

Everything We Do, We Do For You (ATA Members)

By Cassie Scott

ATA members are the core of the archery and bowhunting industry, which depends on reliable service and long-term business with consumers at the local level.

“The retailer is the first line of contact with the consumer,” Gary Kinard, president of the National Archery Buyers Association and owner of All Star Archery in Dallas, Texas, said. “The ATA recognizes that the impression of the archery industry is directly tied to the retailer, which is why the ATA is constantly working for the dealer. They understand a stronger dealer is better for the archery industry.”

Therefore, the ATA must dedicate itself to serving its members. “Our goal is to help all retailers improve their operations while also taking care of people who are interested in archery but don’t always look like our traditional customers,” Jay McAninch, ATA president/CEO, said. “If our industry can maintain and improve our archery ranges and retail locations and help new businesses achieve success, we’ll secure the future of archery and bowhunting.”

The ATA’s dedication goes beyond handshakes and hearty smiles, of course. Its staff works day in and day out to improve the industry and help its members. “The ATA realizes it works for you,” McAninch said. “We create programs and methods that help boost your bottom line while increasing nationwide participation in archery and bowhunting.”

The ATA’s outreach and education team leads those efforts by working to make archery and bowhunting relevant, purposeful and meaningful in mainstream America. The team provides educational tools to ATA members and partners to help boost participation, sell equipment and fulfill service and repairs.

Let’s review some ATA-generated services and programs that help make archery dealers more successful.

Retail Growth Initiative

The Retail Growth Initiative (RGI) is a suite of programs that help retailers recruit archers and bowhunters, retain existing customers and sell more products. After assessing your shop’s needs, an ATA staff member helps you create a plan customized to your business needs, budget and market. The RGI program can help you increase foot traffic, range profits, equipment sales and traffic to your website.

“We need vibrant, exciting retail outlets all over the country and the world if we’re to bring archery into every community,” McAninch said. “That’s why we launched our Retail Growth Initiative. The RGI program includes all kinds of help for handling new customers and also offers website



RETAIL GROWTH INITIATIVE

The Archery Trade Association’s Retail Growth Initiative is a suite of programs that help retailers recruit archers and bowhunters, retain existing customers and sell more products.

templates designed for archery retailers.”

Contact the ATA’s business office at (866) 266-2776 to capitalize on this member benefit.

ATA ePRO

ATA ePRO is an all-in-one archery retail operation software program designed for archery retailers by archery retailers to help make pro shops more productive and profitable. Its features help retailers improve customer service, track work orders, integrate all store operations, make more money from their ranges and more. Plus, the ATA guarantees ATA ePRO will never share your confidential information.

“The ATA has never been more committed to making the archery retailer survive,” Marty Stubstad, president of ARRO and owner of Archery Headquarters Inc. in Rochester, Minnesota, said. “The new ATA ePRO program is the latest example of how the ATA is reaching out to make every retailer unique and successful in their community.”

Stubstad bought the software at the 2017 ATA Trade Show. ATA ePRO provides tools, tactics and strategies to instantly upgrade store operations, which gives Stubstad more opportunities to interact with customers and focus on vital service and educational aspects of archery and bowhunting.

Contact Kurt Smith, the ATA’s senior manager of retail programs, at kurtsmith@archerytrade.org to learn more.

Archery 360 and Bowhunting 360

Archery 360 and Bowhunting 360 are information and education websites as well as social media accounts on Facebook and Instagram. The ATA created them to help recruit archers and bowhunters as well as retain and

Photo Credit: ATA



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reactivate current and past archers and bowhunters.

Both websites feature valuable archery and bowhunting content to engage your audience and help grow your business. Archery360.com and Bowhunting360.com together receive millions of page views annually and they are designed to bring customers to your doorstep.

Also, each site features a store locator that drives traffic to ATA-member stores. Each ATA member automatically receives a free listing of their store in the locator. Consumers can use that locator to find a nearby archery shop.

Contact Scott Gieseke, the ATA's information systems and technology manager, at scottgieseke@archerytrade.org to ensure your store's information is up-to-date.

Working on Behalf of ATA Members

In addition to those resources, the ATA Board of Directors strives to build a stronger retail base by subsidizing the cost of all these programs and services. That lets ATA-member retailers acquire these vital tools at costs far below market rates.

