

**ARCHERY**  
TRADE ASSOCIATION

# ATA Year in Review

April 1, 2024 to March 31, 2025





ATA Members,

I'm proud to deliver our annual ATA Year in Review, highlighting our efforts to develop and deliver impactful programs, resources and advocacy efforts to grow participation, protect business opportunities and help ATA members thrive in an ever-changing environment.

Here are some of our major accomplishments during the 2024-2025 fiscal year (April 1 – March 31):

**The 2025 ATA Show:** The largest archery-only trade show in the world brought more archery retailers together than any other show for a first look at new products and the opportunity for special pricing and show-only promotions. With 450 exhibitors, the show provided unmatched face-to-face business and networking opportunities.

**ATA is Your Advocate on the Legislative Front:** ATA took a stand against foreign companies avoiding the Federal Excise Tax (FET) and led the charge for federal legislation that would level the playing field for U.S.-based manufacturers. After two years of working through the necessary layers of government bureaucracy, ATA successfully introduced H.R. 1494, the Sporting Goods Excise Tax Modernization Act, in the House. ATA continues to work at the state and federal levels to protect hunting access, preserve hunting opportunities, and make sure policymakers hear your voice.

**ATA's Bow Technician Certification:** ATA's compound and crossbow technician certification programs have become the industry standard for ensuring a high level of competency among bow technicians who have earned their certification. Hundreds have already enrolled in the online course, which includes an in-person practical exam as the final step toward certification.

The launch of a new website has made access to ATA's extensive resource library more streamlined, resulting in a fourfold increase in downloaded resources. ATA members can now easily access everything from HR documents to how-to's on retailing, buying, merchandising, social media and more.

In addition, the ATA is responding to your need for data-driven insights to support important business decisions. ATA's quarterly Retail Trend Tracker Survey provides retailer and manufacturer members with valuable information specific to product categories, price points, inventories and confidence at the regional and national levels.

We will continue to seek member feedback on the programs and services that best support your business while protecting and growing our industry as your membership is vital to our mission. Please join or renew today and thank you for your continued support.

Jeff Poole  
ATA President and CEO

# Innovation and Excellence



The 2025 ATA Show made an unforgettable return to Indianapolis, Jan. 8-10, solidifying itself as the must-attend event for the archery and bowhunting industry. Connecting thousands of retailers with new and established companies throughout the industry, attendees were able to gain a front row seat to the latest products, exclusive order writing opportunities and unmatched networking and education—an experience you can only find at the ATA Show.

Celebrating innovation and excellence is also a primary focus at the ATA Show. At the Industry Celebration event, more than 1,300 members came together to honor the industry's best, including 2025 Impact Award winners Colin Berg and M.J. Rogers, for their outstanding contributions to archery and bowhunting.



Impact Award Winner, Colin Berg



Impact Award Winner, M. J. Rogers



New at this year's show was the New Product Launch Unveiling and Happy Hour, where eager showgoers gathered to network and view the hottest products of 2025 as they were unveiled for the first time. Excitement continued the following day at the Industry Celebration event, where the winners of the New Product Launch were revealed.



1st Place: Xpedition Archery, LLC  
X-Lite 32 Bow



2nd Place: Striver Gear  
Quick Release Bino Harness



3rd Place: NILCH'I  
Wind Detection Accessory Holder

*"New product innovation is the backbone of the archery and bowhunting industry," said Jeff Poole, ATA president and CEO. "I'm proud to recognize this year's award winners and the innovative new products they have released at the ATA Show."*

- Best New Bow: Xpedition Archery, LLC - X-Lite 32 •
- Best New Broadhead: FeraDyne Outdoors - Rage Hypo 2 •
- Best New Release: T.R.U. Ball & AXCEL Archery - Aileron Flex •
  - Best New Technology: Trophy Scan - Mobile App •
- Best New Gear: Ardisam Inc. - Nested 15 Liter Pack •
  - Best New Accessory: Tethrd, LLC - Limb Saw •

## Business Support

**April 2024** ATA launches the Crossbow Technician Certification course to provide bow technicians with the knowledge and skills necessary to help customers choose an appropriate crossbow, complete routine maintenance and diagnose equipment problems.

**May 2024** The Texas Mobile Archery Command Unit is now fully operational, providing hands-on bowhunting education across the state. Funded by a multi-state conservation grant awarded to the ATA and FET funding, this state-of-the-art mobile unit is equipped with interactive training tools, archery equipment and educational resources designed to introduce people to bowhunting.

