



ARCHERY TRADE ASSOCIATION

Toll free: 866.266.2776 [www.archerytrade.org](http://www.archerytrade.org)

## Board Election Biographies

### **Company:** Vortex Optics

**Name:** Riley Arnold

**Title:** Consumer and Dealer Sales

**Duties:** I am responsible for managing and building sales through end consumers and dealers. I deal in archery dealers specifically, and all different dealers that Vortex Optics sells to. I am also responsible for starting, growing and maintaining Vortex archery pro staff, and deal with social media outlets related to archery.

**Work Experience:** I started working at Gander Mountain in the archery department in fall 2008, which is one year after I started shooting. I also started the University of Wisconsin- La Crosse archery club in 2010, and then left once I graduated in 2014. I worked for La Crosse Archery in Onalaska, Wisconsin, from 2013 to 2014. I left La Crosse Archery because I took an internship at Vortex Optics in Middleton, Wisconsin. At Vortex Optics, I wear a variety of hats, such as processing orders for dealers, end consumers, and military and law enforcement personnel. I also travel to a variety of archery tournaments locally and nationally (ASA and NFAA mostly) representing Vortex and manning the booth at the events. I also started and manage the Vortex Optics archery pro-staff team. I also started and manage the Vortex Archery Instagram page.

**Experience in ATA:** I attended my first ATA show in 2012, helping out at the Copper John and STAN booth. I was responsible for helping in the booth, writing orders and building sales. I also attended the ATA show in 2014, working the Tactacam booth as an intern. During that year I was in charge of the pro staff and marketing, and helped grow sales and exposure. Since 2015, I have attended the ATA with Vortex Optics. This year I am in charge of all duties regarding the ATA booth. Those responsibilities include staffing, samples, promotions, and the new design and building of our new booth.

**If elected to the ATA Board I would:** Bring my fresh ideas and experiences that I encountered while managing the college archery team, working in a retail archery setting, and working for other manufactures in the industry.

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

1. Keeping customers coming back for more, even after the “Hunger Games” and other films made archery “cool”

2. Manufactures must figure out a way to help the independent archery shops keep business instead of it going to the big-box stores.
3. The ATA, dealers and manufactures should be looking at ways to help support local archery clubs to help grow the sport and keep people shooting year round, not just in August through December.
4. Help educate retailers the value of appearance. Layout, appearance and managing inventory can help draw consumers in and keep them coming back for more.

## **Company:** Wildlife Research Center, Inc.

**Name:** Sam Burgeson

**Title:** President

**Duties:** Management, Regulatory, Sales, Marketing.

**Work Experience:** Sam studied both Chemistry and Chemical Engineering at the University of Minnesota. He has been working at Wildlife Research Center and in the outdoor industry for over 10 years. Prior to this he held sales and management positions. Sam has been around his family's company and the hunting industry since he was a young kid. Besides manufacturing hunting products, Wildlife Research Center helps support youth, hunter education, and numerous other hunting organizations. Sam has considerable experience working with the ATA, State Wildlife Agencies, and top wildlife disease experts. He is also on the board of directors for the National Deer Alliance.

### **Experience in ATA:**

Sam has participated in ATA board meetings and in the 2016 ATA Strategic Planning Meeting. He has taken a lead role with the ATA and with other members to work with State Wildlife Agencies and disease experts to help create the ATA Deer Protection Program. This program has reduced and stopped potential rule changes that would have harmed the hunting industry. At the same time, it has created a win/win situation with the ATA, hunting industry, and State Wildlife Agencies, further improving the relationship between those parties and helping to create more opportunities for them to collaborate in the future.

### **If elected to the ATA Board I would:**

Help to continue the successes of the ATA and seek further opportunities to build on those successes. Work hard to help retailers and manufacturers have an environment where they can function well and be more successful over the long term. Promote hunter recruitment, retention, and reactivation efforts.

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

Hunter recruitment, retention, and reactivation, growing the industry, and reducing obstacles (unnecessary regulation, disease issues, restricted opportunity/access, etc.)

**Company:** Hunting Revolution Inc.**Name:** Khosro/Jeff B. Hajari**Title:** President**Duties:** Design, Manufacturing, Marketing**Work Experience:** 1997-2010 – K.H Home improvement. Owner/President. Certified remodeler by National Association of Remodeling Industry (NARI).

I have been involved in archery and bowhunting business for 12 years. I hold 11 U.S. patents and trademarks, and designed many new and innovative archery products, including the Mechanical Arrow Nock (TwisterNock). [www.HuntingRevolution.com](http://www.HuntingRevolution.com)

**Experience in ATA:** Participated in ATA as an exhibitor since 2007.**If elected to the ATA Board I would:** I will participate and assist ATA to achieve its objectives, and set goals and plans to promote archery.**The critical issues I think ATA and the industry must face in the next 4 years are:**

Promote archery and bowhunting among younger generations. Continue to make archery part of school programs. Help with setting up creative guidelines to promote bowhunting.

