

Retailers: Boost Your Bottom Line With ATA Benefits

By ATA Staff

If you could invest a few minutes of your time in exchange for growing your business, boosting efficiency and increasing profit, would you do it? Thanks to the Archery Trade Association (ATA), you have that opportunity at the upcoming ATA Trade Show.

The Member Services Area on the Trade Show floor highlights the many ATA-member programs now working to grow your business. Many of these programs are part of the ATA's Retail Growth Initiative (RGI), designed to help archery and bowhunting retailers improve their bottom line.

Stop by the Member Services Area between 7:30 a.m. and 6:00 p.m. on January 10 and 11 and from 7:30 a.m.-4:00 p.m. on January 12, and learn more about how these programs can help your business grow. The Member Services Area is centrally located on the Trade Show floor. This readily accessible area helps you maximize the many benefits and services you earn as an ATA member:

1. Retail Growth Initiative (RGI)

This initiative features several profit-building initiatives, and helps retailers:

- Learn about the new ATA ePRO software package, an archery-specific business solution for retail operations.
- Use their shooting ranges to generate significant revenues.
- Add value to their shooting programs with instructor certification.
- Create experiences that reward customers.
- Build websites that attract new customers.

2) New ATA ePRO

Part of the ATA's Retail Growth Initiative, this is the first and only software package designed specifically for archery retailers and it's big news for ATA members. ATA "ePRO" stands for "(electronic) Proshop Retail Organizer" and that's exactly what this software does.

- Turn your archery range into a profit center.
- Electronic sign-in and sign-out means customers can reserve a lane from home.
- Automated online booking is for leagues and classes.
- Ditch paper and make your work orders electronic, improving customer service and perceived value.
- Decrease call volume; increase

employee productivity.

- ePRO works with your existing Point of Sale (POS) system or use our POS system that integrates range and bow work all in one.
- Visit the ATA ePRO booth in the Member Service Area to learn more.

3. Programs That Create Customers

Instructor Certification with USA Archery: Become certified as a USA Archery Level 1 or Level 2 instructor. These certifications boost your marketing value and provide your staff with the skills to run programs that increase profits. Pre-register for these classes today by calling (866) 266-2776 or email registration@archerytrade.org.

Explore Bowhunting: This program teaches basic bowhunting skills



The seminar presenters are diverse and knowledgeable. Take advantage of the opportunity to connect with the speakers and learn how to thrive in the archery and bowhunting industry.

to students ages 11-17, sparking interest and passion for bowhunting. The focus is hands-on experiences that help students understand nature and strengthen appreciation for wildlife and the woods.

Explore Bowfishing (new): This is the ATA's latest educational program, which teaches basic bowfishing skills. Students also learn about bowfishing gear, the many fish species they can pursue and the various habitats where fish live.

Explore Archery: USA Archery's Explore Archery helps intermediate archers build their skills and confidence before moving on to more advanced archery options. Visit the USA Archery booth for more information.

Archery Park Guide: As an ATA member, this guide can be offered to local and/or state officials and those in leadership positions as a tool to infuse archery and bowhunting opportunities into your own community.

4. ATA Websites That Drive Traffic to Your Store

Archery 360: This fun, interactive website provides lifestyle, technical, entertainment and how-to content for millions of archery fans worldwide. Most importantly, the integrated store locator gets visitors from its content to your front door.

Bowhunting 360: This ATA website recently launched on Facebook and as a content site for recruiting and re-engaging new and existing bowhunters. Like Archery 360, its goal is to strengthen your sales by driving customers to your shop.

