



2021/2022
YEAR IN REVIEW



A LETTER FROM OUR CEO.

THE YEAR IN REVIEW

Dear ATA Members:

In my first two months as your President & CEO, I've immersed myself in the industry and organization, listening to and learning from our members, industry leaders and staff. I'm looking forward to continuing my visits with many ATA members and hearing how we can better serve you.

With the following wins we've seen in the last year, our industry has plenty to be optimistic about:

- Unprecedented levels of demand for our members' products and services,
- Record-breaking FET earnings,
- Vast industry support for the Recovering America's Wildlife Act, and
- A cumulative total of \$954,745 awarded to the ATA in Multi State Grants

Your ATA continues to work with like-minded partner organizations to move the needle on legislative issues that are important to the industry and your ATA staff remains steadfast in growing programming and outreach efforts to **attract more people to archery**.

It was encouraging to **host the in-person ATA Show in January** - for the first time in two years - bringing ATA members together for on-site order-writing and **networking and a renewed camaraderie of being face-to-face again**.

In my first year with the ATA, I look forward to building on the positive momentum that has been gained thus far and with the help of you, our members, I feel optimistic that the ATA will continue to grow and preserve the sports we all love.

Jeff Poole
President and CEO

April 2021

ATA announced the Board of Directors Election Results.

Voters in the 2021 ATA Board of Directors election appointed two new members and reelected one Board member.



Teresa Williams
3Rivers Archery
Reelected



Keith Arnold
TenPoint Crossbows
New Member



Timmy Thomas
Morrell Targets
New Member

ATA Retail Council added two new members.

The Retail Council accepted two new members, reappointed two former members and voted on the vice chair position.



Dan Forster
Vice President & Chief
Conservation Officer

ATA shared the news of record-breaking FET earnings.

The ATA receives updates regarding federal excise tax collections from the IRS each quarter. In the most recent quarter, the period that ended March 31, 2021, the amount the FET collected on bows and accessories rose from \$10.7 million in 2020 to \$17.3 million in 2021. This is an all-time quarterly record for this category.

ARRO supported the industry by renewing ATA memberships.

ARRO invested nearly \$18,000 in renewing ATA 2020-2021 memberships for its 133 qualifying members. Retailer members simply needed to be a former ATA member to qualify for the membership compensation.



MyATA service provider partner, LIG Solutions, created a video for all ATA members regarding news in the health insurance industry, including major changes to the Affordable Care Act health coverage plan and subsidies.

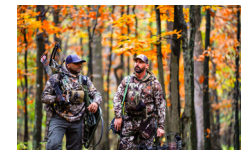


ATA staff participated in "How to Talk About Hunting" training.

A study regarding Americans' attitudes about hunting shows that 86% of Americans approve of legal hunting.

ATA created a diversity, equity and inclusion committee.

This new committee will identify and develop strategies to make the industry more inclusive and equitable for people of any race, gender, ability and background.

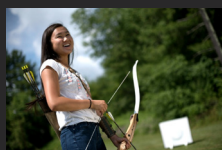


May 2021



Industry professionals and ATA staff gathered virtually for the 2021 R3 Forum to discuss industry trends and how we can continue to grow archery and bowhunting. Participating speakers addressed participation statistics, how to market to new demographics, the importance of diversity and inclusion, and how states can continue to drive traffic to hunter education courses.

ATA facilitated a discussion for a future archery range in a city park in downtown Indianapolis, which resulted in full funding from the state of Indiana.



ATA provided input on the Multistate Conservation Grant Program Technical Review Committee.

This committee reviews the letters of intent to determine which projects should be submitted for a full proposal.



ATA and the Association of Fish and Wildlife Agencies collaborated for the future of our sport.

On the Beyond the Bow podcast, ATA talked with Director Mark Tisa of the Massachusetts Division of Fisheries and Wildlife. They discussed current projects funded by FET dollars and the importance of gathering hunter data so industry businesses and wildlife agencies can make informed decisions.

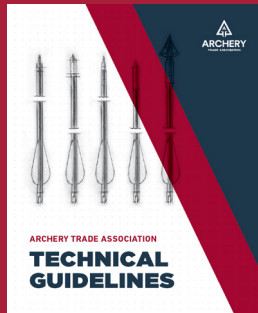
ATA partnered with

Gallagher to create a video that introduces HR services available to ATA members. This video shares information on topics like employee relations, compliance laws, termination strategies and hiring and selection best practices.



