

ATA Reports Record Crowd, Record For Show Space Sales

Despite winter storms that dumped ice, snow and rain on travelers and caused major airline travel delays, show management reports the 2005 Archery Trade Association Show in Indiana was enough of a draw to set new records. President Jay McAninch announced the increased dealer attendance figures as the show was drawing to a close Saturday afternoon, January 8 at the Indianapolis Convention Center.

ATA Vice President Denise Parker followed up with more details in a January 20 press release. She said the 2005 ATA Archery Trade Show in Indianapolis attracted a record crowd of 8,199 registered attendees — including a show-record 3,405 dealers, buyers and distributors — during the three-day event. Those totals surpassed the previous record-holder, the 2002 show in Nashville — which drew 8,116 attendees, includ-

ing 3,160 dealers, buyers and distributors — even though admission standards are now much more tightly

enforced.

The 2005 show also set a record for total booth space, with 478



Fred Eichler (left) gets the crowd involved at the Easton booth while filming a segment of Easton's Reality Bowhunting with Ralph and Vickie Cianciarulo.



Dale Voice (left) the Bohning Vice President for Sales & Marketing, presents Dick Vail of Archery Marketing with a custom Rapid River Knife to mark his selection as Bohning Sales Rep of the Year. Vail has represented Bohning products for over 20 years.

Buck Stop Founder Don Garbow shows Texas retailer Paul Godsey the bright yellow packaging for The Peak, a new premium estrus scent Buck Stop was introducing at the 2005 ATA Show in Indianapolis and the 2005 SHOT SHOW in Las Vegas.

exhibitors renting 145,400 square feet of space at the Indianapolis Convention Center. That demand required ATA to rent an

Recent "At-Show" Attendance Reported By ATA						
Year	Dealer/Buyer	Distributor	Manuf. Rep	Media	Ad Sales	
2003	2,918	134	325	258	69	
2004	2,683	193	339	254	61	
2005	3,157	248	219	321	99	

additional 30,000 square feet of floor space for this year's show, expanding the floor to 300,500 square feet, up 11 percent from the 270,500 square feet for the 2004 show. In other words, the 2005 show floor covered the equivalent of 5.6 football fields.

This year's 145,400 square feet of booth space was a 6.5 percent increase from 136,500 square feet of booth space in 2004, the previous record; and a 7.5 percent increase from 135,200 square feet in 2003.

The size and attendance of the ATA Archery Trade Show ranks it among the top 200 trade shows in the United States.

"This was, without doubt, the best show we've had since we took over its operation in 2003," said Denise Parker, ATA Vice President and Trade Show Director. "Everyone seemed happy with the Thursday-through-Saturday timing this year. In the past, the show floor was usually quiet on the third day, Sunday, but this year things didn't slow down until an hour or two before the show closed Saturday afternoon. People weren't as quick to leave because they could use Sunday to travel home."

Parker said she was especially happy to see the increase in Dealer/Buyer/Distributor numbers. "We put a lot of effort into marketing this year's show to dealers, so it was great to see that 500-plus attendance jump," she said.

Jay McAninch, ATA president and CEO, was also pleased with the show and the attendance figures. "This was our third year of converting this into a true business trade show," McAninch said. "When people register, we've been asking them to provide evidence of their role in the industry, which caused some hard feelings and definitely reduced traffic in the aisles. So, the fact this show was a record-breaker is even

more significant because the people on the floor were serious business and industry representatives, rather than a mixture of people who just like archery and bowhunting."

Parker said the ATA continues to stress the importance of making this an order-writing show that caters to professional dealers, buyers and distributors. "As I always say, there would be nothing easier than flooding the aisles and congesting the booths with foot traffic," she said. "But the mandate from our members -- whether they're exhibitors or dealers -- is to make sure their time is spent with people who call the shots in the archery industry. We work hard to ensure we have quality buyers on the floor. It wasn't long ago that the biggest complaint was too many amateurs clogging the aisles."

Rick Bohl, general manager for Golden Key Futura Inc., said he notices the difference in attendees. "At some archery shows in the past, this place was like a county fair," Bohl said. "Everyone brought their friends. Just when you thought you were getting somewhere with someone, they'd say: 'Thanks, but I'm not in charge. The guy you need to talk to is in the next booth.' That doesn't happen anymore. Now you have a much better chance of talking with the people who count."

