

10 Things You Can Only Do in Nashville

By ATA staff

There is only one Music City. And in just a few short months, that city will host our industry at the 2014 ATA Trade Show. Nashville continues its emergence as a cultural, artistic and entertainment-rich destination, filled with unique music and event venues, a myriad of art galleries, plantation homes, botanical gardens and greenway, honky-tonks, professional sports and fine dining.

Here are ten things you can only do in the honky-tonk haven:

1) Hear the Music Where Music Lives — We're proud of the title "Music City." Nowhere else can you hear such diverse sounds as Americana, country, rockabilly, jazz, blues, classical, gospel and rock 'n' roll. Every honky tonk and club showcases a different songwriter waiting for the next big break.

2) Hit the Hall — Visit the Country Music Hall of Fame and Museum. Do more than hear the music. See it. Live it. Experience it. This isn't just a museum; it's an experience with something for everyone. Rhinestone costumes, seasoned instruments and tear-stained lyric sheets are only the beginning. Don't miss the Music City Walk of Fame across the street in Walk of Fame Park, where music celebrities who lived, worked and played in Nashville are commemorated with sidewalk stars.

3) Ride the Row — Visit historic RCA Studio B by taking a tour of Music Row to the famous recording studio where Elvis recorded over 200 songs. Roy Orbison, Dolly Parton, Chet Atkins, Eddy Arnold and many more recorded classic hits here. Not surprisingly, the heartbeat of Music City is driven by



Since 1892, the world's greatest stars have headlined the Ryman Auditorium, from Caruso to Cash. Photo courtesy of Kwong Yee Cheng, Flickr Creative Commons.

music—from country to classical.

4) Visit the Home Of the Greek Gods — In Nashville's Centennial Park, you'll find the world's only full-scale reproduction of the ancient Parthenon in Athens, Greece. The Parthenon houses an art gallery and museum as well as Athena Parthenos created by Nashville artist Alan LeQuire. At almost 42 feet in height, it's the tallest indoor sculpture in the Western world.

5) Take in a Songwriters-In-the-Round Show — It's simple. It's classic. It's uniquely Nashville. In a city of working musicians and songwriters, there's no better way to hear the music. Typically called a "writers night," several singers/songwriters sit on stage, each accompanied only by a microphone, a guitar and his or her immense talent. These shows can be found in small, intimate clubs, like the famed Bluebird Café, all over town.

6) Kick up Your Boots — The Wildhorse Saloon serves up country that kicks! Daily line-dance lessons are free for those adventurous enough to scoot onto the dance floor. Take a break from the dance floor to enjoy the famous barbecue. Music's brightest stars often perform here, too.

7) Visit the Ryman Auditorium — Sure, it's called the "Mother Church of Country Music" but artists as diverse as Jon Bon Jovi and Tony Bennett regularly perform on its legendary stage. Since 1892, the world's greatest stars have headlined the Ryman Auditorium, from Caruso to Cash. You can take a backstage tour and record your own song in the Ryman recording studio.

8) Take a Timeless Journey — The stars of the Grand Ole Opry perform every Tuesday, Friday and Saturday night with guest appearances by the biggest names in music. With 85 years under its belt, it's the world's longest

running radio broadcast and shows no signs of slowing down.

9) Salute — Three U.S. Presidents called Tennessee home: Andrew Jackson, James K. Polk and Andrew Johnson. You can revisit the past at The Hermitage, home of President Andrew

Jackson. Polk is buried on the grounds of the historic State Capitol building.

10) Visit Honky Tonk Highway — Tootsie's Orchid Lounge, Legends Corner, Second Fiddle, The Stage, Bluegrass Inn and Robert's Western World are all experts at serving up cool

longnecks and hot country music. You never know who you'll see in these Lower Broadway clubs in the shadow of the Ryman. Willie Nelson, Kris Kristofferson and other stars began their careers at Tootsie's.

Special Show Features

A Special Gift Just For Dealers

Every ATA member shop that registers with and attends the 2014 ATA Trade Show in Nashville will receive one Visa gift card valued at \$150. Use it to pay for food, gas, hotel or any other expense. You will receive your Visa gift card at the Trade Show.

Tag Your Savings!

The ATA will put a coupon book worth thousands of dollars into the hands of every retail shop attending the 2014 ATA Trade Show. The coupon book is designed to address exhibitor and retailer demands for exclusive discounts and show savings. You'll find them, including Big Buck tags, collected in a single book. Plus, this year, companies are allowed to submit multiple coupons rather than one coupon per brand.

Don't Miss the International Reception!

The ATA will host a reception for all International Members on Sunday, January 5 from 5:30-6:30 p.m. in room 208 of the Music City Center in Nashville. If you have questions regarding the reception or need a personalized letter of invitation, please contact Becky Lux at (507) 233-8132 or beckylux@archerytrade.org.

Outtech Goes Country.

Join Outtech on Sunday, Jan. 5 at 6:30 p.m. for a first look at the industry's hot new products for 2014. Plus, get VIP access to one-night only door buster buys! Country music artist Luke Bryan is scheduled to perform.

Beer & Gear Exchange

The Beer & Gear Exchange begins Monday, Jan. 6, at 6 p.m. in the Music City Center Grand Ballroom. This event gives show goers a chance to hang out in the show venue after the show floor closes, network and enjoy a cold beverage. All the while, you'll sample fun eats prepared by celebrities competing in CanCooker's Celebrity Cook-Off.

Grow Your Business: Catching Fire With ATA Seminars

ATA's deep list of seminar sessions offers show attendees a chance to improve their business opportunities through business practices, marketing and clever use of ranges and retail space. Learn what's trending and how to make your shooting lanes more



Luke Bryan is set to perform at Outtech Innovations – Gone Country on Jan. 5. Photo Credit: Mark Runyon | ConcertTour.org

profitable. Enjoy an improved seminar format and a wide array of diverse topics. ←

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