**June 2024** North 40 Outfitters enrolls 15 students in the ATA Bow Technician Certification course, becoming the first multi-channel retailer to do so.

The U.S. Olympic Toolkit is updated for the July games in partnership with USA Archery.

**August 2024** The Digital Experience Assessment of state agency websites has been completed using FET funding. The findings help guide improvements in website design, navigation and content delivery to better serve the public and stakeholders.

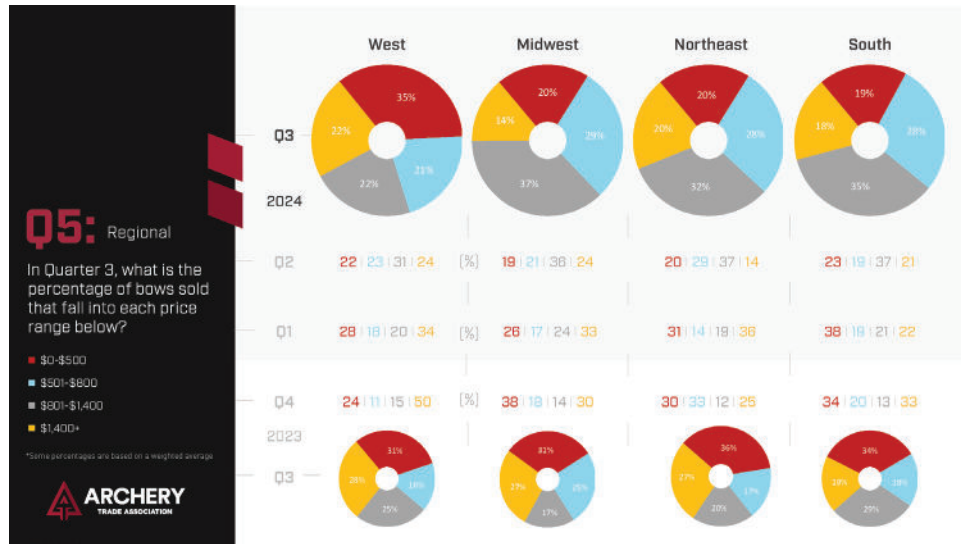
**September 2024** ATA's Technical Committee has updated the Technical Guidelines to align with the latest industry advancements, manufacturing standards and safety protocols, helping maintain consistency, improve product performance and enhance consumer safety across the archery and bowhunting industry.

**October 2024** Indy Parks has committed to implementing archery opportunities in all city parks, improving community access to the sport and promoting outdoor recreation.

**November 2024** The JVD Open promotes ATA's Bow Technician Certification course in Europe, focused on expanding access to professional archery training and elevate industry standards internationally.

Kinsey's and TenPoint Crossbows support Retail Trend Tracker data collection to provide valuable insights into market trends, consumer behavior and retail performance within the archery industry.