ATA created the “2020ne Olympic Kit” to help members prepare for the Olympics and take advantage of the Olympics’ unique opportunities to build members’ businesses and increase their customer base.

June 2021

**ATA Technical Committee revised the ATA Technical Guidelines**

so the document is easier to use, follow and understand. The guidelines were created in 2009 to ensure consistency in how the archery and bowhunting industry tests, measures and evaluates projects, which helps promote uniformity and compatibility between components made by all companies.

ATA Board of Directors members gathered in Louisville, Kentucky, for a Board of Directors meeting and a Strategic Planning meeting.



ATA began collaborations with the Association of Fish and Wildlife Agencies and other partners on how to “capture the wave” of outdoor recreationists in a post-pandemic world.



ATA attended the inaugural Ducks Unlimited Expo at the Texas Motor Speedway in Fort Worth, Texas. Staff members promoted Bowhunters United at the Show.



July 2021



ATA sponsored the Western Association of Fish and Wildlife Agencies meeting.

In addition to presenting at the meeting, staff also manned a virtual booth and met with various state agency directors. They also presented at the R3 Committee meeting.

ATA joined the newly formed Association of Fish and Wildlife Agencies' Range

working group to address the need for recreational archery and firearm ranges based on a study that revealed 77% of FET money was paid by people who do not hunt.



ATA staff worked on obtaining, implementing and reporting on a variety of multistate grants.

These grants provided approximately \$1 million in external funding used to grow the sport of bowhunting:

Archers USA transitioning NASP archers into bowhunters
\$175,000

Discover Bowfishing
\$184,000

Development of a real-time data dashboard
\$239,450

Development of the Hunter Avidity Model
\$207,000

Expanding relevancy
\$71,000

Activating and converting target archers into hunters
\$78,295

TOTAL
\$954,745

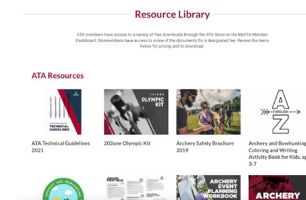


ATA announced exciting changes for certification at the ATA Trade Show.

The 2022 ATA Show offered hybrid online and in-person instructor certification Level 1, Level 2 and — for the first time in Show history — Level 3 courses. Instructor certification boosts your marketing value, provides your staff valuable skills and knowledge, and gives your store access to Explore Archery and Junior Olympic Archery Development programs that attract and engage new archers.

ATA's Resource Library got a digital transformation.

Formerly named the Resource Website, the Resource Library has been relocated to the membership tab on the ArcheryTrade.org website. Now members can simply use their MyATA member dashboard login credentials to access the free resources.



ATA staff provided input on the R3 Technical Review Team. Multistate grant full proposals were scored to determine which to put forward for funding.

AWCP

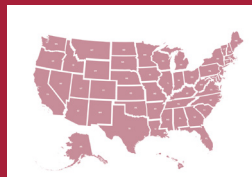
The Hunt Fish 30x30 Coalition, comprising over 54 hunting and fishing organizations, provides recommendations to U.S. agencies for the America the Beautiful initiative, which hopes to conserve 30% of land and water resources across the globe by 2030.

September 2021

ATA announced plans for the second annual Archery Industry Masterclass. The Archery Industry Masterclass series is a full day of educational courses covering various industry topics, held in conjunction with the ATA Trade Show.



ATA Board of Directors began the search for a new CEO. The industry is in a position of extreme growth potential and is looking for a leader to provide long-term strategic vision, grow relationships and increase revenue.



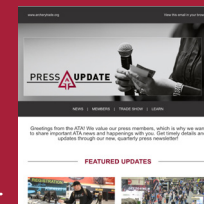
ATA hosted virtual state stakeholder meetings in an effort to help members learn about local archery and bowhunting clubs and programs in their state. To date, 17 states have participated.

ATA staff joined almost 1,000 colleagues during the annual (hybrid) meeting of the Association of Fish and Wildlife Agencies participating in discussions about R3, communications and education, the federal excise tax, wildlife health and other important committee work.

ATA forged partnerships with multiple organizations in support of Bowhunters United. BU is owned and operated by the ATA, making BU's relationship to the industry uniquely capable of offering exclusive benefits unavailable anywhere else and leveraging existing relationships with like-minded organizations.

