

# ATA Year in Review

April 1, 2025 to March 31, 2026



**ARCHERY**

TRADE ASSOCIATION

SERIOUS. GET IT.



Dear ATA Members,

I'm proud to share our annual ATA Year in Review, highlighting the progress we've made together to strengthen businesses, expand participation and advocate for the future of archery and bowhunting.

Over the past year, ATA has continued to focus on delivering practical resources, industry leadership and meaningful opportunities that help our members succeed in a changing marketplace.

A major milestone was the successful launch of ATA Show Week in Indianapolis. By bringing six industry events together under one roof, the new format created stronger connections among retailers, manufacturers, competitors and consumers while helping drive new interest back to local archery shops. Early feedback shows exhibitors and retailers saw real value in the new format and are optimistic about the industry's long-term growth.

ATA also continued expanding programs that support your business. The Bow Technician Certification program grew with the addition of a recurve course and new practical testing opportunities, helping retailers improve their service offerings and customer experience. Updated technical resources, research studies and practical guides, including tools to help monetize your archery range and engage new participants, provide members with actionable insights and growth strategies.

On the advocacy front, ATA remains committed to protecting conservation funding and promoting fair market conditions. Through continued engagement with policymakers and partners, we've helped advance excise tax modernization efforts, defend public lands and support policies that expand hunting access and participation nationwide.

We will continue listening to your feedback and investing in programs and partnerships that strengthen our industry. Your membership plays a vital role in this work. Thank you for your continued support.

Jeffrey Poole  
ATA President and CEO



## Innovation and Excellence

Industry Icon Award Winner  
Rob Kaufhold

### Industry Celebration Brings the Community Together

ATA Trade Show attendees gathered for the Industry Celebration during ATA Show Week, highlighted by a live performance from country music star Chase Rice. The event serves as a reminder of the relationships and shared culture that continue to define the archery industry.

Celebrating innovation and excellence was also a primary focus throughout the week. At the Industry Celebration event, nearly 1,100 members came together to honor the industry's best, including 2026 Industry Icon Award winner Rob Kaufhold and Impact Award winners Marilyn Bentz and Barb Terry, for their outstanding contributions to archery and bowhunting.



# 2026 ATA Show Week by the Numbers



**375**  
EXHIBITING  
COMPANIES



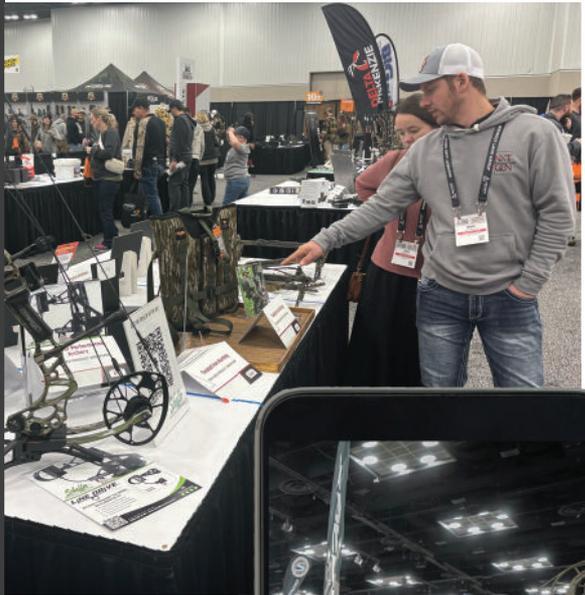
## ATA Show Week Debuts in Indianapolis

The Archery Trade Association launches the new ATA Show Week format at the Indiana Convention Center, Jan. 6-11, bringing six industry events together under one roof. The week includes the ARRO Hot Show, NABA Show, ATA Trade Show, Archery & Bowhunting Supershow, S3DA Indoor Open and NFAA Rushmore Rumble.

