Dear ATA Members:

It's safe to say none of us have experienced a year like this. For the first time since the ATA launched the Trade Show in its current format, your Board of Directors and staff leadership team made one of our most difficult decisions. After thoughtful deliberation of the circumstances outside of our control, we decided to cancel ATA 2021 in Indianapolis.

Although that decision was incredibly challenging, the industry – as a whole – enjoyed its best year in memory. Archers and bowhunters found a new passion for our sports. They spent their free time in the woods or at the range, and many state agencies reported record license sales and wild game harvest rates. This translated to demand for our members’ products and services at unprecedented levels.

We’re more excited than ever to return to normal when we gather in Louisville next January for ATA 2022. We started planning months ago, and we’re excited to bring the industry back together after what’s been too many months away.

In 2020, we pushed ourselves to continue showing our members we’re much more than a trade show. We identified ways to continue working to attract new bowhunters and support their specific needs. Your Board of Directors remains committed to those efforts and works hard to make your businesses better. We found new opportunities to educate our members at a distance and created more content for our members to consume live and on-demand. We urge you to continue letting us know how we can best help your businesses thrive. Your feedback was the catalyst for some of our most effective programs, and we’re eager to hear from you.

Thanks to the foresight of your Board and leadership team over the last 20 years, your ATA has been able to weather these changes in a way that allows us to look toward the future. We hope you’ll take time to learn more about what we’re doing in this 2020-2021 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. We continue in our mission to inspire growth, increase participation, and preserve the sports of archery and bowhunting for generations to come.

Matt Kormann
President & CEO
ATA RESPONDS TO COVID-19

ATA created the “ATA Roundup: Coronavirus Disease (COVID-19)” web page on the ATA’s website to serve as a hub for helpful links, articles and updates pertaining to COVID-19 and how it affects ATA members.

ATA supplied multiple resources in response to COVID-19 including a kids activity book, business clearing guidelines, information on how to apply for a small business loan, and updates on the Paycheck Protection Program.

MyATA LEARNING CENTER

The MyATA Learning Center was created to provide on-demand education that helps members improve their business skills and strategies through interactive videos, follow-up questions and other resources.

ATA launched the “How to Run a Facebook Ad” Campaign to help ATA-member retailers attract customers. Log into the MyATA Learning Center to view the course.

ADVOCACY ON YOUR BEHALF

ATA reached out to governors in all 50 states and asked them to consider all archery businesses essential and remove any posed restrictions.

ATA partnered with the American Sportfishing Association to pursue temporary federal excise tax relief for manufacturing members though the U.S. Department of Treasury and issued an Action Alert engaging members of Congress for their support.

BOARD OF DIRECTORS ELECTION

The 2020 ATA Board of Directors election resulted in the re-election of Justin Gorman of Kinsey’s Inc. and Joel Maxfield of Mathews Archery. Jeff Adee of Headhunter Bow Strings served in previous years and was elected to join the Board for his second term.

RETAIL COUNCIL ELECTION

Retail Council election results were announced. The election filled one seat. Voting members reelected former Council member Mark Copeland. Mark is the store director for Jay’s Sporting Goods and served on the Retail Council in an appointed seat since the Council originated.
ATA RESPONDS TO COVID-19

In response to COVID-19, ATA supplied resources like store signs, information on tax implications, and a video about backyard archery range safety.

To help members navigate post-pandemic consumer demands, the ATA hosted a webinar, “Post-Pandemic: The Future of Retail Marketing.” It explained how to build customer trust, update your customer communication plan, and push yourself and your business like never before. Log into the MyATA Learning Center to view the recorded webinar.

PARTNERSHIP EFFORTS

ATA presented at the virtual Southeastern Association of Fish and Wildlife Agencies spring directors’ meeting.

HEALTH INSURANCE

ATA partnered with Light- house Insurance Group, LLC to offer exclusive concierge access to affordable health insurance options for ATA members.

