

JONATHAN LENE

ARCUS HUNTING



Company: Arcus Hunting

(Obsession Bows, RamCat Broadheads, Trophy Taker, Tink's, Dead Down Wind, Rack 1)

Title: Vice President of Sales

Duties:

Serve as vice president of sales for all six Arcus Hunting brands. Manage around 75 independent sales reps with seven companies for all brands. Responsible for sales forecasting and budgets by customer and product line. Create Arcus pricing and programs for dealers, distributors, and national retailers. Work closely with accounts of all sizes to ensure products and programs fit their needs and grow their sales. Personally attend major account meetings while building strategic programs for those customers. Work with president and product manager to develop and test new products, create new packaging designs and develop special merchandising displays. Work directly with marketing team on content creation and placement direction specific to driving yearly goals and specific customer needs. Prepare quarterly board meeting presentations highlighting current industry trends and sales as well as future direction and goals for ownership team.

Work Experience:

- Served three years as national accounts manager for Berry Plastics Corporation.
- Served eleven years as regional sales manager & national accounts manager for Precision Shooting Equipment (PSE).
- My current role is vice president of sales for Arcus Hunting, which I've held for two years.

Experience in ATA:

I have attended the trade show 15 years as a sales rep and five years prior as sales support. I have always worked with my dealers and accounts in the past to participate in the ATA show and help them understand what ATA is doing to try and help grow our industry. Attending the show is only a small part of supporting our ATA, I try to understand the industry trends by analyzing FET as well as understanding where those dollars are being spent in an effort to grow participation in our sport. I believe everybody in our business should be concerned over these matters, especially in times like we are in now. It is important to understand what we all can do to help grow archery and hunting overall.

If elected to the ATA Board I would:

I would love to bring my ideas and perspective from both a manufacturer's side, as well as feedback from listening closely to large and small accounts over the last 15 years. I consider myself a creative person who understands the changing market and the needs of our members and their customers. Through social media, digital marketing, and creative spending, I would love to be involved in bringing new participants to the sports of archery and hunting. Making sure we are showcasing our new technology and keeping up with outside industry trends will be vital in growing our sport. I believe we are facing many challenges as an industry and heritage and I think it's important that the ATA be the voice of change. I believe retailers look to the ATA for sound vision and direction in helping their business thrive as well. I would love the opportunity to serve on the ATA board and help address the challenges facing our industry.

The critical issues I think ATA and the industry must face in the next 4 years are:

I think we are in the toughest times our industry has seen in many decades. I believe we are seeing a decrease in participation, but an increase in new manufacturers and great new products fighting over this decreasing group of users. I believe other hobbies, interests, and a general increase in cost of living have taken some of our discretionary income. I also think our hunting heritage is being challenged from many directions which is keeping us from bringing new people into our sport. Modern technology and the "busy family lifestyle" have had their impact as well, making it difficult to compete for that precious time. Finally, other forces like access to land, access to archery facilities/parks/clubs and the CWD discussion have impacted not only archery but hunting in general. We have to be on the forefront of educating our members, customers, and legislators on the major issues and the facts that surround them.

DAVID PARKER BEAR ARCHERY



Company: Bear Archery

Title: General Manager

Duties: Manage all business and oversee all departments of the archery brands in the Escalade Sports portfolio. (Bear, Bear-X, Trophy Ridge, Cajun bowfishing, Fletcher, Rocket and SIK broadheads)

Work Experience:

- Worked for 13 years in an archery pro shop as a salesman and archery technician.
- Worked for Kinsey's for 18 years starting as a buyer and also held the following positions: Purchasing manager, business development manager, Kinsey's Outdoors general manager and chief of sales and strategy.
- I have been the general manager of Bear Archery for the last 11/2 years.

Experience in ATA:

I have attended board meetings for over 15 years as an ATA member with the last five as an elected member of the Board. I have worked on many ATA strategic initiatives including Explore Bowhunting and Explore Bowfishing. I have participated in a number of industry summits and have traveled to Washington D.C. representing the ATA, to meet with members of Congress to lobby on behalf of the bowhunting community on critical legislative issues. I also serve on the Government Relations Committee, that is currently working on one-, three- and five-year initiatives including the modernization of the Pittman Robertson Act and working with state agencies to standardize accepted bowhunting equipment across the country.

