

# ATA News & Views

By Patrick Durkin, ATA Contributing Editor

Archers and bowhunters can promote and protect their sports while improving their skills and hunting tactics by investing in books created for the new "Save Our Heritage" program, which was recently launched by the Archery Trade Association and its nonprofit foundations, ArrowSport and the Bowhunting Preservation Alliance.

"The ATA has created several programs to promote and grow archery, and Save Our Heritage (SOH) will work with our largest group - bowhunters - to generate revenues to promote, protect and grow archery and bowhunting," said Jay McAninch, ATA's CEO and presi-

## "Save Our Heritage' Asks Archers, Bowhunters to Invest in Future

dent. "Save Our Heritage features products we're selling to pay for ArrowSport and Bowhunting Preservation Alliance programs, such as 'Explore Archery' and 'Discover Bowhunting.'

"We're involving everyone in archery and bowhunting to work more efficiently, develop partnerships and follow our strategic plan," McAninch continued. "Every group, program and project needs revenues, and Save Our Heritage will add to that base. We're already using revenues from the ATA's trade show, and we've worked with state agencies to use more of the excise taxes sent to them by archery manufacturers. Even so, our efforts to make archery and bowhunting mainstream activities demands more revenues. We hope to harness the power of 3 million-plus bowhunters and put their clout to constructive use."

Explore Archery and Discover Bowhunting are two results of the ATA's strategic plan, which was developed after the first archery "Summit" meeting in December 2001 in Minneapolis, and fine-tuned at Summit gatherings in December 2003 and 2004. Everyone supports school-based archery and range-building programs, but the ATA also stresses the need for more partnerships with federal, state and local governments to create new archery and bowhunting programs.

The critical component in SOH is obtaining long-term funding through groups and individuals, not just the archery and bowhunting industries, which many consider the first and only source. SOH-branded merchandise carries the SOH logo to

tell archers and bowhunters their purchases aid archery and bowhunting.

"Archers and bowhunters have tremendous pride in their sport and they look for constructive ways to give something back," said ATA Vice President Denise Parker. "This program involves archers and bowhunters in their own future. When they buy a book to learn more about bowhunting, a portion of the sale funds a school program, a range, or a bowhunt in an urban area."

### New Book Program

What kind of SOH merchandise is available? New for 2005 is the "Save Our Heritage Book Program" (<http://www.saveourheritageprogram.com/>), which already has five bowhunting titles:

"Bowhunting Forests & Deep Woods," by Greg Miller;

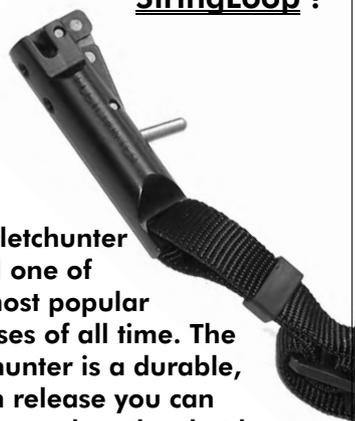
"The Complete Bowhunting Journal," by Rick Sapp;

"Fail-Proof Tactics of Successful Bowhunting," by Bob McNally;

"Bowhunting's SuperBucks," by Kathy Etling;

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and “The Ultimate Bowhunter’s Field Manual,” by Judd Cooney.

The program offers discounts to ATA members, especially retailers who want a book section in their stores. “We want ATA members to enjoy deep discounts and great profit margins on SOH products,” Parker said. Each SOH book retails for \$24.95, but ATA retailers who buy multiple copies to sell or promote pay as little as \$12 per copy for Miller’s book. ATA members who want single copies can buy them for \$19.95.

Miller’s book was published for ATA/BPA by Gregg Gutschow’s iHunt Communications in Minnesota. The other four were published by Kate and Peter Fiduccia of Woods N’ Water Press in New York.

“We worked with publishers who keep our costs low and who have roots in bowhunting and publishing,” McAninch said. “They know the value of investing in bowhunting. Once we meet our financial obligations to the authors and publishers, all remaining proceeds help pro-

mote and defend archery and bowhunting. This is in keeping with the nonprofit status of ArrowSport and the Bowhunting Preservation Alliance.”

The Fiduccias said those contributions are vital to Woods N’ Water Press. “We’ve been involved in archery and bowhunting most of our lives, so giving something back is a big incentive,” Peter said. “The ATA represents a highly respected industry, so it’s a no-brainer to work with them.”

Fiduccia also noted that Cooney, Etling, Sapp and McNally offer more than 100 combined years of firsthand, practical bowhunting experience. “They have the recognition and staying power to launch this program and give it credibility,” he said.

### More Partners Wanted

McAninch said the greatest benefit of the SOH program is its intention to get retailers more involved in its success.