Those thoughts were echoed by John and Teresa Stang, husband-and-wife dealers who run Eagles Wings Archery in Lenoir City, Tennessee. "We were able to talk to the vendors this year, and if they were crowded, we were able to come back to them and review their wares," John Stang said. "We added six new vendors to our stable, including a new bow company. The dealers attending this show were buying.

Mike Ziebell, marketing director

for Mathews Inc., said booth business was good throughout the show.

"We were hopping all three days," Ziebell

said. "The people who came through the booth were more motivated, and they seemed to be ordering more, and placing better orders. Even the dealers who don't carry our line were from high-quality shops, and we noticed they're very knowledgeable about the product lines. Because they keep on top of things, it doesn't take us long to cover our product line with them. That allows us to be more efficient with each dealer who comes through."

Parker was also pleased by the large crowds attending this year's morning seminars. Total attendance for the 27 seminars was 881, an average of 33 per seminar. That compares to a record 908 attending 26 seminars in 2004, or 35 per seminar; and 603 attending 27 seminars in 2003, or 22 per seminar. Unlike previous years, when attendance plunged for the Sunday morning seminars, attendance was consistently strong all three days, with 272 on Thursday, 326 on Friday and 283 on Saturday.

Parker continues to stress that all ATA members must stay involved in efforts to improve the annual show.

"This isn't my show or the manufacturers' show," she said. "This show belongs to everyone who is an ATA member, whether they're exhibitors, dealers, distributors or sales reps. We rely on feedback from all attendees, and on input from our Trade Show Committee - which is open to all ATA members - as well as discussions with the ATA Board and Dealer Council to improve the show. We listen to everyone, and encourage them to be active in the ATA's many committees and councils."

The show will travel to Atlanta, Georgia in 2006, and is scheduled for January 5-7 next year. The site for the 2007 show has not yet been decided, but it will return to Indy in 2008 and 2010.



Snyder, Carlston Join ATA Board

Malcolm Snyder of Pape's Inc. and Marvin Carlston of Gold Tip won election to the 16-member Archery Trade Association board of directors during the late 2004 annual elections, replacing Tom Rowe of Specialty Plastics and Johnny Grace of Parker Compound Bows.

Winning re-election to the board were Laverne Woock, CEO and president of Delta Industries; and Todd Vaaler, director of operations for Gateway Feathers LLC.

Snyder serves as vice president of marketing for Pape's, where he has worked for 18 years supplying archery products to dealers throughout the United States and around the world. Previously, Snyder served two terms on the Archery Manufacturers and Merchants Organization's Grants Committee.

As an ATA Board member, Snyder said he will strive to offer advice on how best to use the organization's money and resources to ensure the growth of archery recreation and bowhunting. He said it's critical that the ATA Show continues to operate efficiently and profitably to ensure the industry can support archery in the schools programs, while protecting and promoting bowhunting programs nationwide.

Carlston is president and co-founder of Gold Tip, where he has worked 18 years in all aspects of archery development, manufacturing and marketing. He has attended the industry's trade shows since 1989, and says he has a deep desire "to contribute and give back to the industry as a whole."

Carlston said he plans to be highly involved in growing the sport through youth programs such as the National Archery in the Schools Program. "I'll use my experience to work with other companies and the ATA staff to make the industry more viable and responsive to consumers," he said.

Woock started Delta Industries in 1983 and has run the company the past 21 years. He has been a bowhunter and target archer since 1965, and has been on the ATA Board's Executive Committee two of his three years on the board. He has never missed a board meeting and has attended many special-committee meetings. In 2004 Woock was appointed to the joint BPA and ArrowSport Foundation Board. In addition, he has served on the Legislative Committee and traveled

to Washington several times to meet key lawmakers on behalf of the industry.

"As a board member, it's important to take the time and make the effort to stay involved with ATA activities," Woock said. "It's my duty to give something back to an industry that has been good to me."

Vaaler plans to continue his work with other board members and ATA staff in promoting bowhunting and archery in the United States and internationally. "Although the focus of the ATA staff and Board should be on opportunities in the U.S., there is a world of opportunity in promoting archery globally," Vaaler said.