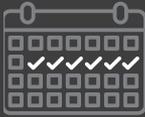
**4,000+**  
TRADE ATTENDEES



**7,500**  
ARCHERY &  
BOWHUNTING  
SUPERSHOW  
ATTENDEES



**6**  
EVENTS HOSTED  
IN **1** WEEK



**2**  
NATIONAL ARCHERY  
TOURNAMENTS



WATCH ATA SHOW  
WEEK HIGHLIGHTS





### One Week. One Industry. Greater Impact.

Bringing six events together under one roof, ATA Show Week created new opportunities for retailers, manufacturers, competitors and consumers to connect, collaborate and move the industry forward. From product launches and business relationships to national-level archery tournaments, the combined format helped drive consumers back to their local archery shop.



As a retailer, I am 100% in favor of the public-facing Archery & Bowhunting Supershow. It is so much better for the consumer to see, touch and try the products in-person vs. making purchasing decisions online or in a catalog. Plus, exhibitors did a great job of encouraging attendees to visit their local archery shop! As retailers, we love that.

Randall Wellings, Partner at Straight Line Archery



### Retailers and Exhibitors Report Strong Value

Post-show feedback reflects strong engagement across ATA Show Week. Retailers report discovering new products and vendor relationships as a top priority, while exhibitors note that the combined format helped generate orders, launch products and create additional marketing momentum for the year ahead.

# Business Support

**April 2025**

## **Recurve Bow Technician Certification Course Launches**

The ATA Learning Center adds the Recurve Bow Technician Course, addressing one of the fastest-growing disciplines in archery. The course covers recurve setup, shooting form, bow parts and design, and proper bow fit so technicians and retailers can better support recurve shooters.

**May 2025**

## **Connecting Manufacturers to Conservation Impact**

Through the Partner with the Payer series, ATA helps connect archery manufacturers with conservation programs funded by the Federal Excise Tax on archery equipment. The series highlighted NASP, the NASP National Tournament and GAS Bowstrings.

**June 2025**

## **Scheels Employees Earn Bow Technician Certification**

Twenty-four Scheels employees earn ATA Compound Bow Technician Certification during a hosted practical assessment. The program continues raising the standard for professional bow service nationwide.

## **ATA Recognized by Texas Parks and Wildlife**

The Archery Trade Association receives the 2025 Outstanding Partner Award from the Texas Parks and Wildlife Department for its role in the Texas Archery Trailer project, bringing hands-on archery experiences to communities across the state.



**July 2025**

## **Friends of NASP® Course Introduced**

ATA introduces the Friends of NASP® course at the NASP® Coordinator's Conference. Available through the ATA Learning Center, the course helps ATA-member retailers connect with student archers and their families and support continued participation beyond the classroom.



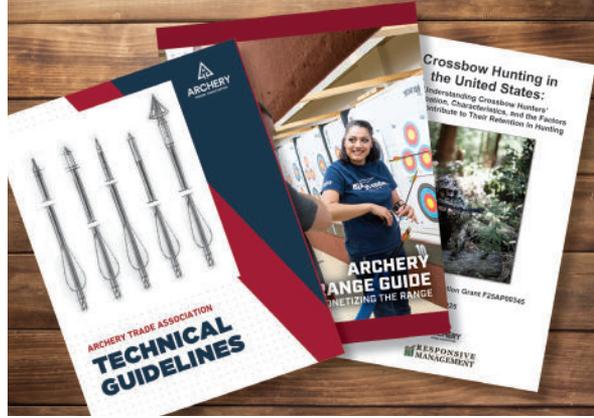
▶  
**SEE HOW THE FRIENDS OF NASP® COURSE BENEFITS YOU**



**August 2025**

**Updated ATA Technical Guidelines Released**

The ATA Technical Committee releases the third edition of the ATA Technical Guidelines. First introduced in 2009, the resource helps manufacturers align on equipment standards and remains one of the most downloaded documents in the ATA Member Resource Library.