If elected to the ATA Board I would:

Continue to be actively engaged in the execution of the recently-adopted ATA Strategic Plan Initiatives. These initiatives play an important role in the health of the industry, state agencies and the ATA itself. I will always be available to any ATA member to discuss issues that are important to them and bring their concerns to the attention of the Board for discussion. The bowhunting industry is facing some significant challenges and I would like to continue to offer my time, experience and voice to the ATA Board to serve the membership in the most beneficial way.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. Bowhunting participation rates/R3 recruitment.
2. CWD PR management.
3. Land access for hunting.
4. Passing Pittman Robertson Reform.

RANDY KITTS

BLACK EAGLE ARROWS LLC

CONQUEST ARCHERY LLC



Company: Black Eagle Arrows LLC and Conquest Archery LLC

Title: President and Owner

Duties: Responsible for sales, marketing, product development, overall operations and profitability for Black Eagle Arrows and Conquest Archery LLC.

Work Experience:

- Involved in the archery industry for over 12 years and the founder and owner of Black Eagle Arrows for the last seven.
- Despite the challenges facing the industry I have been able to build Black Eagle into one of the fastest growing arrow and accessory companies in the industry today. I equate that success to the fundamental business training I received while working for over 20 years for several Fortune 50 companies. I also believe that this unique experience will allow me to bring a unique perspective to the ATA Board.

Experience in ATA:

I have been a member of the ATA for six years. I have attended many ATA shows and was always impressed with the magnitude of the venues and the planning that it takes to pull off a successful event of this size.

If elected to the ATA Board I would:

Be an engaged and contributing member to the ATA board by networking with fellow ATA member manufacturers, dealers and distributors to gather information and a consensus to best represent each perspective rather than just my own. Seeing the obstacles that face our industry, it is imperative that all board members contribute. Everyone has a unique and diverse set of skills that must be harnessed for the greater good of our industry.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. Lack of youth and new participation in target, 3D archery and bowhunting.
2. Helping dealers manage through an omni-channel retail sales environment.
3. Dealer education is vitally important to the health of our business. Traveling around the country and visiting many dealers, I feel as an organization we need to help supply tools to ensure that our dealer base is healthy and profitable.
4. An aging demographic and a new demographic that doesn't think, act or purchase the same.
5. A global sales environment. Products being sold direct to consumers from other countries and not paying any of the taxes is a growing problem. This also includes counterfeit products.

DAVID FEE BOWTECH ARCHERY



Company: Bowtech Archery

Title: Senior Vice President of Sales & Marketing

Duties: All aspects of sales, marketing, customer service and product line management for a family of archery brands including Bowtech and Diamond vertical bows, Excalibur crossbows, Ripcord arrow rests, Black Gold sights, Tight Spot quivers and Octane accessories.

Work Experience:

- Vice president of sales and marketing, Benchmade Knife Co
- Senior director of product and sales, Yakima Products
- President, Garmont Footwear
- Brand manager of Mustang and product manager F-Series Super Duty, Ford Motor Company
- Marketing and events specialist, Nike, Inc.

Experience in ATA:

I have served one year on the ATA's Board of Directors. In this role, I attended all board meetings and calls and was an active contributor to the discussion. I served on the Member Services Committee, I helped to implement a member survey, then develop a strategic plan on how the ATA can better meet the needs of our members. If elected, I will continue to serve on this Committee.

If elected to the ATA Board I would:

Continue to be an active participant, including serving on the Member Service Committee. Bowtech is proud to be a member of the ATA. We represent several prominent brands in the industry. Therefore, we have a responsibility to help address critical issues facing our industry. We will do our part to bring more consumers into archery and make manufacturers and retailers more successful in the process.

I believe that I bring a unique perspective to the ATA because I have extensive experience in other consumer product categories that consumers are passionate about: knives and tools, automotive, cycling and ball sports. At Board meetings, I've been able to share my perspective of how other industries have successfully dealt with issues such as stagnant sales, legislative challenges and counterfeiting. I served on the board of the directors for the American Knife and Tool Institute and was the chair of the Legislative Committee for four years.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. Supporting the independent pro shops through sales, marketing, operation and financial services. Without a thriving retail base that supports and promotes archery in our communities, the archery category cannot be successful.
2. Growing participation in archery through communications, community programs and events, and youth outreach.
3. Legislative issues including FET collections and funds usage.

TODD R. VAALER

GATEWAY FEATHERS



Company: Gateway Feathers

Title: Owner and Director of Operations

Duties: All operations including accountability to employees and customers to deliver a unique product at an affordable price.

