

Industry News

Truglo Finds New Home In Texas

By the time this July issue reaches readers, Truglo will be settled into a new home in Richardson, Texas, a suburb of Dallas that itself has a population of close to 100,000 people.

Truglo's Lorraine Hellinghausen said the move has been long anticipated. The company's quarters in a leased industrial building at 13745 Neutron Road, Dallas, had become very crowded. "We are stacked to the ceiling here," she said a couple weeks before the move, "just busting out of the seams. We've even got packing materials in trailers parked off-site. Truglo came on the market in 1994 and this was meant to be a transitional building for us, because you never know what the future will hold for a new firm. We started on one side of this building with about 5,000 square feet, and later took over the rest of it which gave between 6,000 and 7,000 square feet of additional space."

"The new building we purchased has 22,000 square feet," this industry veteran continued. Completely renovated to fit the needs of the pioneer in fiber optic sights, the attractive structure is in a park-like setting and has a stone front and Mexican tile roof. In addition to the assembly area, it will provide a large warehouse, a big area for the customer service staff and some amenities the firm hasn't had room for, "like an official conference room," Hellinghausen said.

Archery-only retailers will have seen Truglo expand from sight pins and sights to quivers and stabilizers in the last few years. But Truglo is also a major brand in the firearms field, where it supplies sights for hand guns, rifles, and shotguns, as well as choke tubes. It uses both conventional fiber optics and variations of the TFO (Tritium Fiber Optic) which are especially popular on hand-



Truglo Brite-Site Xtreme, model 550XB with light.

guns carried by police officers. Truglo is still a major OEM supplier to other firms that make sights, as well as making the airgun sights for both Daisy and Gamo. About a year ago, Truglo began supplying Red Dot sights for guns and crossbows, and now does a big volume there.

ArrowTrade asked how the company ranks the importance of sales to the archery and firearms markets. While you have far more potential customers who own guns, Hellinghausen said it is the more active participant that tends to upgrade to Truglo sights. For that reason, the archery and firearms sides of the business are roughly equal in volume. Hellinghausen said Truglo lost some ground in archery sales a few years ago when it put too much emphasis on lower-end sights. "We really didn't have a balanced line. The last two years have been our best years for archery in quite some time. Especially this year, with the new line of Tru-Site Xtremes and Brite-Site Xtremes, we've made an effort to get our foothold back in serving not only the box store but in creating the desire at the pro shop level."

Truglo's new physical address is 710 Presidential Drive, Richardson TX, 75081. You can still phone the firm at (972) 774-0300, contact it by fax at (972) 774-0323, or send email to contactus@truglo.com

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Industry News

Survey Finds NASP Is Achieving Goals

A survey commissioned by the Archery Trade Association to review the National Archery in the Schools Program found that NASP makes a lasting impression on students, inspiring many of them to pursue the sport and improve their views of school and physical education.

The in-depth survey was conducted in November 2004 by Responsive Management, a research firm in Harrisonburg, Va., that specializes in recreation and natural resource research. The firm sent surveys to 50 of Kentucky's 487 physical education instructors who have been certified to teach archery since NASP began there in 2002. This generated nearly 1,500 completed questionnaires to tally and analyze.

Mark Damian Duda, executive director of Responsive Management, said NASP is achieving results on several fronts. "The program works for all three of the principal areas: students, teachers and the archery industry," he said. "Students like it, they find it exciting, it improves their physical-education class, and it improves their self-esteem. Educators like NASP because it improves their curriculum and motivates students. And the archery industry likes NASP because it looks like it will

become a good recruitment and retention tool."

After Kentucky launched the two-week introductory program three years ago, NASP rapidly spread nationwide as educators folded it into their physical-education curriculum for grades 4 through 12. The course teaches students the basics of target archery, while introducing them to archery's history and its equipment. By early 2005, the program was part of the physical-education curriculum in 260 Kentucky schools, roughly 20 percent of the state's school system. And in March 2005, Florida became the 24th state to launch NASP, with Mississippi expecting to become the 25th in May 2005. The program's director, Roy Grimes of the Kentucky DFWR, is optimistic NASP will soon be in all 50 states.

"NASP is now on track in 25 states, and we have another 16 states working to implement it," Grimes said. "At the rate we're going, we'll be out of states at this time next year."

The program has found popular support from the archery industry. In August 2004, the ATA's Board of Directors voted to provide nearly \$225,000 in matching grants for the 2004-05 school year to launch archery curriculums in at least 15 states, primarily through NASP. The grants help buy training kits and instruct teachers how to provide lessons. NASP also received individual \$100,000 donations from Mathews Inc. and the National Wild Turkey Federation. In addition, the program receives equipment from Easton/TruFlite arrows, Field Logic targets, Rinehart targets and Pape's Archery.