CONSERVATION INITIATIVE

ATA launched the Conservation Initiative. This initiative strives to boost hunting participation nationwide by teaching archers and nonhunters their role in conservation and detailing how hunters contribute generously to wildlife-management programs.

ATA also sent its first Conservation Newsletter. This newsletter highlights the ATA’s conservation efforts and shares conservation-related news.
**FEDERAL EXCISE TAX DEFERRAL**
ATA shared news regarding the U.S. Department of Treasury announcement. At the ATA’s continued request, Treasury Secretary Mnuchin approved a COVID-19 relief package specific to federal excise taxes on sport fishing and archery equipment.

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**EVENT PLANNING WORKBOOK**
ATA shared the Event Planning Workbook, a resource created to help members plan and organize archery-related events.

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**INDUSTRY DATA PACKET**
ATA shared archery and bowhunting data from the ATA’s 2020 National Participation Survey, which was conducted to determine archery and bowhunting participation numbers.

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**PARTNERSHIP EFFORTS**
ATA provided input on the Northeastern R3 committee in an ongoing effort to boost archery and bowhunting participation and gather data from state agency partners in this region.

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**THE INDUSTRY RESPONDS TO THE PANDEMIC**
ATA recognized members and partners who “gave back during the pandemic.” The archery and bowhunting industry is full of caring, passionate people. That was apparent during the COVID-19 pandemic, as businesses and individual ATA members continually helped their neighbors and fellow citizens.

ATA facilitated the Texas Parks and Wildlife’s first virtual Explore Bowhunting workshop.

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**CLICK BELOW BUTTONS TO LEARN MORE**
- **FEDERAL EXCISE TAX**
- **EVENT PLANNING**
- **INDUSTRY DATA**
- **ATA PARTNERS**
- **COVID-19 RESOURCES**
MyATA Service Provider Offers Webinar

Approval Payment Solutions, a MyATA service provider, hosted a webinar called “Hitting the Target with Your Online Presence.” The webinar explained how an effective online presence can grow your business, what not to put on your website, and the difference between search engine optimization and search engine marketing.

Resources for Members

ATA sent out tip sheets regarding Time Management and Shared Email Communication in response to ATA-member resource requests obtained through member surveys.

Great American Outdoors Act

ATA sent an action alert encouraging members to support the Great American Outdoors Act, which soon would become law. The act benefits outdoor enthusiasts including hunters and anglers, and advocates for wildlife and habitats.

ATA Media Summit

The ATA held a virtual Media Summit, “How Media Can Grow Bowhunting.” Four well-known industry icons discussed how media members can recruit new bowhunters, reach new audiences outside the hunting industry, and create a positive public image for hunters.

Partnership Efforts

ATA supported the Western Association of Fish and Wildlife Agencies summer meeting and made presentations at the Directors Forum with Commissioners as well as to the R3 Committee.

Click Below Buttons to Learn More

- MyATA Service Providers
- Resource Website
- Action Alerts
- MyATA Learning Center
- ATA Partners
VIRTUAL TOWN HALL

ATA hosted a virtual Town Hall webinar. Matt Kormann, ATA’s CEO/President, and other ATA staff members provided an update on ATA happenings, the ATA Trade Show, ATA’s new Executive Committee members, and other important industry details.

FEDERAL EXCISE TAX

Wendy Lang, ATA’s senior membership manager, sent a video to members that discussed the recent Federal Excise Tax earnings report, the impact of the COVID-19 closures on processing FET forms, and the deferral of 720 forms for Q1 and Q2 of the 2020 calendar year.

EXECUTIVE COMMITTEE

ATA announced the Board of Directors’ new Executive Committee. The Board installed one new chair and two new vice chairs to the committee. Mark Copeland, store director of Jay’s Sporting Goods, was named as the new Executive Committee Chair. James McGovern, owner of Rinehart Targets, and Jeff Adee, president of Headhunter Bow Strings Inc., were voted into the vice chair positions.