ATA's Retail Trend Tracker Report

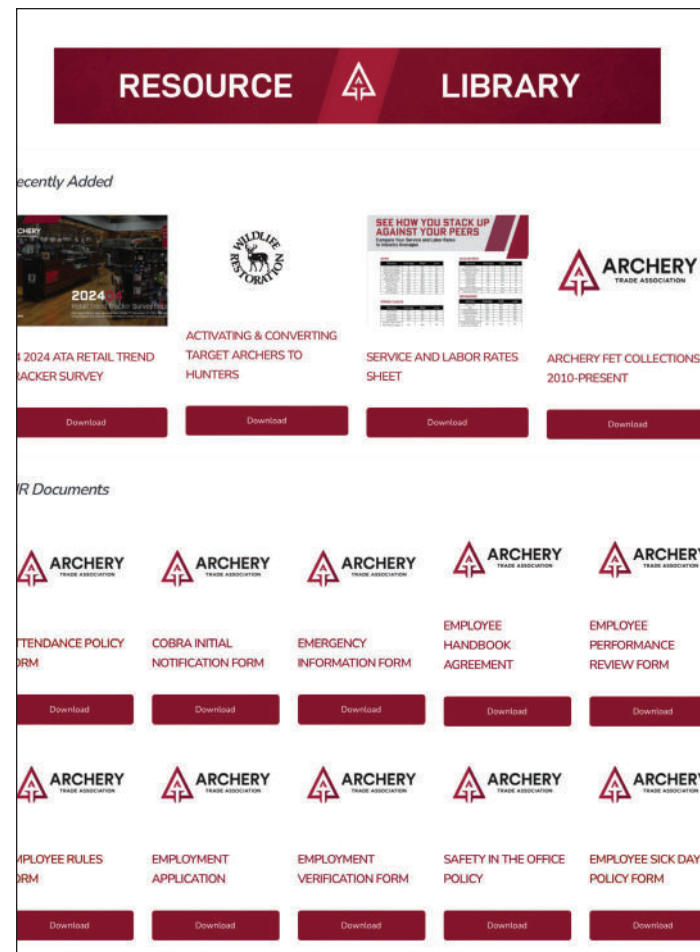


**December 2024** ATA's Recurve Advisory Team develops content for the Recurve Technician Certification course to ensure archery professionals receive in-depth training on the maintenance and repair of recurve bows.

**January 2025** The second annual Archery and Bowhunting Summit, focused on innovation and collaboration within the outdoor and hunting industry, took place in collaboration with the 2025 ATA Show.

**February 2025** FeraDyne Outdoors, a leader in outdoor hunting gear and archery, endorses the Retail Trend Tracker Survey.

**March 2025** Scheel's enrolls 50 bow technicians in ATA's Bow Technician Certification course.



## ATA Simplifies Access to Resources

ATA launched its new membership system, MemberzPlus, on March 1 to provide an enhanced user experience. The Resource Library was streamlined to a two-click process, providing easier access to online materials. Additional business resources, including HR documents, were also added to support members. Since launch, the new system has recorded a 75% increase in downloads, a significant improvement over the previous platform.

The membership renewal process was also simplified to a two-step system, ensuring a more efficient renewal experience. Additionally, member profiles were updated to allow for ease of use when editing contacts, user roles, address information and other key details.

Over the past year, the ATA's Bow Technician Certification program has seen continued growth, with over 100 technicians enrolling in 2024. The program also expanded with the launch of the ATA Crossbow Technician Certification, helping technicians meet customer needs in this fast-growing segment of the bowhunting market.

Practical assessments were conducted at the ATA Show, NABA Show, Kinsey's Dealer Show and the Vegas Shoot, as well as at retail locations in Pennsylvania, North Carolina and Texas. Additionally, North 40 Outfitters became the first multi-channel retailer to incorporate the ATA Bow Technician Certification into its internal training program for bow technicians across its 12 locations.



**SETTING THE STANDARD FOR BOW TECHS**  
\*SINCE MAR. 2025

**ARCHERY TRADE ASSOCIATION**  
**CERTIFIED BOW TECHNICIAN**  
ENROLLED: **217** CERTIFIED: **130**

**ARCHERY TRADE ASSOCIATION**  
**CERTIFIED CROSSBOW TECHNICIAN**  
ENROLLED: **51** CERTIFIED: **27**

# Advocacy and Conservation

## ATA LEADS FIGHT TO ELIMINATE FEDERAL EXCISE TAX LOOPHOLES

**July 2024** The ATA-initiated Government Accountability Office (GAO) report on FET Slippage is released. GAO-24-106569. GAO analyzed laws, regulations and IRS guidance on excise taxes and recommends that Congress hold U.S. online marketplaces responsible for excise taxes on consumer import sales. GAO also made two recommendations to the IRS for improving excise tax guidance.

**August 2024** ATA's VP and chief conservation officer, Dan Forster, records an episode of the Coffee and Deer Podcast with the National Deer Association to discuss Federal Excise Tax slippage. Topics included the FET problem, Congressional engagement, community support, industry impacts, the GAO report and legislative efforts.

The IRS hosts three seminars in Minneapolis for over 250 agents, focusing on taxable items under the Pittman-Robertson excise tax. With support from industry experts, trainers engage agents in hands-on learning, explaining taxability and conservation funding. Sessions of this nature are highly interactive, helping IRS staff better understand excise tax application and its role in conservation efforts.

ATA, alongside the American Sportfishing Association and the Association of Fish & Wildlife Agencies, conduct Capitol Hill visits—meeting with committee staff from the House Ways and Means, Senate Finance, Senate Commerce and House Natural Resources Committees to discuss the GAO's excise tax report and push for legislative solutions.

