



ArrowTrade Magazine has always included dealer profiles in the editorial mix, because it's a great way to pass along proven practices that can help other readers.

Now, with the help of Buck Wear, we're introducing a new column where dealers can share both what's working in their own stores and discuss what the industry at large should be doing to make the archery market grow.

We know your time is valuable, and we're also asking you to pass along some hard-earned lessons. So we're going to reward every retailer whose comments are published, up to 25 per issue, with a free Buck Wear T shirt.

Just look over the list of topics at right, then fill out the Dealer-To-Dealer Card on the next page. You can also send your comments in letter form to ArrowTrade, 3479 409th Ave. NW, Braham, MN 55006 or by email to atrade@ecenet.com. Just be sure to indicate what style and size of T you'd like to receive. We'll choose the most detailed and helpful responses to be printed, and you can increase your chance of being selected by sending along photos. And don't be bashful about suggesting

topics for future columns. You retailers are in the front line for the entire industry, and there's no better source of ideas for doing business profitably

and for insuring a strong future for the sport and business than the thousands of ArrowTrade's retail readers.

Address one of these upcoming topics July issue-Responses Due May 8

Running successful buck and doe contests

If you'll be running a deer contest in your store this fall, tell us how it operates and why it's been successful in boosting business. What do you use for prizes, and how do you keep average hunters interested in participating?

If you've stopped running contests, let us know what went wrong and how you might do it differently next time around.

September issue-Responses Due July 10

Finding and keeping the right employees

How and where have you found the best employees for your store? What are some ways to spot who might become a good employee from among your customer base? If you've got a promising person on board, what are some of the ways you train them to be successful in sales or service?

November issue-Responses Due Sept. 10

Encouraging year-round shooting

Tells us ways you encourage customers to shoot year-round. If you've got indoor or outdoor ranges, what improvements have you made to them in the past few years and how do you keep people using them. Have you considered adding a video range or pop-up 3-D range.



We'll send a Buck Wear T-shirt if your comments are used. Please indicate style and size preferred when you return the Response Card at the bottom of this issue's following page.