"I also plan to stay involved in the archery in the schools program. I've watched it develop here in Arizona, and the reactions of educators and students is phenomenal. Funding it for all 50 states will be challenging, but we have already seen some creative ways to pay for the program, and I hope we can help all states find ways to make it work," Vaaler continued. "I also know we must stay one step ahead of the anti-hunting community, especially on legislative issues. We must be pre-

Rest Manufacturer Has Idea To Aid Kids, Sport's Image

Del Williams has come up with some innovative drop-away rests in the Dalton Archery Products line, but he's also come up with an idea local retailers could use to attract positive publicity while they help some needy kids.

Williams called ArrowTrade this January to say he's setting up an archery shop with lanes in the Spokane, Washington area, with an eye to hosting young cancer patients and other seriously sick children from area hospitals. Many of these youngsters lack the strength to pull back a bow, but they can run the joystick of remote control vehicles. Williams said customers and staff can pitch in and build an elaborate network of hills and bridges and ponds on the lanes, using some plastic tarps, a truckload of sand and a lot of imagination. After hosting the youngsters, Williams has lined up other retailers who'll be shipped the RC vehicles so they can host their own event and so his archers can get back to shooting on the lanes. He'd like to hear from other lane owners who might want to get involved, and can be reached at (866) Dalton A or by mail at 16462 N. Saddlewood, Nine Mile Falls, WA 99026.

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pared to respond swiftly to these issues.”

McAninch said he looks forward to continuing his work with the ATA Board, whose members set aside personal and business interests to work for the industry. “It’s always a privilege to work with people who never lose their passion for archery and bowhunting. They show up early and stay late to ensure programs stay on track.”

Snyder, Carlston, Woock and Vaaler will serve on the 2005 ATA Board with Erik Watts, Easton Technical Products Inc.; Michele Eichler, Muzzy Products Corp.; Scott Alread, Escalade Sports; Bob Eastman, Eastman Outdoors; Peter Gussie, Midwest Cimmarron Archery; Bruce Hudalla, Hudalla Associates Inc., Chuck Jordan, Bohning Company; Jeff Poet, Jay’s Sporting Goods Inc.; Pete Shepley, Precision Shooting Equipment; Steven Sims, Sims Vibration Laboratory; Randy Walk, Hoyt USA; and Tim Whiteford, Viking Archery.

Others who ran for the ATA Board in 2004 were Larry Pulkrabek, president of Field Logic; Linda Kistler Burch, president and CEO of WildTech Corp.; Douglas A. Springer, president of Copper John Corp.; Ben

Summers, director of marketing for T.R.U. Ball Release Products; Bernie Pellerite, owner and president of Robinhood Video Productions; and Jay M. Bylsma, CEO of Mirtek Inc.



Malcolm Snyder of Pape’s Archery (left) and Marvin Carlston of Gold Tip (right) won election for their companies late this fall to the ATA board of directors. Stepping down were Johnny Grace of Parker Compound Bows and Tom Rowe of Specialty Plastics.

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Military Needs Affect Bowstrings

Demands of the U.S. Military for lightweight body armor and for improved armor for ground vehicles and aircraft has caused complications for the archery industry. According to spokespersons for BCY and Brownell, the two main suppliers of bowstring material, Spectra is no longer available and Dyneema is significantly more expensive than it was a year ago.

Spectra was the main component in Brownell's Fast Flight and TS 1, Sharon Rose told ArrowTrade. It was supplied by Honeywell Performance Fibers, a U.S. supplier which let Brownell know in September that 80 percent of its total production was being diverted to the needs of the U.S. Military. The government allowed just 20 percent of production to continue to go to commercial accounts, and since the fishing market dwarfs the archery market in size, that Spectra will be turned into high strength fishing line and not bowstrings.

Rose said Dyneema, another high modulus polyethylene that is made in the Netherlands by DSM, is being substituted in what has been renamed Fast Flight PLUS and TS-1 PLUS. DSM has Dyneema being made here in the U.S., she said, but unfortunately it's the wrong denier. By purchasing the Dyneema from overseas, Brownell was able to get a fiber size equivalent to what Honeywell was supply in Spectra.