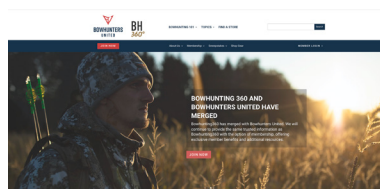


ATA staff members attended and volunteered to help at the 2021 World Archery Championships and World Cup hosted by NFAA. The World Archery Championships and World Cup Final took place in South Dakota, giving ATA members an opportunity to promote and capitalize on competition archery.



ATA sent its first "Press Update" quarterly newsletter to press members. ATA values our press members, which is why we want to share important ATA news and happenings with you.

October 2021



Bowhunters United was relaunched.

BU, a national consumer-facing bowhunting organization, relaunched with new membership levels, a new mission statement, a user-friendly website and a yearlong membership sweepstakes.



**BOWHUNTERS
UNITED**

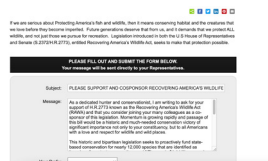
Bowhunters United partnered with Wolfpack Racing and FeraDyne Outdoors.

BU was front and center during NASCAR's Sparks 300 at Talladega Superspeedway. The #47 Mike Harmon Racing Chevrolet driven by Kyle Weatherman displayed BU brand colors and decals.



ATA encouraged members to support the Recovering America's Wildlife Act.

A special action alert was sent to both ATA and BU members, encouraging them to support the RAWA by asking their federal lawmakers to support and co-sponsor the act.



ATA staff attended the Outdoor Writers Association event in Vermont

and presented on a panel about ATA initiatives and our work with the Outdoor Recreation Roundtable.

ATA staff presented on its desire to create and enhance urban ranges at the Southeastern Association of Fish and Wildlife Agencies meeting and R3 Committee meeting.

This annual conference is a forum for the exchange of ideas and critical information regarding the management and protection of fish and wildlife.



SEAFWA

November 2021

ATA shared, in online communication with membership, the U.S. Fish and Wildlife Service's recent announcement regarding 2.1 million acres of federal public lands now available to hunters and anglers. This decision is in line with the America the Beautiful initiative, a voluntary and locally led nationwide effort to conserve, connect and restore 30% of lands and waters by 2030, and complements the 2020 opening of 2.3 million acres of federal lands. That was the single largest expansion of hunting and fishing opportunities by the USFWS in history.



Dan Foster
 Vice President & Chief
 Conservation Officer

The archery industry set a new all-time-high FET contribution record at \$65.9 million in a single fiscal year. The ATA receives updates regarding federal excise tax collections from the IRS each quarter. These reports are available exclusively to ATA members. Pat yourself on the back! After breaking a record last quarter, the archery industry did it again by setting a new all-time-high FET contribution.



ATA announced plans to give away \$20K to retailers that attend the 2022 ATA Trade Show. Any ATA-member retailer who registered for the Show by Friday, Dec. 17, and attended the Show on Buyer Day, Friday, Jan. 7, was automatically entered to win a cash prize. The ATA gave away a total of \$20,000 split between 11 retailers.

Here's the breakdown:

1 Retailer:
\$10,000
 10 Retailers:
\$1,000 ea.



At the Northeastern Association of Fish and Wildlife Agencies R3 Committee meeting, ATA staff introduced the "Call for Projects" to provide a place to collect information on emerging archery range plans. One of NEAFWA's many objectives is to assist in the coordination and implementation of fish and wildlife programs of mutual interest to its members.



SOCIETY OF OUTDOOR
 RECREATION PROFESSIONALS

At the Society of Outdoor Professionals conference, ATA staff presented on our work to grow archery in urban spaces as well as the resources available to outdoor professionals that are interested in adding archery programming to their communities.

December 2021

As a founding member, **ATA joined other Outdoor Recreation Roundtable Board members** for the annual Board of Directors and member meetings to collaborate on national outdoor recreation policy priorities.



ATA made plans to hold the third annual ATA Media Summit in collaboration with the 2022 ATA Trade Show.