Work Experience:

- Gateway Feathers is a 63-year-old company I grew up in.
- Went from cleaning and repairing equipment, to sales and marketing, to director of operations, to owner over the course of 25 years.

Experience in ATA:

I was first elected to the board of directors in 2002 and served as vice chair until 2008. I then stepped away until 2011. I was elected again in 2012 and 2015. I am a member of the team who developed Explore Bowhunting, Explore Archery and Explore Bowfishing in an effort to introduce more youth to our sport. As a team, we have made a trade association that is respected in the industry and in state and national wildlife agencies. As a Board, we worked through strategic planning meetings, which bring together large and small industry partners to anticipate future problems and have a working plan in place before disaster strikes. We need individuals on the ATA Board who participate and are passionate about our sport. In a nutshell, this is who I am.

If elected to the ATA Board I would:

Be a spokesperson for small business folks in the ATA. I will be an active participant with our new ATA CEO and strive to work with the ATA Board, lending a voice to provide a viable trade show or an alternative funding source to nurture and grow our industry.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. Access to archery ranges in urban areas and access to equipment by trained retailers.
2. Creating and growing archery experiences for our youth who are currently more interested in other activities.
3. Access to hunting opportunities in urban areas for new and inexperienced hunters.
4. Target shooters have a "community" established in which they support each other and learn from each other. I'd like to see bowhunters have the same type of "community".

AARON AMBUR NEXUS OUTDOORS



Company: Nexus Outdoors

(Scentlok Technologies, ScentBlocker, Tree Spider Safety, Whitewater, Hardcore Waterfowl Clothing)

Title: President

Duties: Responsible for strategy, sales, marketing, product development, operations, and profitability of the company.

Work Experience:

- For 27 years, I have been in sales, marketing, supply chain and business development for Fortune 500 companies including UPS, Cabela's and Scentlok.
- The last 15 years have been spent in leadership roles in the hunting, fishing, camping and shooting industries.
- My current leadership role in wholesale is for a portfolio of brands leading strategy, sales, marketing, product development, operations and profitability for the company.

Experience in ATA:

I have attended the ATA Trade Show for the last 10 years, seven of them being with an omni-channel retailer and wholesaler. This perspective allows me to communicate with dealers and manufacturers about how both sides can mutually achieve their goals. In addition, I have had long-term relationships with both current and prior ATA Board members, who continue to mentor me on the objectives and purpose of the ATA.

If elected to the ATA Board I would:

Being an engaged and participating member regarding all matters facing the organization is vital to commitment. I would bring a level of transparency, logic, common sense, and decisiveness to the challenges and opportunities we face. With over 17 years of seeing the challenges from both sides, I would bring an objective voice to pinpoint not only what is good for ATA membership but also what is good for the organization and the greater outdoor community we support. Lastly, I commit to attending meetings and being engaged in collaborative, diverse conversations with the other Board members to arrive at the best decisions.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. With the recent headwinds in our industry, it's imperative that we bring a unified voice to the future direction of the ATA Board. Tough times can make creating a unified energy difficult, but we must work together to focus our efforts.
2. Understanding the future needs of membership has to be a priority of ours, so that as we evolve and make changes, we are doing what is best for membership and not just what the Board feels is good for the ATA.
3. The voice of the industry will be important as rules, regulations and innovations change. Not all topics will be easy to solve or agree upon – but it is our role to help bring a point of view and unification where we can to keep the membership group focused on the future.
4. I am a loyal fan of the ATA and our annual Show. I believe the atmosphere this Show brings to our industry is second to none; yet we need to continue to evolve to best serve our members.
5. Lastly, we must focus to increase participation in the sport of archery. From awareness to accessibility our industry is driven by the community that enjoys the sport. With a unified message, we can grow the industry and fend off the distraction youth have in a plugged-in society

MIKE WALSTON

TECOMATE HOLDINGS



Company: Tecomate Holdings, LLC - dba: Wicked Tree Gear, Glacier Coolers and Tecomate Wildlife Systems

Title: Senior Vice President

Duties: Sales, Marketing, Operations and Customer Relations

Work Experience:

- Current senior vice president of Tecomate Holdings, LLC
- Former COO/SVP of other leading ATA members/manufacturers.

Experience in ATA:

I have worked with and led ATA-member companies for 25 years. I am a former member of the ATA Board of Directors. During my term/s as a board member, I participated on several committees such as: Trade Show, Marketing and Government Affairs.