This isn't the first time the archery industry and the military were using the same material. The Kevlar fibers that preceded Fast Flight on the market were also used in flak jackets. BCY President Ray Browne said the newer body armor made from Spectra and Dyneema is much lighter and easier to wear than the old flak jackets, and that weight

savings is a big reason the newer fibers are needed for armor in ground vehicles and helicopters.

BCY had primarily been using Dyneema in its bowstring material, along with Vectran, another high strength material that is not in short supply. But had been buying 400 to 500 pounds of Spectra per month to use in serving materials like 62 Braid and the 2D and 2S twisted servings. Dyneema has taken a price hike, Browne noted, but will be used where possible to replace Spectra in the company's servings. The supply of Dyneema is not unlimited, and since the military is also consuming more of that than ever before Browne said it's possible some string materials will have to be rationed to customers.

Dyneema was already a more expensive product than Spectra, Rose said when ArrowTrade interviewed her at the Brownell & Company booth in Indianapolis. "We have to pay the freight from overseas, the duty, and the brokerage fees. I hadn't raised prices in about seven years. The sticker shock our customers had this year was embarrassing."

But customers shouldn't worry that the tight supplies are affecting the quality of string materials or the strings manufacturers are building from them. "We've converted over to Dyneema" Rose said. "In my opinion, it's just as strong as the Spectra, it has less creep, and it's better in flexibility. So overall, our customers are getting a better product."

Carson Optical Opens Headquarters

Rich Cameron, President and CEO of Carson Optical, announced the opening of the firm's new headquarters in Hauppauge, New York. The facility includes executive offices, a product design center, showroom and distribution center. As with its competitors, the manufacturing of the company's magnifiers and binoculars is handled overseas. Cameron said, "Our primary objective in this relocation is to offer our retailers and consumers the finest customer service available in the industry. This move has also allowed us to prepare for future growth as we expand into new markets."

The new address for Carson Optical is 35 Gilpin Avenue, Hauppauge, NY 11788. Retailers interested in the company's wide line of binoculars can use the toll free number, (800) 967-8427. Other inquiries should be directed to the local phone, (631) 963-5000, or to the fax number (631) 427-6749.



Carbon Express Introduces Two New Shafts At Dealer Breakfast

There was more than a hearty country-style breakfast on the menu when Carbon Express hosted its many Platinum Dealers during the ATA Show. The staff also took the podium to introduce a new tougher Maxima woven shaft and a slender new Edge that can compete with the superior penetration claims being made for Easton's Axis.

The woven carbon fiber look is a popular one today, on everything from motorcycle accessories to custom gun stocks to car dashboards. The Maxima doesn't use a coating or wrap to fool your customers--they're seeing an actual BuffTuff Plus Crossweave that covers the longitudinal and radial fibers. The combination creates increased strength and durability and faster recovery out of the bow, all without adding weight or affecting the 360 degree spine consistency. The 250 Maxima weighs 7.3

grains per inch, the 350 8.2 grains per inch. They come in 12 packs, fletched or unfletched, and have a straightness tolerance of .0025 of an inch.

The CX Edge has .265 OD in the 250 spine, .271 in the 350. The company's engineers have designed a Slim-Line insert for the deep penetrating shafts, which will weigh 9.3 and 10.3 grains, respectively. They'll be weight matched to within 1 grain per dozen, and straight to .004 of an inch.

Call (810) 733-6360 for ordering info.



Lenny Rezmer welcomes the Carbon Express Platinum retailers who have made Carbon Express their exclusive arrow brand. He also introduced representatives of the South Korean factory where Carbon Express shafts are made. Will Pollington of Buck Pole Archery, Marion, Michigan won a trip to Korea that includes a tour of the factory.



Bob Eastman's inspirational address concluded with a brief reference to the FET action he'd opposed before and after his election to the ATA Board. Carbon Express retailers lost some competitive edge due to the law change and Eastman said it effectively quadrupled the tax on youth arrows.



A heavy woven mesh of carbon fibers is visible through the clear finish on the new Maxima shafts, said to be the toughest the company has ever produced.



Jim Morrow of MJC Archery, Royal Oak, Michigan (right) was one of a handful of retailers honored with awards presented by Kim Vickory. Vickory also made sure every retailer knew they could receive free "Send It Express" banners for their showrooms or range in sizes up to 7 x 24 feet. The banners are reproductions of the message that's appeared on billboards.