"Leakage in the American System of Conservation Funding – Evolving Business Model / Antiquated Tax Collection Model," an article of the ATA and co-authored with Mitch King, is published in Hunting Wire. The piece examines excise tax slippage, the GAO's recommendations and the broader community support for addressing tax collection challenges in the conservation funding model.

**November 2024** ATA urges Senate Finance and House Ways and Means leadership to close the De Minimis tax loophole during the lame duck session. The current rule exempts duties and tariffs on items imported under \$800 giving foreign companies selling directly to U.S. consumers an unfair advantage. ATA has joined the American Sportfishing Association and others in attempt to close this loophole.

**February 2025** Congressman Jimmy Panetta introduces H.R. 1494, the Sporting Goods Excise Tax Modernization Act, with bipartisan support. This bill addresses Federal Excise Tax slippage, ensuring online marketplaces pay the tax on imported sporting goods. The loophole has deprived conservation programs of critical funding while disadvantaging U.S. businesses. The legislation protects the integrity of Pittman-Robertson and Dingell-Johnson Act funds by closing this gap.

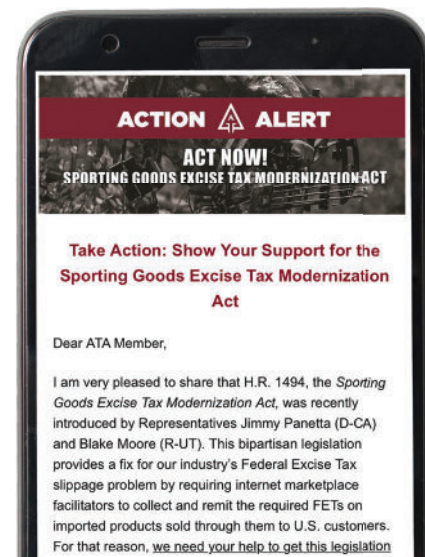
ATA and Bowhunters United issues Action Alert calling for congressional support of H.R. 1494, the Sporting Goods Excise Tax Modernization Act, to eliminate the loophole on FET taxes for products brought into the US from non-US based manufacturers through internet marketplaces.

## ATA PUSHES FOR STRONG CONSERVATION OUTCOMES THROUGH STRATEGIC PARTNERSHIPS

**June 2024** ATA issues an Action Alert for H.R. 6492, the EXPLORE Act, urging members to support outdoor recreation. ATA and Bowhunters United members receive alerts encouraging Senate engagement, aligning with ATA's mission to enhance access to public lands for all.

**October 2024** ATA collaborates with the American Wildlife Conservation Partnership on Wildlife for the 21st Century, outlining conservation priorities. Topics include federal funding, wildlife migration and private land conservation.

**November 2024** The Bureau of Economic Analysis reports that outdoor recreation generated \$1.2 trillion in 2023, accounting for 2.3% of GDP and supporting 5 million jobs. The industry has grown 36% in real terms since 2012. In elections, key conservation wins include Florida securing hunting rights, Colorado rejecting a hunting ban and Minnesota preserving environmental funding.



# Bowhunters United Surpasses 3,500 Members!

Bowhunters United membership has surpassed 3,500 members, marking a significant milestone in our efforts to unite and advocate for bowhunters nationwide. In addition to this growth, BU has issued action alerts on key legislative topics, including:

**Explore Act:** Supporting increased access and opportunities for outdoor recreation.

**Vermont Wildlife Management Act:** Opposing restrictions that undermine science-based wildlife management.

**Keep Wolf Management Under State Jurisdiction:** Advocating for state-led management of wolf populations.

**Sporting Goods Excise Tax Modernization Act:** Requires internet marketplace facilitators to collect and remit Federal Excise Tax on imported products, fixing the industry tax slippage issue.



**December 2024** Congress passes the EXPLORE Act, the most comprehensive public lands package since 2019. The bill expands outdoor access, including a provision mandating public shooting ranges on U.S. Forest Service and BLM lands.

## ATA WORKS TO SIMPLIFY BOWHUNTING REGULATIONS IN STATES

**April 2024** ATA launches an Action Alert opposing Vermont SB 258, which would restructure the Fish & Wildlife Board, potentially allowing anti-hunting advocates to influence wildlife regulations.

**May 2024** ATA leadership represents the industry at The Outdoor Recreation Roundtable's Executive Forum in Washington, D.C., providing a platform to engage lawmakers on key issues.