Attendees had the opportunity to chat with peers and get tips to improve their content and business from three presenters including:



Aaron Warbritton,
The Hunting Public
Engaging Customers Through Social Media



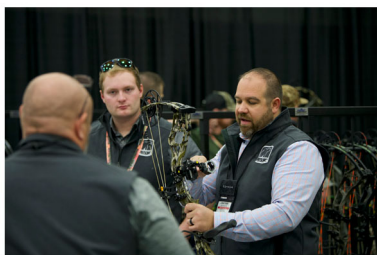
Lindsay Thomas,
National Deer Association Protecting the Hunting
Industry's Most Vital Asset: Whitetails

January 2022



The 2022 ATA Trade Show was one for the books.

Despite COVID-19 concerns and last minute cancellations, ATA members in attendance experienced a positive return to hosting a successful, in-person event and shared an optimistic outlook for the year ahead. Overall, the Show drew 4,302 individuals. Buyers from 548 retail accounts took to the Show floor to interact with over 450 exhibitors.



ATA Board of Directors named Jeff Poole as the new CEO.

Poole brings 29 years of National Rifle Association leadership experience to the position and is eager to start his new role with the ATA on Jan. 24. Poole looks forward to gathering stakeholder feedback and will include their opinions when making decisions to ensure the industry is on the best path forward. He believes the industry is poised to emerge from COVID-19-related challenges and is grateful to lead the Association and its members to new beginnings.

ATA hosted a well-attended Connections:

An ATA Happy Hour, brought to you by Outdoor Sportsman Group. This event debuted at the 2020 Trade Show. It encourages attendees to network with retailers, manufacturers, ATA staff and like-minded business professionals over beer, food, games and entertainment.



ATA Announced the 2022 Best in Show and Impact Award Winners during Connections:

An ATA Happy Hour. The ATA recognized two individuals and three organizations in its Impact Awards program. Additionally, three products in the Featured Product Showcase won an award and six products received awards through the New Product Launch Showcase.



ATA supported the National Archery Buyers Association

at its Western Trade Show co-located with the Vegas Shoot in Las Vegas, Nevada. This show brings together a buying group of quality archery dealers with industry manufacturers to achieve the best wholesale pricing.



February 2022



The first-ever drawing was held for the Bowhunters United Sweepstakes.

Seventeen lucky winners received prizes including but not limited to: hunting trips, a UTV, an e-bike, targets and bows.


**BOWHUNTERS
UNITED**

ATA promoted Bowhunters United at the Great American Outdoor Show in Harrisburg, Pennsylvania.

The Great American Outdoor Show is the world's largest outdoor recreation show and expo.

In online communication to members, ATA's Dan Forster highlighted information and bowhunting data

outlined in the National Deer Association's "Deer Report 2022." This is the first time the NDA has compiled and published bowhunting participation and harvest numbers in the report, which is great news for ATA members.



ATA staff joined the Council to Advance Hunting and Shooting Sports, the Assessment Group, and TAG Review Panel.

This group was designed to assess the National R3 Plan and evaluate the products created in support of that plan.



March 2022

ATA announced the Board of Directors Election Results.

Voters in the 2022 Archery Trade Association Board of Directors election retained a current Board member and installed two first-time Board members.

James McGovern, vice president of Rinehart Targets; **Matthew Smith**, president of SYKD Hunt; and **Aaron Lucky**, president of Easton Technical Products, Inc. were all elected by their peers during the recent election held Jan. 31 to March 1.

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James McGovern,
vice president of
Rinehart Targets

⋮



Matthew Smith,
president of SYKD Hunt

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Aaron Lucky,
president of Easton
Technical Products

ATA joined 44 other Hunt Fish 30x30 organizations

to submit formal recommendations to the Biden administration concerning the "America the Beautiful" initiative.

The recommendations urge the Administration to identify the lands and waters considered to be "conserved" based on conservation outcomes rather than arbitrary criteria. The groups also highlight the importance of working with entities such as state fish and wildlife management agencies, regional fish and wildlife management authorities, tribes, conservation focused NGOs and private landowners who are most knowledgeable and best equipped to advance pragmatic and successful conservation efforts throughout the U.S.

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**Hunt
Fish
30x30**



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ATA staff joined hundreds of colleagues during the 87th annual (hybrid) North American Wildlife and Natural Resources Conference.

participating in a host of activities including the Association of Fish and Wildlife Agencies, the American Wildlife Conservation Partners, the Boone and Crockett Club, R3, education, federal excise tax, and wildlife health meetings.

ATA announced a call for projects to find range opportunities and facilitate funding.

Your ATA is passionate about helping communities build archery ranges and create programs that introduce new archers to next-step opportunities like bowhunting and bowfishing.

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