**December 2025**

**Archery Range Guide Updated**

ATA releases an updated Archery Range Guide: Monetizing the Range. First introduced in 2019, the guide helps retailers and community organizations build safe, welcoming archery experiences while offering practical ways to grow participation and revenue.



Being a member of the ATA is very important for a small business like us. Without ATA exposure, we wouldn't have easy access to resources that help us make business decisions to assist our growth. The wealth of knowledge and resources made available by the ATA is just one of the many reasons why we find great value in being a member ..."

Brian Cline, HotShots Archery Shop & Academy



**January 2026**

**National Crossbow Research Study Released**

ATA releases Crossbow Hunting in the United States, a national research study conducted with Responsive Management and funded through a Multistate Conservation Grant from the U.S. Fish and Wildlife Service. The study draws on more than 10,000 surveys across 13 states and provides new insight into crossbow participation and R3.

**February 2026**

**Easton Foundation Grant Awarded**

ATA receives a grant from the Easton Sports Development Foundation to develop a comprehensive guide supporting community-based archery and bowhunting programs. The project will provide practical tools to help organizations expand access to archery.

**March 2026**

**Bow Technician Certification Expands to Vegas Shoot**

ATA expands its partnership with the National Field Archery Association by hosting Bow Technician Certification practicals at the annual Vegas Shoot, creating additional opportunities for western and international ATA members to become certified.

ARCHERY TRADE ASSOCIATION  
**CERTIFIED**  
 BOW TECHNICIAN PROGRAM



Developed by an advisory team consisting of retailers, bow manufacturers and industry experts, the Bow Technician Certification program helps retailers add credibility to their business and provide a consistently positive experience for customers.

ATA's Bow Technician Certification has seen continued growth during the last year with the addition of a recurve course and 135 technicians enrolling in the program.

## SETTING THE STANDARD FOR BOW TECHS


**ARCHERY**  
TRADE ASSOCIATION

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\*SINCE MARCH 2028

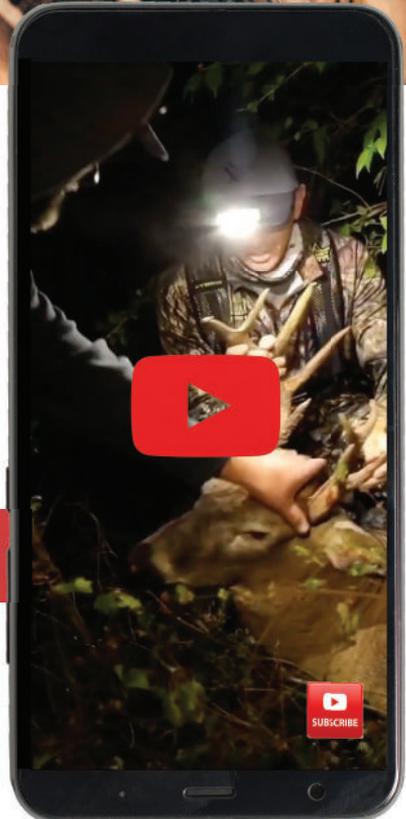


## Bowhunters United Surpasses 6,200 Members!

This increase in membership marks a significant milestone in our efforts to unite and advocate for bowhunters nationwide.

[VISIT BOWHUNTERSUNITED.COM](https://www.bowhuntersunited.com)  
TO JOIN TODAY FOR FREE!

LEARN HOW  
BOWHUNTERS UNITED  
ADVOCATES FOR YOU



# Advocacy and Conservation

## April 2025

### **Building Support for Excise Tax Modernization**

ATA joins industry partners on Capitol Hill to build support for a Senate companion to H.R. 1494, the Sporting Goods Excise Tax Modernization Act. These early meetings help lay the groundwork for bipartisan legislation aimed at closing federal excise tax collection gaps and protecting long-term conservation funding.