If elected to the ATA Board I would:

Continue to focus on the necessary efforts to help grow the sport of archery, along with the ongoing needs of the independent retailers to assist them in sustaining their business and growing in a competitive environment.

The critical issues I think ATA and the industry must face in the next 4 years are:

The ever-growing e-commerce space is one that is not going away, but working together I feel that an acceptable balance between e-commerce and brick-and-mortar stores can exist. Another critical issue, in my opinion, is relaying the overall archery message to all consumers. That being said, archery is not just about hunting, but it's a sport/activity that can be enjoyed by all. It is important to show how archery can become a part of your lifestyle, as you see more and more reference to archery in all areas of media. Tying the efforts of the ATA to this can help solidify the mainstream relevance of the sport/activity.

R. BLACKY SCHWARZ

TOPHAT HIGH PRECISION ARROW COMPONENTS



Company: TopHat High Precision Arrow Components

Title: Key Account Manager / Market Development Manager

Duties: Development of new markets (USA and Canada), new market segments and new products. Support for our key account customers (consulting, developing products, monitoring of production and delivery times within agreed upon deadlines).

Work Experience:

- Customer service engineer, customer consultant and key account manager in the IT business.
- Freelance writer for archery magazines in USA, Germany and South Africa. (bow and equipment reviews, as well as how-to articles).
- Consulting work for archery product development.
- Archery shop owner as a side business before working for TopHat.

Experience in ATA:

Meetings and discussions with key personnel in the archery industry and ATA Directors have given me a deeper insight on the purpose of the ATA and the services that are provided to the members.

If elected to the ATA Board I would:

Work with the ATA Board in any possible way to promote and grow the sport. Share my ideas on how to get more kids and youth involved in archery and bowhunting. Work to create a better understanding of the relationship between manufacturer, distributor, dealer and customer, so all of them get a "piece of the cake" and will succeed in business.

The critical issues I think ATA and the industry must face in the next 4 years are:

1. The decrease of archery pro shops due to the decrease of archers and bowhunters and the increase of online shops that sell way below MRSP. Pro shops are a wealth of knowledge and should be more than just a point of sale. We need to reach more shops to teach them how to get the most out of their business with special programs like leagues, shooter education, training, etc.
2. The "fading" of knowledge, due to dropping out of older bow hunters and shooters. We should find ways of getting old(er) and young(er) shooters and bowhunters together to create a knowledge-flow and prevent a loss of knowledge.
3. Equipment "greed" is catching up. Shooters these days feel that if they don't have the most expensive equipment, then they have no chance in target archery, hunting, etc. We need to teach that archery and bowhunting don't need that high level of expenses. They should know that they can have fun and success without the big price tag.

STEVE UPHAM

VELOCITY OUTDOOR



Company: Velocity Outdoor

Title: Senior Vice President

Duties: In my current role with Velocity Outdoor, I serve as the senior vice president of sales. In this role, I am completely responsible for the strategy, direction and supervision of worldwide sales efforts for all brands. These brands include Ravin, Centerpoint Archery and Optics, Crosman Air Guns, Benjamin Air Guns and LaserMax laser aiming devices. In addition to responsibilities related to sales, I am directly involved with product development in all product categories. Lastly, I serve on the board of directors for Velocity Outdoor.

Work Experience:

- Employed with Velocity Outdoor for the last 19 years.
- Employed with Maurice Sporting Goods in various positions for over 10 years.
- The last position I held with Maurice Sporting Goods was vice president of sales for the Chicago office.

Experience in ATA:

I am a lifelong archer and have attended the ATA Trade Show for the past 15 years. My company has also exhibited at the Show for the past seven years.

If elected to the ATA Board I would:

If I am elected to the ATA Board, I am confident that I can offer a fair voice on industry-related matters from the unique perspectives of the manufacturers, sales channel partners and the consumers. I am extremely passionate about archery and would love the opportunity to advocate on behalf of this category. Lastly, I am confident my life-lasting relationships inside the shooting sports and archery industries would be an asset to the ATA Board.

The critical issues I think ATA and the industry must face in the next 4 years are:

In the next 4 years, I believe it is imperative that we recruit new hunters into the sport of archery. Overall involvement in archery-related activities is down significantly and we must bring new young people into the archery community to foster growth in this category. Furthermore, at a state and federal level, I believe in promoting advocacy for legislative and/or regulatory expansion in archery seasons.