Cannon Safe Acquires Gunvault

Cannon Safe, Inc., one of the world's largest manufacturers of gun and home security safes, has purchased GunVault, the Phoenix, Arizona-based maker of portable gun safes.

According to Mike Baker, Marketing Vice President for Cannon, "This is an outstanding opportunity for these two companies to combine strengths and further our presence in the growing gun security market. With the addition of Cannon's enhanced production capabilities, customers can now expect on-time deliveries of all GunVault product orders."

GunVault products currently include quick-access MiniVault pistol safes with trademark No-Eyes keypad and optional motion detector: the larger MultiVault safe and a new Long Gun Vault safe that encloses and locks the action of the long gun. All GunVault products are State of California Department of Justice Approved, as are all Cannon Safe Products.

You can get further information on either brand by contacting Cannon Safe at (800) 242-1055.

Archers Are Extras In Nicolas Cage Film

Jeff DeRegnaucourt of the insurance agency Burr & Company is always on the lookout for ways to promote archery, so he didn't hesitate a bit when he heard archers were needed to act as extras for a new Nicolas Cage movie. "The Weatherman" stars Cage as a TV weatherman with a passion for the instinctive archery that lets him escape from some job and family pressures.

DeRegnaucourt's 18-year-old daughter is an Olympic hopeful who is coached by Glenn Myers. Burr said it was Myers who NAA President Mark Miller recommended when Paramount Studios contacted the national association to find someone who could serve as a technical advisor on recurve archery, someone in the Chicago area where filming would take place. DeRegnaucourt lives near Grand Rapids, Michigan but he and daughter Marie happily made the 5-hour drive to Chicago when Myers was asked to line up extras for archery scenes that would be shot at Sonny Glisson's pro shop in Plainfield, Illinois.

At the initial meeting with the archers, the filmmakers wanted to see

them shoot, not with the equipment they were accustomed to, but instinctively with recurves. DeRegnaucourt was able to make a ink mark on the face of the wood recurve he was handed and he and other local archers did well enough they were all hired to return for the indoor scene.

Marie would be seen on camera with Nicolas, but she's so much shorter than the star she was kept in the background. "My buddy Steve Hilger got the job as Cage's on-screen coach," DeRegnaucourt said, "and I'm the guy standing right next to Cage."

The crew had installed a camera by the target butts, protecting it with plywood and plexiglass. A second camera was installed on a railing across the indoor range, so it could pan across the archers on the shoot-



Archers who assisted in the filming of "The Weatherman" pose with actor Nicolas Cage (in stocking cap at center.)

ing line. They'd be given directions to shoot as the camera and operator moved out of the field of fire.

DeRegnaucourt's best shooting was done outdoors. As part of the scene where Hilger is coaching Cage, the director wanted arrows to tightly group in an outdoor target. DeRegnaucourt pulled out his target compound. "I went whap, whap, whap, right where they wanted them. Yippee--I was standing just 10 feet away."

DeRegnaucourt said it was mind-boggling to see how many people and how much time it takes to do filming. "We were on the outdoor set at 6 a.m. at Sonny's for breakfast. He opened up his home for us to change clothes in, because we were told to bring all our clothes, and they'd let us know what to wear. We started filming about 8 a.m., and we didn't get done until eight that night. We left there, got into East Lansing about 1 a.m., and got up the next morning to shoot the NAA Indoor Nationals.

That tournament was March 5 to 7, 2004. Now, almost a year later, the R-rated "The Weatherman" is approaching its April 1 U.S. opening.

Fuller Named Designer At Woolrich

Steven Fuller of Seattle, Washington has joined Woolrich as the Designer for the Men's Sportswear line that includes the Woolrich Sporting Group, with its hunting, fishing and traditional garments. Woolrich is based in Woolrich, Pennsylvania, and has been since it's founding in 1830.

Fuller was the Senior Designer at Unionbay of Seattle before accepting the Woolrich position. Prior to that, he was the Senior Men's Designer at Eddie Bauer in Redmond, Washington. His retail experience was gained with Nordstrom. Fuller attended the Bernley School of Design in Seattle.