**September 2024** ATA and DJ Case & Associates release the Digital Experience Assessment for state fish and wildlife agencies, helping agencies enhance their digital presence and communication strategies.

ATA secures \$350,000 in grant funding for research on crossbow hunter participation and R3-deer management coordination. This project aims to strengthen long-term hunter recruitment and retention by aligning state data collection and management strategies with R3 objectives.

**January 2025** ATA prepares for state legislative sessions, monitoring policy proposals impacting bowhunting and archery. Engagement efforts will focus on state-based regulations, constitutional amendments and key legislative developments affecting the industry.

# Meetings and Conferences

## ATA GIVES ITS MEMBERS A SEAT AT THE TABLE

### ATA REPRESENTATION IN KEY INDUSTRY AND CONSERVATION ORGANIZATIONS

ATA staff actively serve on multiple boards and committees across the archery, hunting and conservation sectors, including:

- Association of Fish & Wildlife Agencies
- Hunting and Wildlife Conservation Council
- The Council to Advance Hunting and the Shooting Sports
- The National Deer Association
- Outdoor Recreation Roundtable
- American Wildlife Conservation Partners
- Theodore Roosevelt Conservation Partnership

### NORTHEAST ASSOCIATION OF FISH AND WILDLIFE AGENCIES DIRECTOR'S INAUGURAL PARTNER MEETING (APRIL 22, 2024)

The Northeast Association of Fish and Wildlife Agencies (NEAFWA) Directors established this inaugural partner meeting to facilitate strategic discussions among agency leaders and key industry and nonprofit partners during their annual conference. This collaborative forum focuses on identifying partnerships to advance shared priorities and achieve mutual goals.

### COUNCIL TO ADVANCE HUNTING AND THE SHOOTING SPORTS R3 SYMPOSIUM (MAY 29 - JUNE 1, 2024)

ATA staff participated in the Council to Advance Hunting and the Shooting Sports' Recruitment, Retention and Reactivation (R3) Symposium to contribute insights and recommendations on national R3 strategies focused on bowhunters and target archery participants. The event convened over 200 professionals nationwide, promoting collaboration and progress within the R3 movement.

Key symposium highlights included:

- Presentation of updated estimates from the National Survey, including a revised total of 50 million hunters in the U.S.
- In-depth analysis of the data dashboard project.
- Showcasing of marketing campaigns, including Hunt for Good, NE.
- Introduction of the National Hunting and Shooting Sports R3 Practitioner's Guide.

### ASSOCIATION OF FISH & WILDLIFE AGENCIES ANNUAL CONFERENCE (SEPTEMBER 22-25, 2024)

ATA staff participated in the Association of Fish & Wildlife Agencies' (AFWA) annual conference, engaging in discussions on bowhunting regulations, federal excise tax policy, archery and bowhunting participation, wildlife health concerns and conservation policies that impact the archery industry.

### SECOND ANNUAL ARCHERY & BOWHUNTING SUMMIT STRENGTHENS INDUSTRY AND AGENCY COLLABORATION (JANUARY 8-10, 2025)

ATA hosted the second annual Archery and Bowhunting Summit, held in conjunction with the ATA Show. This event serves as a critical platform for strengthening relationships between industry leaders and state and federal wildlife agency representatives. The Summit focuses on fostering partnerships that support archery participation through the strategic use of Federal Excise Tax funds, ensuring long-term growth and sustainability within the industry.

### NORTH AMERICAN WILDLIFE AND NATURAL RESOURCES CONFERENCE (MARCH 9-14, 2025)

ATA staff participated in this national conservation conference. Staff had a chance to meet and confer with over 800 state and NGO wildlife professionals from across the country to provide policy and R3 updates and engage on leading conservation issues.



Membership with the Archery Trade Association is more than just benefits, it's an investment in your success and the future of our industry.

Thank you for your continued membership and support.

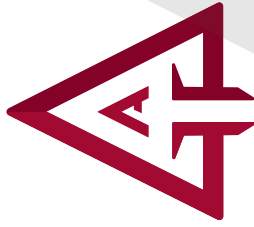
**We are stronger together!**

# ATA Year in Review

April 1, 2024 to March 31, 2025



**ARCHERY**  
TRADE ASSOCIATION



**ARCHERY**  
TRADE ASSOCIATION