## May 2025

### **Sporting Goods Excise Tax Modernization Act Introduced**

A major milestone is reached when S.1649, the Sporting Goods Excise Tax Modernization Act, is introduced in the U.S. Senate by Senators Tommy Tuberville and Mike Crapo in collaboration with ATA and the American Sportfishing Association. The legislation addresses federal excise tax "slippage" and helps ensure conservation funding keeps pace with today's archery marketplace.

## June 2025

### **Public Lands and Conservation Funding Protected**

ATA works with conservation and industry partners to defeat a proposal that would have mandated the sale of millions of acres of public land during federal budget negotiations. During the same period, partners rally support for the Sport Fish Restoration and Wildlife Restoration Act to strengthen long-term conservation funding.

## July 2025

### **Industry Policy Priorities Signed into Federal Law**

Key ATA policy priorities are included in the "One Big Beautiful Bill," including elimination of the de minimis trade exemption that allowed imported goods under \$800 to enter the United States duty-free. The legislation also strengthens conservation investments and supports programs that expand public access for hunters and anglers.

Pennsylvania lawmakers also repeal the state's ban on Sunday hunting, providing hunters more opportunity while supporting rural economies and long-standing hunting traditions.

## August 2025

### **Advocating for Modern Archery Regulations**

ATA provides testimony before the Florida Fish and Wildlife Conservation Commission supporting archery inclusion in the state's proposed bear hunt. ATA also works with policymakers in New York to simplify outdated archery equipment statutes, so they better reflect modern technology.





## **September 2025**

### **Industry Priorities Advanced in Washington**

ATA meets with lawmakers and committee staff in Washington, D.C., to build support for the Sporting Goods Excise Tax Modernization Act. Staff also participate in the Association of Fish and Wildlife Agencies annual conference to advance conservation funding and participation priorities.

## **October 2025**

### **Updated Federal Excise Tax Guidelines Released**

ATA releases updated Federal Excise Tax Guidelines for the Archery Industry, providing manufacturers with clear direction on calculating and remitting federal excise taxes.

## **November 2025**

### **Wildlife Trust Funds Protected in Federal Budget Negotiations**

Following the longest government shutdown in U.S. history, federal budget negotiations conclude with language protecting wildlife trust funds from proposed reconciliation cuts. The outcome preserves critical conservation funding supported through federal excise taxes.

## **December 2025**

### **Industry Leaders Engage Policymakers on Conservation Funding**

ATA participates in the Theodore Roosevelt Conservation Partnership Policy Council meeting in Washington, D.C., coordinating Capitol Hill visits with partners to advance excise tax modernization legislation and other conservation priorities.

ATA also works with the U.S. Fish and Wildlife Service to develop a resource for new state fish and wildlife agency administrators outlining the role of the Wildlife and Sport Fish Restoration programs in funding conservation.

## **January 2026**

### **Archery & Bowhunting Summit Strengthens Industry Collaboration**

ATA hosts the third annual Archery & Bowhunting Summit during ATA Show Week, bringing together agencies, industry leaders and conservation partners to strengthen collaboration around participation and wildlife management.

## **February 2026**

### **Momentum Builds for Excise Tax Reform**

ATA joins the Trust Funds Working Group with federal agencies, conservation organizations and industry partners to coordinate strategy for advancing excise tax modernization.

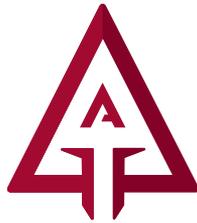
## **March 2026**

### **Industry and Agency Leaders Convene at North American Wildlife Conference**

ATA staff participate in the North American Wildlife and Natural Resources Conference, contributing to discussions on bowhunting participation, hunting access and federal excise tax policy, and co-hosting a session on technology advancements.

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.



# ARCHERY

TRADE ASSOCIATION

**RECEIVE A FULL YEAR OF BENEFITS**

**RENEW TODAY**

ATA's membership year runs from April 1 - March 31

