

Industry News

ATA Board Elections Conducted

Voters in the recent elections for the Archery Trade Association's Board of Directors retained the board chairmanship, brought back a former longtime board member and installed a first-time board member.

Ben Summers, vice president of T.R.U.

Ball/Axcel, was re-elected and will continue to serve as board chair. Randy Walk, president of Hoyt, returns to the board after first serving from 1997 to 2000, when the ATA was called the "Archery Manufacturers and Merchants Organization." Walk also served on the board from 2003 to 2005. James McGovern, owner and marketing director for Rinehart Targets, won the third contested seat.

The board's new Executive Committee consists of Summers; Mark Copeland, store director at Jay's Sporting Goods; and Walk, who were elected as vice chairmen. The Executive Committee serves through March 31, 2020.

Departing the board are Greg Easton, president of Jas D. Easton Inc. and Jeff Adee, president of Headhunter Bow Strings. Easton served on the board from April 2008 to March 2018 and held the chair and vice chair positions. Adee served from April 2014 to March 2018.

Matt Kormann, ATA president/CEO, said serving as an ATA Board director requires significant effort and commitment. "Our directors and their companies volunteer their time and resources to serve our membership and the entire archery and bowhunting industry," he said. "On behalf of those members, I'm incredibly grateful to Greg and Jeff for their service. They have committed to ongoing involvement with the ATA and their voices will continue to help shape our future. This continued engagement is even more



James McGovern



Ben Summers



Randy Walk

important as we begin a three month strategic planning process to chart a course for the ATA's future well into the next decade."

Summers said he's looking forward to that challenge. "I'm excited to return as ATA Board chairman as we move into the next generation," he said. "It was an honor to serve for 12 years with Jay McAninch at the helm and to ensure a smooth transition to Matt Kormann as our new CEO and president. With major changes and challenges for our retailer and manufacturer members, the board has initiated strategic planning to ensure the ATA is proactive and prepared for the future. I can't wait to be part of the next steps to make archery and bowhunting better for everyone."

Walk said he looks forward to serving on the Board after a 13 year absence. "I'm honored to have been nominated and elected by the ATA membership and to be recognized and appreciated as someone the membership trusts to work at protecting and helping to strategically lead our industry," he said. "I look forward to working with other industry leaders on the board and the ATA staff to further the success and accomplishments of the ATA."

Walk believes the industry's long-term success and growth depends on the prosperity of retailers, who offer archers and bowhunters places to participate. His immediate goal is to improve the industry's retail sector to help participants get involved in archery.

Rinehart Targets is a family-owned and operated target manufacturer. McGovern said the ATA must help strengthen the industry's bowhunting business while boosting recreational archery. He said many factors "chip away at our hunting participation numbers," including limited land

access, reduced deer populations and more competition for people's time and attention. McGovern wants to help find ways to increase participation and sustain bowhunting's heritage.

"It's a huge honor to be elected by (your) peers," McGovern said. "I hope to contribute to the conversation and help drive this organization forward. I look forward to being part of the team. I believe we can well-position bowhunting for the future."

Easton said he was grateful for his years on the board. "I have truly valued my time serving on the ATA Board of Directors," he said. "I'm encouraged by the level of engagement from our members and their interest in serving on the ATA Board. I look forward to the new ideas and direction the new board members will take under the leadership of the ATA's new president, Matt Kormann."

Adee, too, said he was honored to serve on the board and work to improve the industry. "I'm extremely passionate about our industry," he said. "It was nice to see that everyone on the board and in the industry shares that passion. Headhunter Bow Strings was proud to serve with such a fine group."

Kormann said new and returning voices on the board are always welcome. "We're fortunate to have James and Randy join us," he said. "With Ben's continued chairmanship, we're excited to help our members face the challenges we've identified the past few years."

Badlands Film Festival Held at ATA

Loud applause, oohs and aahs filled the Old National Centre Theatre in Indianapolis this past January as the Fifth Annual Badlands Film Festival Presented by Garmin played on the big screen. An annual event during the week of the ATA Trade Show, the Badlands Film Festival has become a must-attend affair, the company says.

Enjoying 14 films throughout the evening, the standing-room only crowd of 1,000 plus also enjoyed goodie bags loaded with gear, commemorative T-shirts, free beverages and giveaways from Badlands, Garmin and all the event partners. By the end of the night, over \$20,000 in cash and prizes had

been given away to the record-setting crowd.

Highlighting the evening and garnering an emotional standing ovation from the crowd was the donation of \$3,500 towards blood cancer research courtesy of the first and second place winners of the festival. Driven by a film that featured a woman's archery quest for a mountain goat while battling cancer, the donations will go toward helping her and countless others.

Speaking about the annual event, Badlands Marketing Manager Blake VanTussenbrook said, "We originally created this event as a simple 'thank you' to the industry for allowing

Badlands to grow for the last 20 plus years. We want people to come out and have a fun evening focused on all the best aspects of the hunting industry." He continued, "While the festival has certainly grown in size beyond what we ever imagined, we have no intention of slowing down."

The Badlands Film Festival will return to Louisville, Kentucky in 2019. To inquire about submitting a film or getting your brand involved, please contact Blake VanTussenbrook at blake@vortexoutdoors.com or at (800) 386-7839.