The ATA Board also agreed the time was right to commission a survey to study archery's impact on Kentucky students who took the NASP course. "When the Board commissioned this \$45,000

survey, the Kentucky program was about 2-1/2 years old, so it was a good time to study its impact on student-archers," said Denise Parker, the ATA's vice president. "The results were exceptional. This gives us real hope that many youngsters will become lifelong archers, and possibly bowhunters."

Parker cites these findings:

93 percent of students taking the class said they liked the program.

92 percent thought it was exciting.

54 percent thought archery was easy.

66 percent thought archery improved their P.E. class.

53 percent felt better about themselves after taking the class.

92 percent believed they improved at archery.

61 percent said they participated in archery more than once after taking the course.

30 percent looked for a store that sells archery equipment.

21 percent bought equipment.

29 percent of those attending schools with an after-school archery club are members.

77 percent said they would be a little or very interested in joining an after-school club if their school created one.

22 percent tried to find information about hunting with a bow and arrow.

The top three sources students checked for more information about archery were the Internet, 54 percent; a sporting goods store, 38 percent; and magazines, 35 percent.

Parker said the survey helps the ATA reduce barriers to archery participation. "The survey underscores the importance of after-school archery programs and local archery ranges in keeping kids involved," she said. "The survey also confirmed the Internet was the most popular way kids learn more about archery and find tips to improve their shooting

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skills. That confirmed we were right to develop the ArcherySearch.com web site, which helps newcomers find archery shops, instructors and shooting ranges."

Erik Watts, chairman of the ATA Board and CEO of Hoyt-Easton, had a similar reaction.

"Kids are looking for that transition into the next level," he said. "That has always been the stumbling block for introductory programs taught by summer camps and other organizations. Everyone must realize it takes a community effort to move things to the next step. If local archery dealers don't 'adopt' an after-school program, get in touch with teachers, and be part of NASP, they're missing out on a great way

to make archery part of their community."

The survey also provides vital information to state and federal wildlife agencies. "This survey provides a credible stack of data to share with agencies as we promote archery in the schools," said ATA president/CEO Jay McAninch. "One of NASP's strengths was that Kentucky secured buy-in between its education and natural resources agencies when it launched the program. Agencies provide long-term stability for

staffing and funding programs like NASP, and they inject instant credibility by making it a state initiative. In return, when agencies invest archery excise-tax dollars into school programs, our industry wins and the agencies see tangible results in the form of new license-buying archers and bowhunters."

For more information on the study, "National Archery in the Schools Program Student Survey," contact ArrowSport, an ATA nonprofit foundation at (866) 266-2776, ext. 3.

GSM Line To Include Game Feeders

American Hunter Outdoor Products, a leading supplier of wildlife feeder systems, has been acquired by GSM, L.L.C. effective March 22, 2005.

GSM, L.L.C. is a privately held company headquartered in Carlsbad, California. GSM is best known for its three divisions. Stealth Cam is a leading supplier of game and scouting cameras to the sporting goods industry. Cyclops is a supplier of portable lighting, hand held flashlights, headlamps and hand-held spotlights. SSI is a supplier of shooting accessories including laser bore sighting systems and laser and holographic sighting systems.

Now with the addition of American Hunter, (including Feeder Max commercial feeders and Dependable Energy batteries), GSM will continue to be a force in the sporting goods industry. American Hunter will still be located in Kaufman, Texas. GSM has facilities in Grand Prairie, Texas, Carlsbad, California and Bentonville, Arkansas.

Debbie Mann, President of GSM, states that it will be business as usual for American Hunter and said to be sure and look for continued innovation and the extension of product offerings in the near future.

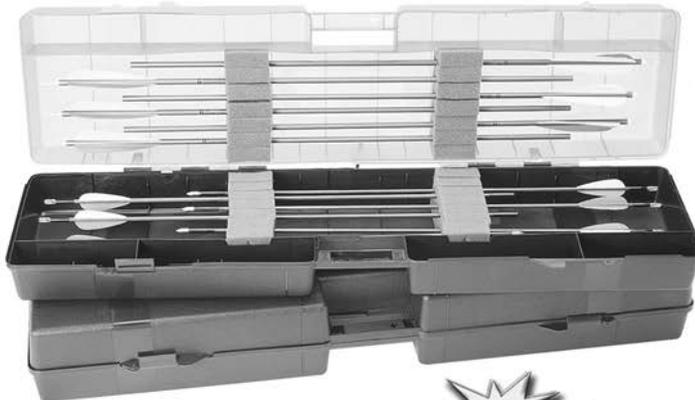
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