve on the Executive Committee of the ATA Board. In each board meeting, weekly planning calls, monthly ATA EC call or committee call during my tenure I have lobbied for your representation.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

Most importantly, ratify new bylaw changes that will allow for the voting of retail members directly to the Board. The landscape of our industry is evolving and the way our customers shop is changing. We need to continue to focus on the health and wellbeing of the archery pro shop, the place where that consumer comes for trusted service and instruction. We need to continue to evolve the member experience at the trade show, expanding on things like the recent Buyer Day and coffee talks, so our members get what they need from the venue. We need to continue to address the threats to hunting like access, disease, recruitment and retention. We need to continue to develop business tools and education that help our members evolve and change so they stay relevant in today's marketplace. We should continue to develop the archery range grant program to assist clubs and shops develop ranges. Bottom line is to keep the retail pro shop voice relevant!

# BRIAN CRONIN

## TIMBER MESA OUTDOORS



**Title:** Owner

**Work Experience and Associated Duties:**

Own and operate two proshops in Arizona. Been involved with archery shops since 1989, working part time through the years while owning other businesses in the construction field. My wife and I decided to sell off our other businesses and dive into archery fulltime. Opened our first shop in 2011.

**Experience in ATA:**

General membership through the years. Attend ATA show.

**If elected to the ATA Retail Council I would:**

Work closely with other shops. I feel that shops need an active way to communicate with each other. Being able to network is extremely valuable. The ATA is working hard to help educate shops. I see the Retail Council as another tool to help shops succeed in this crazy world of archery retail. I would like to see what is working and not working for shops and try to pass that on to others.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

The influx of counterfeit products. The decline in hunting numbers. Shooter retention. Getting shops on board with supporting recreational archery as well as catering to the bowhunters.

# LYSTRA PITTS WASTING ARROWS



**Title:** President

**Work Experience and Associated Duties:**

Owner Wasting Arrows Indoor Archery

**Experience in ATA:**

Retailer

**If elected to the ATA Retail Council I would:**

Small archery shops are an endangered species in this country and unless some major changes are made they're going to be extinct real soon. Asking customers to "please shop local and support your local shop" while we are being overstocked and undersold by every internet retailer and big box store just isn't going to work. We can no longer afford to sit back and allow the current business model manufacturers are using - giving the best prices to the biggest buyers and punishing small retailers with higher prices. It just isn't going to work anymore. If manufacturers truly value the small brick and mortar stores, they need to step up and give us some advantages to fight the big boys. We can't do it on our own. I would like to work on the council to see if we can get the manufacturers to step up and help out the small stores, with better pricing, advertising co-ops and dealer-only products. I would like a chance to talk to manufacturers and other retailers to come up with ideas to help small shops, like my own succeed.

**The critical issues I think ATA and the industry must face in the next 4 years are:**

Closing of local archery stores and shops is the biggest issue. My friend at Morrell told me they had 83 dealers close their doors last year. I know of five great shops within 200 miles of me that have closed in the last five years and everyone I talk to is struggling. We have a real problem and it's going to take the ATA members and manufacturers working together to fix it. Personally, I do everything I can think of to generate income. I have a range and offer bow rentals, lessons, leagues, JOAD, classes, novelty shoots, tournaments, archery tag, and any other idea I can come up with at 3:00 am when I'm wide awake worrying about how I am going to pay my bills. We have to turn this industry around, stop the bleeding, promote the people who make the sport possible and give the shops the tools they need to win.