## **Company:** Lancaster Archery Supply Inc.

**Name:** Rob Kaufhold

**Title:** President

### **Duties:**

- ❖ Represent and clearly communicate our values, culture, history, mission and vision to our team, especially management, as we serve our customers and the entire archery community.
- ❖ Provide strategic leadership for LAS to establish long-range goals, strategies, plans and policies.
- ❖ Identify new markets, create opportunities to promote and grow the sport of archery, and develop solutions to business challenges.
- ❖ Develop plans for continual improvement of LAS, and provide individuals with opportunities for professional and personal growth.

**Work Experience:** As a life-long competitive archer, coach and bowhunter who's been involved in the industry since the 1970s, I've always strived to put customers and the good of our sport first.

- ❖ ATA/AMO member since 1980's, exhibiting at industry trade shows since 1985. (SHOT/BHTS)
- ❖ Currently serve on the ATA Board and the USA Archery Board of Governors, as well as several local non-profit boards including archery clubs, which helps me to understand the entire archery industry and community.
- ❖ I worked with manufacturing, assembly and marketing for a small archery accessory manufacturer for 7 years.
- ❖ Since 1983 (34 years), I've managed the growth of Lancaster Archery Supply, our archery distribution company to over 100 employees. We are blessed to work with more than 900 archery manufacturers worldwide, including several that depend on us for assistance in design engineering, testing, market research, pricing and programs.
- ❖ We also serve to grow archery as an OEM manufacturer by designing and supplying recurve bows and accessories for several major-brand customers.

**Experience in ATA:** Prior to being elected to the ATA Board, I attended several ATA Bowhunting Summit meetings and ATA Board of Directors meetings as a guest or invited speaker. During my first term as an ATA Board member, I've been actively involved in raising awareness and industry participation of "Archery as a Sport" with my work serving on the Archery 360 and Bowhunting 360 committee, and in our efforts to assist with ATA's Retail Growth Initiative to assist dealers. I supported all of ATA's efforts and initiatives over the past 4 years, including Federal Excise Tax revisions, MAP clarification, NDA/National Deer Alliance, Bowhunting 360, etc.

### **If elected to the ATA Board I would:**

- ❖ Continue to work with Jay McAninch, the ATA staff, Executive Committee and Board to raise awareness and participation in "Archery as a Sport", especially for those in our

industry who don't realize the opportunities for growth available to those focused on target and recreational archery.

- ❖ Support initiatives to use FET revenue to promote and advertise bowhunting, and increase participation and awareness of the archery industry's massive contributions to wildlife conservation efforts.
- ❖ I would continue to use LAS's team and resources to benefit the ATA and the sport of archery.

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

Reverse the downward trend in bowhunting participation. Utilize FET funds to promote bowhunting and educate/encourage new participants and dealers through marketing efforts. Help new companies enter the archery industry by providing information, market research and business-coaching assistance. Address the West's shrinking big-game herds caused by wolves and other depredation.

## **Company:** Rinehart Targets

**Name:** James McGovern

**Title:** Owner

**Duties:** Accountable for all daily operations and responsible for the continued viability and profitability of the company.

**Work Experience:** General Manager/VP Sales and Marketing at Rinehart Targets from 2005-2010. Purchased the company in 2010.

**Experience in ATA:** Exhibit at ATA Trade Show annually, attend past ATA summits as well as the 2016 ATA Strategic Planning meeting.

**If elected to the ATA Board I would:** Learn to step back and look at issues as they affect the entire outdoor industry. Work towards making the sport more inclusive and promote the development and growth of recreational archery opportunities.

**The critical issues I think ATA and the industry must face in the next 3 years are:**

To ensure the sustainability of the archery and bowhunting, the industry must find a way to work together to develop new hunters and shooters. Bowhunting is the driving force that funds technological growth and advances the industry. Many factors have the potential to chip away at our hunting numbers, including limited access, reduced deer populations, competition with other activities and ourselves. We get distracted by the fact that we think our competitors are other manufacturers, when in reality our true competition is any activity that competes for our customer's time.

Long term we need to ensure that bowhunters are sitting in stands. We need to minimize outside factors and encourage new shooters as to continue to grow participation and ensure that bowhunting maintains its heritage and continues to be passed on to future generations.