GRANT FUNDING

The ATA and their partners were awarded several multistate conservation grants totaling over $750,000, creatively allocating funding to grow the sports of archery and bowhunting. The grants awarded include:

- “Leveraging Influencers and Content Marketing to Recruit Bowhunters,” an effort focused on driving potential new bowhunters to buy licenses using celebrities. ($230,000)
- “Development of Real Time License Data Dashboard,” an effort to compile and deliver license sales data in a timely manner in order to quickly respond to unique opportunities. ($239,450)
- “Development of Hunter Avidity Model to Assess and Improve R3 Participation,” an effort to allow states to strategically target hunters with messages tailored to their hunting experience level so they stay engaged and retained as bowhunters. ($207,000)
- “Helping State Agencies Effectively Recruit and Retain the New Locavore Audience,” an effort that trains state agency leaders in mentoring curriculum in an effort to increase bowhunting participation. ($140,000)
- “Activating and Converting Target Archers into Hunting and Shooting Sports,” an effort that determines best practices and messages to reach this audience and grow bowhunting participation. ($68,650)
HUNTING SURGE

Hunting interest surged because of the pandemic. Many state wildlife agencies reported more hunting license sales. Many believe the COVID-19 pandemic sparked the interest as meat supplies shrank and people had more time to get outdoors.

NATIONAL R3 IMPLEMENTATION

Members of the National R3 Implementation Workgroup, which includes ATA staff, were recognized during the Association of Fish and Wildlife Agencies annual awards with a 2020 Special Recognition Award.

CONNECTING STAKEHOLDERS

ATA hosted North Carolina and Texas Stakeholder meetings with the goal to connect archery and bow-hunting efforts within the state on a local level.

PARTNERSHIP EFFORTS

ATA staff continued to sit on important committees meeting virtually. The Association of Fish and Wildlife Agencies annual September meeting continued making policy, budget and management decisions that kept the industry moving forward. ATA staff provide guidance for the following committees:

- Technology and Data (license sales data)
- Hunting and Shooting Sports Participation Committee (regulations, recruitment and retention)
- Education, Outreach and Diversity Committee
- Angler and Boater R3 Committee (crossover for recruitment and retention)
- Fish and Wildlife Health
- Federal Trust Funds

CLICK BELOW BUTTONS TO LEARN MORE

- INDUSTRY DATA
- R3
- STATE CONTACTS
- ATA PARTNERS
AMERICA’S CONSERVATION ENHANCEMENT ACT

Dan Forster, ATA’s vice president and chief conservation officer, announced the passing of America’s Conservation Enhancement Act to fund clean water solutions and improve wetlands and fisheries habitat, as well as address the maintenance backlog on federal public lands.

PARTNERSHIP EFFORTS

ATA presented at the Southeastern Association of Fish and Wildlife Agencies Conference and provided input on the Southeastern R3 Implementation Committee in an ongoing effort to boost archery and bowhunting participation and gather data from state agency partners in the region.

ATA joined the Association for Fish and Wildlife Range Development Working Group, which was formed to address the construction and improvement of archery ranges nationwide.

DEI COMMITTEE

ATA assembled a diversity, equity and inclusion committee that will identify and develop strategies to make the industry more inclusive and equitable for people of any race, gender, ability and background. The committee includes two ATA staff members and six representatives from the archery and bowhunting community.

BOWHUNTERS UNITED

Bowhunters United launched. BU, a national consumer-facing bowhunting organization, was instated with a goal of building a strong future for current and potential bowhunters. BU provides a space for bowhunters to share their passion with other bowhunting enthusiasts, and encourages members to become mentors, informed conservationists, better bowhunting advocates, and responsible public-land stewards.