“We want to help retailers devel-

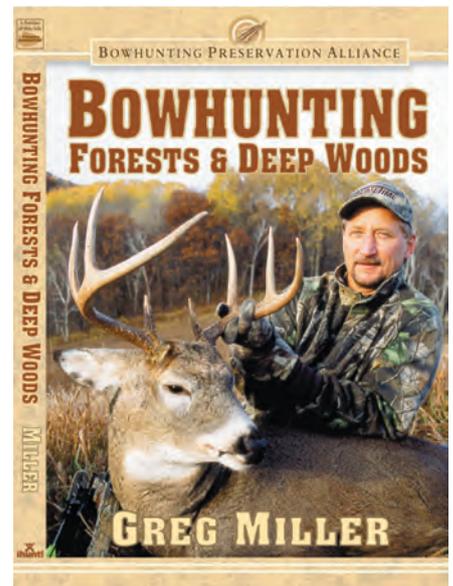
## Greg Miller Pens First SOH Book

Wisconsin’s Greg Miller, long admired for his insights into white-tailed deer and bagging mature bucks, wrote the first book published for the Save Our Heritage book program.

“Bowhunting Forests & Deep Woods” was published for the ATA and BPA by Gregg Gutschow and iHunt Communications in Chanhassen, Minn. The 6-by-9-inch, 240-page hardcover book covers tactics for everything from sprawling woodlots to wilderness areas. Jay McAninch, ATA’s CEO and president, said Miller was a great choice to help launch SOH.

“Greg Miller understands the importance of promoting and defending bowhunting,” McAninch said. “He wants to know that proceeds from his book will produce visible results, and Save Our Heritage will do just that.”

To buy or stock “Bowhunting Forests & Deep Woods”, visit [www.saveourheritageprogram.com](http://www.saveourheritageprogram.com). While there, check out the other four bowhunting titles in the SOH library, and learn how to order custom-lettered Arrow Pens like those at the ATA Archery Show.



## *The self-funding effort offers bowhunting books and SOH-labeled items to pay for programs that promote and defend archery and bowhunting.*

op even more profitable product lines," McAninch said. "We can give them exclusive, discounted access to these books, and Woods N' Water Press can help with store displays. Retailers should contact ATA to get started."

McAninch and Parker said books are just the beginning of SOH merchandise.

"We started with bowhunting books because they sell well," Parker said. "Now we want ATA members to suggest more product lines. The more impressive the SOH inventory, the more revenue we can raise to grow archery and bowhunting."

As part of ATA's commitment to those who support SOH, ATA staff will be involved in operating and managing every program using SOH money.

"Those who buy and sell SOH products will be treated as investment partners," McAninch said. "This accountability assures everyone that their money is invested wisely."

Parker said SOH will not become just another grant program where ATA sends a check to everyone with a good idea. "Some of the best partnerships we have formed are with state wildlife agencies, as well as archery and bowhunting organizations," she said. "States that work with us can double their resources for building ranges and creating new bowhunting programs, especially for urban areas. We can also minimize the workload of volunteers from bowhunting organizations, which maximizes limited dollars. The SOH approach gives archery and bowhunting tremendous leverage for the long run, and produces measurable results every year."

## **Mainstreaming Archery**

Much of that effort is possible because ATA has already signed Memorandums of Understanding (MOUs) with the U.S. Fish & Wildlife Service, and wildlife agencies in Ohio, Minnesota, Michigan, Arizona, Tennessee and Utah. In addition, Iowa and New Jersey are ready to sign; and ATA is developing MOUs for archery programs in Tucson, Chicago, San Diego and Salt Lake City.

Each MOU outlines growth opportunities for archery and bowhunting, and stresses the importance of capturing more of the \$20 million in federal excise taxes paid annually by the archery industry. By matching SOH and state-agency funds, including excise-tax revenues, archers and bowhunters multiply their effectiveness. Several projects are already embedding archery and bowhunting programs in federal, state, county, municipal and educational systems. These governmental systems offer a huge built-in advantage:

Agencies have staff to shoulder the work.

With SOH help, indoor and outdoor archery ranges are being built, in-school and after-school archery and bowhunting education programs are increasing, and efforts to increase overall participation in archery and bowhunting are never-ending.

## **Conclusion**

By weaving archery and bowhunting into everyday educational and promotional efforts, the archery industry ensures

each program has local, grass-roots ties. That's preferable to programs funded by a grant-writing organization which is too busy and detached to check on its investments. That was a fear lingering from the industry's first "Save Our Heritage" program, which provided nearly \$3 million from 1993 through 2000 to an array of efforts whose long-term impacts were difficult to measure. In essence, that effort lacked a coordinated plan and long-term strategy.

Those shortcomings helped ATA bring the new SOH program into focus, and design a system that could be well-coordinated and monitored. McAninch said those efforts will continue to grow as SOH gathers momentum, and he hopes to involve as many ATA members in this new effort as possible.

"We're not adding staff or increasing overhead to run this," McAninch said. "Our staff will be involved, and we'll contract with companies to become partners, not competitors."



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