

Archery Time Becomes Rcherz

By Amy Hatfield, Communications Manager

The Archery Trade Association (ATA) and Bowbook, a Slovakian-based software company, today announced they are teaming up to offer archers, bowhunters and current users of ArcheryTime.com more value through Rcherz.com (stylized as rcherz.com).

Rcherz, an archery and bowhunting-centric online platform, adds a critical feature to this content and social venture through its wireless, interactive scoring system. This groundbreaking technology allows users at local, club-level, state and national events to organize and score archery competitions while sharing the results online via social media and direct online access.

"This is a big win for the archery and bowhunting community," said Jay McAninch, ATA president/CEO. "Bowbook's development of this scoring system standardizes competitions so archers and bowhunters can keep score and compete with each other nationally. In fact, competitive archers can compete internationally. This combined platform, built around the scoring and social engagement features of Rcherz.com, coupled with the content-driven features of ArcheryTime.com, gives users a single resource that embodies everything an archer or bowhunter needs to engage with others, improve their individual performance or get started in our growing sport."

For competitive archers, the scoring system enables tournament shooters, fans and families at home to view live results during competitions. It also allows them to load, share and compare scores with other archers competing in leagues or tournaments locally or worldwide. Scoring can be done using the Rcherz mobile app, available for free through both iTunes and the Google Play store.

This fall, bowhunters will benefit from Rcherz's scoring system, starting



Rcherz's scoring and social engagement features will be coupled with the content-driven features ArcheryTime.com. Here, Rcherz's mobile app is used to score a competition.

with contests organized by their local archery shops and other organizers of big buck and bull competitions. By participating online, bowhunters can enter competitions hosted through their local shops and compete with other bowhunters through statewide or national contests.

"Rcherz.com was built by archers for archers," said Viktor Zeman, Bowbook's co-founder. "The main goal was to help archers and bowhunters with simple everyday tasks such as finding competitions, registering for events and discovering new and compelling how-to's, news and locales. We're happy our knowledge of archery and software development complement the ATA's initiative to benefit archery and bowhunting companies and all archery organizations."

The soon-to-be-combined features of both websites will be accessible at Rcherz.com. Later this year, Rcherz will also launch an enhanced search tool that allows users to locate archery pro shops in their communities. Users will be able to filter results by location and

factor in the types of services each archery shop offers, such as leagues, instruction, youth classes, equipment repair or indoor ranges.

Heightened visibility and convenient access to archery and bowhunting is critical in a year that promises the second installment of "The Hunger Games", an archery-themed movie series that released its first of four films in 2012. "The Hunger Games", the 2012 Olympic Games and "Brave" — another archery-centric motion picture — pushed archery into mainstream conversations last year. This included media coverage in major outlets like NBC's "Today Show", ESPN's "Sports Science", "The New York Times", "Los Angeles Times" and the "Wall Street Journal".

Users of the former ArcheryTime.com will receive an email with instructions on accessing and using Rcherz.com. For questions and comments about Rcherz, please email amyhatfield@archerytrade.org or call (866) 266-2776.

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What is Rcherz?

Rcherz.com is a social network for archers and bowhunters that tracks events and results, while connecting the global archery community. Rcherz connects all individuals who like bows and arrows, whether they're bowhunters, or professional or casual archers who shoot target, field or 3D archery. Rcherz was created, designed and developed by Miroslav Bojcun and Viktor Zeman, two archers who designed it for use by fellow archers.



Next year's ATA Trade Show will be Jan. 6-8 in Nashville's new, downtown Music City Center.

Join us in Nashville for the 2014 ATA Trade Show

ATA opened its Trade Show registration and hotel block in June and members are capitalizing on deeply discounted room rates within the block. To book your room, you must first register to attend. Detailed information can be found at archerytrade.org or by calling toll free at (866) 266-2776.

The 2014 ATA Trade Show returns to Nashville for the first time since 2002. Next year's show will be January 6-8 at the city's new Music City Center. ATA members are reminded that Music City Center (MCC) is not part of Opryland, the site of the 2002 Trade Show. Nor is it part of the Nashville Convention Center.

You must be an ATA member to attend the annual trade show, and it's now time to renew your membership. Annual ATA memberships run from April 1 through March 31, and the ATA mailed its dues-order renewal notices earlier this year.

Memberships must also be current in order to book discounted hotel rooms that are reserved for ATA members attending the 2014 ATA Trade Show. To renew for the 2013-2014 member year, log into your account on the ATA's member-only Web page (go to www.archerytrade.org and find the menu tab "Login" at the very top of the site's homepage). If you prefer to renew membership by mail, you should send your payment to ATA Memberships,

PO Box 70, New Ulm, MN 56073.

The MCC is located at 201 5th Ave. South, Nashville, TN 37203. The shipping and the freight address for the MCC is 700 Korean Veterans Blvd., Nashville, TN 37203. Questions?

Please contact Becky Lux at beckylux@archerytrade.org, or (866) 266-2776, extension 9.

— Patrick Durkin,
ATA Contributing Editor

ATA Show Climbs Top 250 List

The ATA Trade Show rose further up the Trade Show News Network's (TSNN) Top 250 Trade Show List, this time ranking 120th for selling 180,836 square feet of booth space at the 2012 show at the Greater Columbus (Ohio) Convention Center.

Since 2010, TSNN has ranked the country's top trade shows based on their "net square footage," which includes actual rented booth space, not aisles and meeting areas.

This marks the third straight year the ATA Trade Show made TSNN's Top 250 list. The 2010 ATA Trade Show ranked 152nd on the list for selling 154,320 square feet of booth space, also at Columbus. The ATA Show moved further up the list last year to 136th when the 2011 Show sold 167,550 square feet of booth space at the Indianapolis (Indiana) Convention Center.

The 2013 ATA Trade Show might net ATA's highest ranking yet, because exhibitors rented 189,324 square feet of booth space at Louisville's Kentucky Exposition Center in January. That's 35,000 more square feet (23 percent) of booth space than the 2010 Show.

The hunting industry's largest trade show - the Shooting, Hunting and Outdoor Trade Show (SHOT) - ranked 24th on the TSNN Top 250 list for 2012, with 634,000 of booth space rented at the Sands Expo & Convention Center in Las Vegas.

Maria Lewis, ATA Trade Show Coordinator, said booth rentals reflect the industry's steady growth in its core and peripheral categories. "It's good news for the archery industry that the show is not only attracting more new exhibitors, but our longtime loyal exhibitors have been increasing their booth sizes the past three years," Lewis said. "The show is also attracting more exhibitors from outside our core of archery manufacturers. We're selling more space for optics, cutlery, game-processing, outdoor apparel and other categories, which gives our member dealers and retailers even more items to consider for their stores."

— Patrick Durkin, ATA Contributing Editor