5. Equipment That Makes Customers Happy

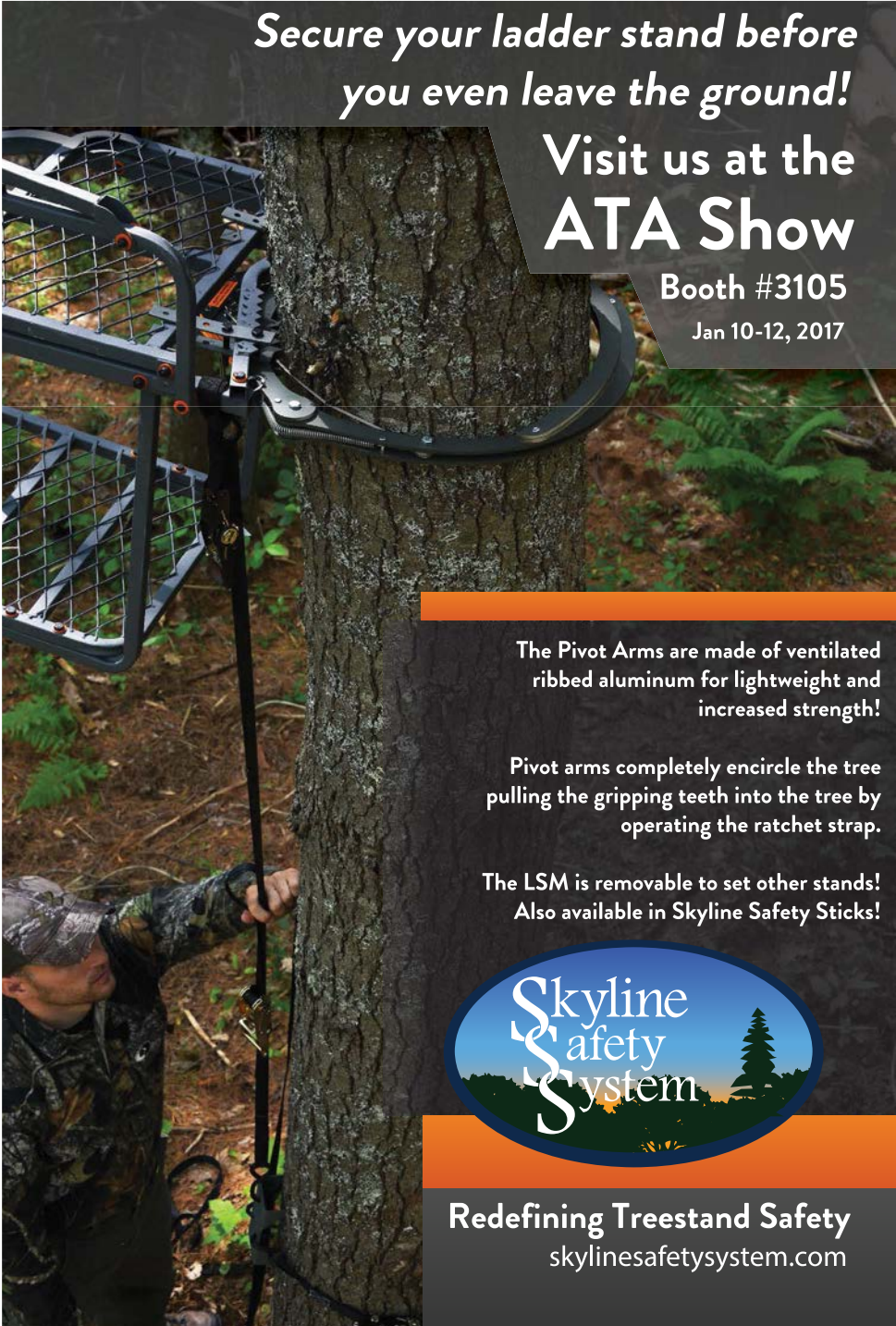
Archery Equipment Development Program (new): The ATA will test new gear in the field, on the range and in the classroom and provide manufacturers and retailers with unbiased feedback about what works best for youth, women and beginners.

6. Advocacy: Working on Behalf of ATA Members

Deer Protection Program: This ATA program assures hunters the scents they buy were subject to the program's rigorous guidelines. Scent manufacturers in this program can display the ATA's "Seal of Participation" checkmark on scent products from participating facilities. This means the

supplier and manufacturer are doing all they can to prevent chronic wasting disease from harming the nation's deer and elk herds.

Ongoing Legislative Efforts: The ATA spent much of 2016 working with lawmakers on Capitol Hill to persuade Congress to enact the Pittman-Robertson Modernization Act, which would provide more money and greater



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TRADE SHOW 2017 INDIANAPOLIS

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flexibility for spending these federal funds on shooting ranges and hunter recruitment efforts. The focus is to promote hunter education, recruitment and the shooting sports and broaden states' abilities to help build and maintain shooting ranges.

From Longbows to Crossbows, ArrowTrade Leads the way in Equipment Coverage



No other business magazine devotes as much space to covering the traditional side of the archery industry. And no other archery trade publication has the kind of in-depth crossbow coverage you'll find in ArrowTrade. We're dedicated to promoting the full range of archery equipment to maximize participation in the sport and build healthy sales for retailers and their suppliers.

Seminars Bring It, and "It" is Way More Than a FREE Breakfast

By ATA Staff

If you have been sleeping in after late nights at the ATA Trade Show, you might instead consider rising early and squeezing in a power nap later. After all, a hearty breakfast and seminar brain-candy await.

Each morning of the 2017 Trade Show, the ATA will host seminars at 7:15 a.m., well before the show floor opens. This year, the show boasts 33 seminars covering a range of profit-making topics.

Be sure to attend. Here are a few reasons to get the most out of the show's Archery Academy:

1. Fuel your day: You must be sharp and on point at the ATA Trade Show and breakfast is your fuel. Thankfully, the seminar series serves it free. FOX News lists seven brain foods for breakfast, so start with these and then go get your knowledge:

- Eggs
- Grains
- Grapes
- Blueberries
- Almonds
- Oats
- Apples

2. Challenge yourself and choose topics that don't come easy: If your favorite part of your job is tuning bows or learning about innovations and equipment performance, you might

steer clear of those seminars. Instead, choose a seminar focused on an area of weakness. For your shop, maybe that's marketing or understanding the motives of new consumers. Seek topics that make you uncomfortable. These are subjects that will promote the most growth and help you evolve as



Start each morning of the ATA Trade Show with a hearty breakfast at the ATA Academy Seminar Series. Breakfast is free to seminar attendees. Seminars are held each morning of the show, beginning at 7:15 a.m.

a shop owner.

3. Prepare: The more you prepare, the more ready you'll be to connect with the speaker and take home as much information as possible. FRnation.com seminar tips, written for the fitness industry, says this:

"Spend 45 to 60 minutes preparing for the event. Know who the speakers are going to be, find out who else will

be there that may be a good connection to make and then start listing your outcomes. Knowing your outcome will help you create a short list of objectives you need to accomplish. After the event, you'll be able to look back and see if it was a success or not."

4. What's better than one set of notes? Two: This

one may seem like overkill. However, now it's something you might already do without realizing. If not, give it a shot. Also, check out other tips from theselfemployed.com:

To get a list of seminars, speakers and descriptions, see pages 147-151 of this issue.

“Take two sets of notes. Make one set factual (i.e., important points given in the lecture, etc.) and another of ideas you get during the course of the lecture. In other words, begin applying ideas to yourself immediately.”