Antler King Backing Kicking Bear Foundation

To show its support of the Kicking Bear Foundation, Antler King will be donating a portion of the proceeds from the sale of its new food plot seed, "Small Town Throw Down." Todd Stittleburg, owner of Antler King, is excited to partner with the Kicking Bear group and help its ministry reach more kids. This new special seed blend is designed to produce an "all-fall hunt plot." To make sure that you are supporting both Kicking Bear and Antler King, look for the new Kicking Bear logo sticker on the Throw Down package.

In 2017, Kicking Bear Ministries



did 122 events in 30 states, reaching out to more than 76,000 kids and their families. Kicking Bear's mission is to reach out to underprivileged youth, at-risk youth and kids from single-parent families to teach them about the great outdoors, all with the understanding that God has a plan for them beyond what their current circumstances might be.

To learn more about Kicking Bear and what it does, visit its web site at www.kickingbear.org or email Ken J. Rimer, director of operations, at ken.rimer@kickingbear.org. More information on the new Small Town Throw Down food plot seed can be found at www.antlerking.com.

RubLine Marketing Adds Staff Member in SE

With the added growth across the board for RubLine Marketing, the company says it has to expand to continue to be successful.

"My team is comprised of some of the most talented individual's in the industry as it is," Chase Rohlfen, president of RubLine Marketing, said. "For us to continue being successful, we knew we had to bring in another talented person to help fill the voids where we were lacking. Bringing Chad Billick on to run our SE Division was a no-brainer. Graduating from the University of Northern Iowa and having run large sales teams for major corporations such as Wells Fargo and Wachovia, Chad was a great fit as RubLine Marketing expanded. Chad's extensive background in sales strategy and brand growth has proved to be very beneficial to our clients and the whole RubLine team. Chad runs our

SE division and resides in Charlotte, North Carolina."

"I am truly honored to join the Rubline Marketing family," Billick said. "Seeing firsthand how innovative they have been for each client caught my eye. Being part of the company that pays attention to detail and, more importantly, to their client's needs is exactly where I want to be."

For a consultation or more information on RubLine Marketing, please email mike@rublinemarketingcorp.com.



Chad Billick

Zanders Accepts Awards, Expands Selection

Zanders Sporting Goods, a national distributor located in Sparta, Illinois, was honored with two awards at this year's SHOT Show. Both Remington and TriStar Arms awarded Zanders with their prestigious "Distributor of the Year" awards for 2017. The Remington award encompasses all brands under the Remington Outdoors company.

"We are both honored and humbled to be recognized by two top-level firearm companies," Stefanie Zanders, VP/chief operating officer of Zanders, remarked. "Receiving these awards is a testament to all of our hard-working employees because without them, we wouldn't be able to provide such a high level of customer service to our clients. Our clients come first and their satisfaction has always been our number one goal."

These awards are bestowed upon distributors who exhibit high levels of product management and knowledge as well as exemplary customer service. The year 2018 is the first year Zanders has attended the SHOT Show as an exhibitor and it already has been a huge success for the company.

After SHOT, Zanders was also named "Distributor of the Year" by Warne, makers of high-quality firearm scope mounts.

"We are thrilled to receive this award from Warne," Stefanie Zanders stated. "It is humbling to be recognized by such a great company and this award would not be possible if it weren't for the tireless efforts of all of our employees at Zanders. Warne scope mounts are premium, high-precision products that are second-to-none and we are proud to offer their products to our customers."

Zanders is pleased to announce its latest product offering: Gemtech suppressors. Gemtech has been producing high-quality suppressors since 1976 and its products are used by all branches of the U.S. military.

"We're very excited to be able to offer Gemtech products to our dealers,"



Zanders was honored at SHOT by Remington (above) and TriStar Arms (below) as 2017 Distributor of the Year.



Stefanie Zanders remarked. "Gemtech maintains a very high-level of quality assurance and each one of their products is extremely precise and reliable. We're confident that our dealers will be pleased with all of the Gemtech products we now offer and we know their customers will be too."

For information about Zanders and its dealer programs, call (800) 851-4373 or visit www.gzanders.com.

Bear Garners Ad Awards

The Escalade Sports marketing team took home six ADDY awards on February 23 in Evansville, Indiana. Escalade Sports won a Judge's Choice award, two Gold ADDYs and three Silver ADDYs at the 2018 competition. The "Archery Brand Catalogs & Dealer Kit," consisting of six catalogs, a price list and a welcome letter, was selected as a Judge's Choice Award and also won a Gold ADDY in the Sales Promotion Catalog category.



The Karnage Crossbows logo, for a new brand of crossbows under the Bear Archery division, won a Gold ADDY for Visual Logo Design.

Silver ADDY award selections were beararchery.com for Digital Creative Technology Responsive Design, the 2018 Archery Brand Photography for Visual Photography Campaign and

the Bear Archery 30 Second Brand Spot for Regional/National Television Commercial.

Conducted annually by the American Advertising Federation (AAF), the Evansville chapter ceremony is the first

of a three tier national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards, which serve as recognition as the very best in their markets. At the second tier, local Gold ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier: the national stage of the American Advertising Awards.

Official Targets at Unofficial Prices



Call your Dealer and ask for Maple Leaf Press Targets!
1215 S. Bechtroee Street, Grand Haven, MI 49417
Phone 616-846-8844 · Fax 616-846-6408
info@mapleleafpress.com