TRADE SHOW CANCELLATION

ATA announced the cancellation of the in-person 2021 ATA Trade Show. Despite the combined efforts of the ATA Board of Directors, staff and the city of Indianapolis, the ATA Board of Directors made the tough decision to cancel the in-person Show, which was scheduled to take place Jan. 7-9, 2021, in Indianapolis.

ATA 2021 moved online. The COVID-19 pandemic required the ATA to change course and shift the Show to a virtual platform. The ATA vowed to offer Show specials, education sessions and sponsorship opportunities that members have come to expect.
ATA MEMBERSHIP DIRECTORY

ATA reminded members to download the ATA’s Membership Directory as part of their member benefits. The ATA helps archery businesses make connections by providing contact information in its ATA membership directory. The directory is free to download and available on demand 24/7 in the MyATA member dashboard.

BOARD OF DIRECTORS

ATA called for Board of Directors nominations, encouraging members to influence the ATA Trade Show, how the ATA invests in bowhunting and archery programs, and how we collaborate with state and federal government agencies and officials.

GRANT FUNDING

The archery and bowhunting industry benefitted from the additional funds and grants offered through the Modernizing the Pittman-Robertson Fund for Tomorrow’s Needs Act, aka the P-R Modernization Act. ATA staff and partners applied for several grants through the multistate grant program and currently work to grow and strengthen the industry using more than $1 million in grant money.

BOWHUNTERS UNITED

Bowhunters United Gift Boxes debuted. BU members and nonmembers could buy a box and, in doing so, gift a BU membership. The gift keeps giving by growing and supporting the bowhunting community year-round.

PARTNERSHIP EFFORTS

ATA hosted Virginia and Tennessee Stakeholder meetings with the goal to connect archery and bowhunting efforts within the state on a local level.

ATA presented to state agency directors at the Northeast Association of Fish and Wildlife Agencies conference and provided an update on COVID-19 impacts and ongoing efforts to boost archery and bowhunting participation. ATA staff also worked to gather data from state agency partners in the region.

CLICK BELOW BUTTONS TO LEARN MORE

MyATA MEMBER DASHBOARD  BOARD OF DIRECTORS  GRANT PROGRAMS  BOWHUNTERS UNITED  ATA PARTNERS
ADVOCACY ON BEHALF OF THE INDUSTRY

Dan Forster, ATA's vice president and chief conservation officer, reminded members of the year's conservation victories and discussed how the 2020 election affects the industry.

Forster attended the National Association of State Caucuses Conference and worked with legislators in the state's political arena to protect and advance hunting, angling, recreational shooting and trapping.

MyATA SERVICE PROVIDERS

ATA members were encouraged to enroll for health insurance benefits provided by LIG Solutions, a MyATA service provider. As a member, this program gives you exclusive access to affordable health insurance options for you, your family and your business/employees.

PARTNERSHIP EFFORTS

ATA hosted New Mexico, West Virginia, Kansas, Washington, Oklahoma and Alabama Stakeholder meetings with the goal to connect archery and bowhunting efforts in each state on a local level.

ATA MERCHANDISE

New ATA merchandise debuted in the online ATA Store. A new, witty adult T-shirt and two unique youth T-shirt designs were added to the merchandise lineup. Proceeds are used to grow and strengthen the archery and bowhunting industry.

VIRTUAL TRADE SHOW PREP

ATA shared many how-to videos and instructional messages with members to help them prepare to navigate and take advantage of ATA 2021 Online, the ATA's virtual Trade Show.

ATA sent pre-Show packets to all ATA-member retailers. These packets included a complete Exhibitor Show Special Guide, an ATA 2021 calendar, and information on ATA Store merchandise and the mobile app giveaway. They also received popcorn as a special gift from a sponsor.
ARCHERY INDUSTRY MASTERCLASS

The first ATA Archery Industry Masterclass took place. It offered 10 top-notch educational classes on business, coaching, marketing and archery tech. Many additional live and on-demand free education sessions were offered to members during the Show, as well.