Steven Fuller



Christian, Garbow Enter BH Hall of Fame

S.G. Christian, founder and president of the arrow rest company, Bodoodle, and Buck Stop Lure Company founder Don Garbow are this year's inductees into the Bowhunting Hall of Fame.

The formal ceremony was to take place the evening of Friday, February 25, at the top of the Riviera Hotel in Las Vegas, in conjunction with the 2005 National Archery Festival.

Doug Walker of National Bowhunter Magazine is chairman of the Bowhunting Hall of Fame, and estimated over 400 people were on hand at the 2004 event where Randy Walk and Mike Strandlund received the honor. Strandlund is the long-time editor of Bowhunting World Magazine, while Randy Walk heads Hoyt USA in Salt Lake City, Utah.

S.G. Christian and Bodoodle were the subject of the September, 2004 cover story in ArrowTrade. Christian started his archery accessory business part-time while working at Shell Oil.



S.G. Christian



Don Garbow

He invented arrow rests whose pivoting cradles moved with the paradox of the arrow to create better flight. While today the Coleman, Texas firm has some simpler surround style rests that go to dealers for about \$20, the brand is known mainly for premium quality rests favored by many top archers.

Don Garbow also started his business part time, while working as a mail carrier. In 1953 he started marketing a concentrated apple food lure

as an alternative to the buckets of apples hunters like himself were used to lugging into the woods. Later Buck Stop introduced urine and gland-based lures, including the industry's first commercial estrus-based lure, Mate-Triks Doe-In-Heat. While his daughters now head up the firm, Garbow was at the ATA Show in Indianapolis to help them introduce The Peak, a new premium estrus lure.

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ATA Sponsored Summit Is Upbeat

About 60 national leaders in archery and bowhunting believe a newfound spirit of cooperation evident the past year will help invigorate and grow the arrow sports and generate new bowhunting opportunities in the years ahead. That's how ATA President Jay McAninch characterized the outcome of the ATA sponsored meeting that took place in Minneapolis early in December.

The group praised several accomplishments of the past year, including the widespread success of the National Archery in the Schools Program, several new agreements between the archery industry and state and federal agencies, and industry-supported initiatives that will build archery ranges and expand bowhunting programs across the country.

This year's archery summit meetings were the third such gathering since the first summit in December 2001. The meetings attracted more industry leaders than ever before, which is significant because business leaders pay their way to attend. The summit was sponsored and coordinated by the Archery Trade Association and its nonprofit foundations, ArrowSport (AS) and the Bowhunting

Preservation Alliance (BPA).

Among those attending the summit were representatives from Safari Club International, Pope and Young Club, National Field Archery Association, National Archery Association, International Bowhunting Organization, United Foundation for Disabled Archers, National Bowhunter Education Foundation, American Crossbow Federation, Delta Industries, Mathews Inc., Hoyt USA, Brennan Industries, Easton Technical Products, Precision Shooting Equipment, and the U.S. Sportsmen's Alliance, to name a few.

Jay McAninch, president and CEO of the ATA, said the participants reviewed the five objectives they set a year ago to assess how well everyone in archery and bowhunting had done in carrying out their missions. At the December 2003 summit, the participants especially directed the foundations' staff to immediately address these issues with substantive, verifiable work projects:

Retain and grow the number of archers and bowhunters.

Increase archery and bowhunting opportunities.

Increase public awareness about archery and bowhunting.

Lower barriers to archery and bowhunting opportunities.

Unite archers and bowhunters, as well as archery and bowhunting organizations.

"The group made it very clear a year ago that the next time they met, they wanted to see results we could measure," McAninch said. "We've all been to lots of meetings over the years, and we agreed meetings serve no purpose if they don't produce changes people notice. I believe everyone was happy with what was accomplished in 2004. The National Archery in the Schools Program exceeded expectations, and we expanded our work with state and federal agencies while ensuring we work with them more efficiently. They were impressed with the new archery range in Ohio, which serves as an example of local, state and national cooperation. Plus, they were impressed with the preliminary findings from a survey of kids taking part in NASP. Those results will help us do an even better job of keeping kids involved in archery after they've been introduced to it."