## **Company: Primos Hunting**

**Name:** Jimmy Primos

**Title:** TV Show Co-Host

**Duties:** Over the years at Primos I have performed a variety of duties up to and including Chief Operating Officer. Now as part of Vista Outdoors my main duties are to serve as co-host of our TV show as well as represent the company as a brand ambassador

**Work Experience:** 1969-1972- Lieutenant, U.S. Marine Corps; 1986-present Primos Hunting

**Experience in ATA:** Primos Hunting has been a member of the ATA since its inception. I have been proud to serve on the Board of Directors since 2007.

**If elected to the ATA Board I would:** I will continue to work with the ATA Staff and other Board members to promote the sport of archery and to help create new programs and ideas that will contribute to the success of the ATA membership.

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

1. There has been a significant decrease in the number of independent archery dealers over the past several years. It is my belief that the independent archery dealer is critical to the overall success of industry as a whole. The ATA, with direction from the Board, is making significant investments to help create new programs to offer its members that will help them be successful.
2. Recruitment and retention has been a big focus of the ATA. As such the ATA has made significant contributions at the federal, state and local levels. I feel it is important that we continue to work in these areas.
3. A few of the many threats that our industry will face in the coming years are:
  - a. Animal diseases such as CWD
  - b. Anti-hunting groups
  - c. Increased government regulations

The ATA as the primary trade organization will play a significant role in representing all of us as we seek solutions to these and other threats.

Thank you and I would appreciate your support.



## **Company:** Kuemmerle GmbH /TopHat High Precision Points

**Name:** R. Blacky Schwarz

**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 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, How-To articles).

Consulting Work for archery product development.

Archery shop owner as a side business, before working for TopHat.

**Experience in ATA:** No working experience in ATA functions; however, have exhibited at the ATA Trade Shows, meeting with key personnel in the archery industry.

**If elected to the ATA Board I would:** Support the ATA Board in any possible way to grow the sport. Share insights from a European stand point, where bowhunting is pretty much non-existent and target and 3-D archery is the prevailing form of archery. Share my ideas about getting kids and youth involved in archery and bowhunting.

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

- Finding ways to grow the archery and bowhunting customer base
- Put the focus on new customers like women and children
- Try to unite the bowhunters who use different equipment like traditional, compound and crossbows so they will be one big group fighting against anti-hunting.
- Provide information to cities on how to set up shooting ranges, since a lot of people live in urban areas and won't learn about archery otherwise.
- Use TV shows and social media to get people involved in archery.
- Rental equipment could be a great way for shops to get new customers: "Try before you buy."
- Older bowhunters are fading away and not enough young ones get recruited. We need to look for more ways to get the young people interested in providing their own meat for food. When they get interested there should be help to grow them into bowhunters. Providing bowhunting "schools" could be one of the solutions.
- Try to use the "athletic" movement to get more people into target archery, which can be done year-round.
- Target archery should be more visible on TV to get new shooters interested.
- Supply shop owners with more information on how to make their stores more efficient so they can make money from the effort they put in.

## **Company: FeraDyne Outdoor**

**Name:** Todd W. Seyfert

**Title:** CEO

**Duties:** Leading all facets of FeraDyne Outdoor, including culture, strategy, operations and financial performance. Ensure the continued growth of the archery category through product innovation, outreach, promotion and industry involvement.

**Work Experience:** Twenty plus years of experience in the hunting, shooting and outdoor recreation industry. Most recent role as CEO of FeraDyne Outdoor, the leading archery accessory company within the industry. Prior to joining FeraDyne, worked six years at ATK/Vista Outdoor, where I served as Global SVP Sales. Prior to ATK/Vista, served as the President of Magnum Research. For the twelve years prior to Magnum Research, worked at Michaels of Oregon/Bushnell Outdoor Products.

During my career, I have worked for private companies, PE-backed companies and public companies. This varied background has shaped my management philosophy deeply. I have learned as much from seeing things done wrong as I have seeing them done right.

**Experience in ATA:** I am new to the archery segment but have been involved with companies who have a footprint within archery, mainly Gold Tip and Primos. Having recently joined FeraDyne Outdoor, my goal is to learn the industry, ensure our company is involved to help promote and grow the sport, and use my background in any way that will help ATA accomplish its mission.

**If elected to the ATA Board I would:** My first priority would be to understand the current state of the ATA, and get to know the other Board members and, most importantly, where the Board wants the organization to be in five years. Based on that understanding, how could I help in the execution of that strategy? I would use my experience having served on other industry boards, such as the NSSF Board of Governors, and the Youth Shooting Sports Alliance (YSSA) to bring ideas and insights to the organization.