RETAIL COUNCIL

ATA's Retail Council started accepting nominations for four of its 15 seats. The Retail Council guides, supports and represents all ATA-member retailers, no matter their size, location or business platform.

PARTNERSHIP EFFORTS

ATA presented at the Western Association of Fish and Wildlife Agencies conference to a joint session of Agency Directors and Commissioners and to the Western R3 Implementation Committee. They discussed targeted efforts including boosting archery and bowhunting participation and gathering data from state agency partners in the region.

ATA exhibited at the virtual SHOT Show.

ATA 2021 ONLINE

ATA hosted ATA 2021 Online, the first virtual ATA Trade Show. This unprecedented version of the Show brought members together for online order-writing, education and giveaways.

ATA's 2021 Virtual Media Summit brought together several prominent media members. Each panelist gave a how-to presentation regarding bowhunter recruitment.

Impact Award Winners were announced. Two individuals and three organizations were recognized for using their voice or platform to inspire others to participate in archery and bowhunting.

ATA partnered with the Outdoor Sportsman Group to create the ATA New Product Premiere Event, which was a one-hour video showcasing some of the industry’s best new products.
Grant Funding

ATA was awarded a 2021 Multistate Conservation Grant through the Association of Fish and Wildlife Agencies:

“Transitioning NASP Archers into Bowhunters” provides advanced archery equipment [like sights and release aids] to target archery participants so they become familiar with gear used to bowhunt. The equipment can be used afield and is approved for NASP formatted tournaments. ($175,000)

Marketing Resources

ATA created the Archery and Bowhunting Event Ideas document to help ATA members host fun, engaging events year-round. The document features at least five event ideas to consider each month, as well as over 20 events you can host any time of year. The ATA also created unique target faces for some of the event ideas. Both documents complement the ATA’s Event Planning Workbook, which was created in June.

Board of Directors

ATA Board of Directors met and discussed member dues, bylaws and strategic planning initiatives.

Partnership Efforts

ATA presented at the Midwestern Association of Fish and Wildlife Agencies Conference and provided input on the Midwest R3 Implementation Committee in an ongoing effort to boost archery and bowhunting participation. They also worked to gather data from state agency partners in this region.

ATA hosted Minnesota, California, Massachusetts, Kentucky, Wisconsin and Illinois Stakeholder meetings with the goal to connect all archery efforts in each state on a local level.
BOARD OF DIRECTORS

Voters in the 2021 Archery Trade Association Board of Directors election appointed two new members, and re-elected one Board member.

Teresa Williams, CEO of 3Rivers Archery, was re-elected to serve a four-year term through March 31, 2025. Meanwhile, Keith Arnold, national sales manager for TenPoint Crossbows, and Timmy Thomas, consumer education and outreach representative for Morrell Targets, join the Board for their first term.

BOWHUNTERS UNITED

Bowhunters United retail kits were distributed to all ATA-member retailers. These kits include BU-branded brochures, bow tags, showroom posters, and countertop displays. The kits were designed to help retailers promote BU.

ATA exhibited at the Open Season Sportsman’s Expo in Wisconsin Dells, Wisconsin, to promote Bowhunters United as a new consumer organization.

MARKETING RESOURCES

ATA developed an Internship Guide designed to help ATA-member retailers find, hire and manage a marketing intern.

PARTNERSHIP EFFORTS

ATA finalized administration of the Deer Protection Program and transferred the program to the inceptive Responsible Hunting Scent Association.

ATA attended the Southeast Association of Fish and Wildlife Agencies Spring Directors meeting virtually. ATA staff members presented to the directors and guests.

ATA staff attended the North American Wildlife and Natural Resources Conference to present at the Hunting and Shooting Sports Participation Committee meeting. They also provided input on the following committees: Education; Technology and Data; Outreach and Diversity; Angler and Boater R3; Fish and Wildlife Health; and Federal Trust Funds.