Mark Copeland, chair of the ATA's Retail Council and store director of Jay's Sporting Goods in Gaylord, Michigan, said all retailers should take advantage of these programs and services because "they will likely put dollars in the cash register and help you create positive experiences with new customers."

Kinard agreed. "The ATA recognizes, supports and educates every dealer out there," he said. "They offer a lot of programs and services designed to help your business. Maybe not all of them will fit you or your business situation but there are gems in there that you can pluck out that will. I can't say enough about what the ATA has done for individual retailers and NABA."

Contact the ATA business office at (866) 266-2776 to ask questions, learn more or voice concerns.

ATA Joins Outdoor

By Teresa Johnson



Jay McAninch (far right), ATA president/CEO, represents the Archery Trade Association on the Outdoor Recreation Industry Roundtable, a coalition of America's leading outdoor recreation trade associations.

Jay McAninch of the Archery Trade Association has been spending lots of time on Capitol Hill working with the new Congress and Trump administration on behalf of bowhunting and archery.

You might read that and ask, "How does that sell bows?" As the ATA's president/CEO, McAninch has a legislative advocacy that plays a major role in growing archery and bowhunting's long-term sustainability. After all, the more bow-shooting opportunities people enjoy, the more bows and archery gear the industry will sell across the United States.

To further boost those opportunities, the ATA joined the new Outdoor Recreation Industry Roundtable (ORIR), a coalition of America's leading outdoor recreation trade associations. ORIR representatives joined forces this year to promote policy and legislative reforms that help grow outdoor recreation's substantial economy. How substantial? The many business sectors in the outdoor recreation industry combine to generate \$646 billion annually in economic activity and provide roughly 6.1 million jobs. Thanks to the ATA's involvement in the ORIR's efforts, archery and bowhunting have a seat at that table in the nation's capital.

"Our industry's sustainability is critical to its survival," McAninch said. "It's not just important for us to sell bows and arrows today, next week and this year. It's urgent that we guarantee long-term access for archery and bowhunting. As more people try shooting bows and arrows, the sport grows and our industry's economy expands. We must ensure that bowhunting and archery join boating, fishing, camping, hiking, snow sports, recreational

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Industry Roundtable to Ensure Archery's Future



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vehicles and other outdoor sports in promoting our members' interests while also ensuring access to recreational opportunities for future participants."

ORIR members collectively generate considerable financial impacts. They produce the United States' eight largest recreation trade shows and annually contribute \$40 billion in duties, sales taxes and federal excise taxes. Those gatherings include the ATA Trade Show, archery and bowhunting's largest business-to-business event, held each January. ORIR-member organizations pool their resources to achieve these goals:

1. **Ensure the federal government recognizes the outdoor recreation economy's primary drivers nationwide.**
2. **Foster federal collaboration that enables the outdoor recreation economy to reach its full potential.**
3. **Remove barriers that prevent private investments on public lands and waters.**
4. **Change the mindset of federal agencies so they give priority to recreational access and high-quality visitor experiences.**

Access to federal lands will continue to be a high priority because it is a vital issue for bowhunters and archers. Federal lands cover 30 percent of the nation and provide opportunities for awe-inspiring experiences. Unfortunately, dated infrastructure, limited access and poor customer

service hamper that recreational potential. Fewer Americans are embracing lifestyles rich in outdoor recreation on federal lands but strategies that expand, update and sustain infrastructure and access could dramatically increase archery and bowhunting opportunities.

As part of the ORIR, the ATA joins several key trade associations in addressing issues that affect access to outdoor recreation. These groups include:

- American Horse Council
- American Recreation Coalition
- American Sportfishing Association
- Archery Trade Association
- BoatU.S.
- International Snowmobile Manufacturers Association
- Marine Retailers Association of America
- Motorcycle Industry Council
- National Marine Manufacturers Association
- National Shooting Sports Foundation
- Outdoor Industry Association
- Recreation Vehicle Dealers Association
- Recreation Vehicle Industry Association
- Recreational Off-Highway Vehicle Association
- SnowSports Industries America
- Specialty Equipment Market Association
- Specialty Vehicle Institute of America
- Sports & Fitness Industry Association



Members of the Outdoor Recreation Industry Roundtable held briefings on March 7 for the Senate and House of Representatives. The ORIR includes 18 trade associations, ranging from those for boating and bowhunting to those for snowmobiling and horseback riding.