To further ensure AS and BPA stay focused on those objectives, a joint foundation board appointed by the ATA met to oversee the general work and direction of the summit group. The board consists of its chair, Erik Watts of Easton Technical Products, Kevin Stay of Brennan Industries, Joel Maxfield of Mathews Inc., Laverne Woock of Delta Industries, Jon Shepley of Precision Shooting Equipment, Michele Eichler of Muzzy Products, Darrell Daigre of Mossy Oak, and Robert Delaney of the Pope & Young Club.

Stay, president of Brennan Industries, said this summit meeting left him feeling "pumped" because of the group's team spirit. "You have to

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understand where this group has come from to fully appreciate how fantastic this year's meeting was," Stay said. "I wasn't at the first summit three years ago, but even last year there was some frustration and irritation because it's hard to put your own interests on the back burner and concentrate on what's good for the entire industry. At this year's meeting, there was a real desire to cut through the competition between the individual organizations and companies, and concentrate on building the foundation that will help archery and bowhunting grow. When that happens, everyone benefits."

Denise Parker, ATA vice president, said she noticed the same cooperative spirit, and was impressed by the group's commitment to its long-term goals. "It was good to see everyone agree the priorities they set in 2003 remain atop

their list," Parker said. "They weren't flip-flopping and changing directions. They realize archery can't grow unless everyone has a common purpose and focus. No single group or company can grow archery and bowhunting. Everyone has to pull together.

"Not only that, but it was a relief to get the group's vote of confidence," Parker continued. "A year ago, they pretty much challenged the ATA staff and made sure we understood it was time for action, not just meetings. I think we came through for them this past year, and now the challenge is to continue to earn their respect and confidence."

Woock agreed, and attributes the ATA's efforts and accomplishments to its leadership. "I'm not surprised, really, to see how far we've come the past three years," Woock said. "We have a strong leader at the top in Jay McAninch, who brought his vision

for the future, and the work ethic to accomplish the day-to-day work that will get us there. He's put together the right staff to carry out our missions."

One of those key staff members is Michelle Doerr, the issues and information coordinator for AS and the BPA. She's focusing on ways to create more bowhunting opportunities. "One important thing we need are more bridges between archery and bowhunting," Doerr said. "We introduce lots of people to archery every year, but then they're too often left on their own to find the next step, whether it's advanced archery training, bowhunting, leagues, or even a place to buy equipment. One interesting finding is that about half the kids in NASP look for archery information on the Internet, which is something we're rapidly developing with our archerysearch.com and bowhuntingsearch.com Web sites."

Federal Excise Tax Questions Settled

A multi-year lobbying effort by the ATA backed by the board majority has succeeded in moving the Federal Excise Tax from one that treated domestic and imported arrows differently to one that levies a flat 39 cent tax on the first sale of any shaft suitable for use as an arrow.

Last fall ATA President Jay McAninch was happy to report passage of JOBS bill that as of November 22, 2004 eliminated the tax on bows of under 30 pounds draw weight, reduced the tax on broadheads and

forced arrow produced or assembled outside the US to pay the same tax as those made within the borders. But almost immediately it became clear that the IRS could interpret the law in a way to force retailers to track and pay FET on arrows they assembled. Since that was never the intent the lobbying firm hired by the ATA pursued corrective legislation, H.R. 5349, which passed early in December. McAninch contacted the ATA membership to let them know that as of April 1, 2005, the FET on

arrows would become an .39 flat tax that would periodically be adjusted for inflation. Whilenock and fletching and insert manufacturers no longer have a FET to deal with, arrow points are classified as accessories and bear that 11 percent tax.

Easton Donates Over 100,000 Arrows

Easton Technical Products announced January 3 another initiative to bring new participants into the sport of archery. The highlight of this new initiative is the donation of more than 100,000 arrows to national youth groups including the Boy Scouts of America and the 4H Clubs of America.

"All of us at Easton feel it is critically important that we do what we can to encourage young people to participate in the great sport of archery," said Greg Easton, President of Easton Technical Products. "Providing 100,000 arrows free of charge, to national youth groups is one way we can assist the ATA in the efforts to increase participation in archery for the future." Easton also has set up a subsidized pricing arrangement for the National Archery in Schools Program. "We encourage all archery industry manufacturers to step up to the challenge of making it easier for young people to experience our sport," said Easton.

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