**The critical issues I think ATA and the industry must face in the next 4 years are:** I believe the major issues facing the archery industry are participation, lack of data and the evolution of the consumer from bricks and mortar to online. These trends have the potential to further disrupt the archery category without a plan that encompasses all levels. By working industry wide, from dealer to distributor to big box to e-commerce and back to the manufacturer, we as an industry must find common ground for the sake of the overall health of our sport.

We need to understand what is driving current participation rates, and what we can do together to increase. That solution may somewhat depend on our ability to share data across the industry without fear of the outcome. By understanding what drives participation and what category performance looks like, we can then use those insights to help drive change at each level, from the manufacturer to the end consumer.

## **Company:** Precision Shooting Equipment, Inc.

**Name:** Blake Shelby

**Title:** VP of Sales and Marketing

**Duties:** Runs Sales, Marketing and Engineering

**Work Experience:** Over 30 years in the outdoor industry, including roles of VP of Marketing at Haas Outdoors (Mossy Oak Camouflage), Marketing Communications Director at Remington Arms, and Publisher at Petersen's Hunting Magazine

**Experience in ATA:** Returning Board Member and Chairman of the Communications Committee

**If elected to the ATA Board I would:** Continue to work to ensure the health and growth of the sport of archery through recruitment and retention, as well as continuing to work with manufacturers and retailers to ensure that we maintain a healthy industry.

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

- 1) The growth and perception of bowhunting: We must reach a new generation of hunters, educate them on what makes our sport so great, and make sure they are given the tools and opportunity to pursue our sport and become lifelong users.
- 2) Growth of recreational archery: While we have done a good job introducing young shooters to the sport through NASP and other programs, we must continue to educate them on how to continue in our sport and ensure they have access to the ranges necessary to participate.
- 3) A rapidly changing retail environment: Our industry is unique in the fact that we rely heavily on our retailers to educate consumers, work on their equipment, and give them a place to shoot. In this rapidly changing retail environment that threatens our retailers, manufacturers and retailers must work together to ensure that our retail partners are healthy and can continue to offer the support our consumers desperately need.
- 4) We need to increase access: We simply need more archery ranges.

## **Company:** Tecomate Holdings, LLC

**Name:** Mike Walston

**Title:** Senior VP of Sales

**Duties:** Sales, marketing, business development, rep management

**Work Experience:** 20 years in senior management roles within the outdoor/archery industry.

**Experience in ATA:** I have been involved in the industry and attending the ATA Show for the past 20 years and have proudly served on the ATA board also. While on the Board I participated on the following committees: Trade Show, Marketing and Government Affairs.

**If elected to the ATA Board I would:** Continue to support the existing successful programs that the ATA offers and work to expand additional opportunities for retailers to increase sales/profit.

**The critical issues I think ATA and the industry must face in the next 4 years are:** I feel the critical issues facing the industry are declining hunter numbers, declining industry sales and increasing online sales affecting brick and mortar retailers.

## Company: HeDog Archery

**Name:** Ryan Whittaker

**Title:** CEO & National Director

**Duties:** Ryan Whittaker signed on in February of 2015. Ryan's job as CEO & National Director of HeDog Archery is to promote the sport of archery (Hunting, 3D & Target) in all its forms by supporting and taking part in and sponsoring organizations such as the ATA, ASA, IBO, OPA and the R100 as well as the QDMA with his products and resources. Ryan is also a professional archer in the ASA and shoots Men's Open Pro. He traveled through 20 states in 2016 to promote hunting and tournament archery as well as family shoots. He opened the doors in 2016 for pro staff shooters and manages and encourages his team. HeDog Archery holds the patent on The Cam Protector and making the product in America is a top priority at HeDog Archery. In between work, shoots and personal life, Ryan is also hunting and filming other hunters and target archers using The Cam Protector and making sure his company is meeting its goals. [hedogarchery.com](http://hedogarchery.com) [thecamprotector.com](http://thecamprotector.com)

**Work Experience:** Ryan has been an entrepreneur since the age of 22 and currently owns several businesses. He was briefly an International Educator (Japan 2005-2009), and Started TraditionalAmericanHunter.com in 2015 in order to promote bow hunting and products full time. Although the site promotes the American tradition of hunting, Ryan quickly rose to internet fame through the practice of hunting with traditional equipment. This attention and his friendship with Nathan Lawson, the inventor of The Cam Protector, opened the doors to Ryan's ideas at the company on how to improve the HeDog Archery brand and operations.

**Experience in ATA:** HeDog Archery has been to the ATA Trade Show twice before (2011 & 2012) and we were absolutely thrilled with the reception we received by both the ATA and the attendees.

**If elected to the ATA Board I would:** Work with my fellow colleagues to continue to promote the ATA and the endeavors that it takes on to benefit its members and the archery world with the valuable resources that it provides.

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

- Declining numbers of bow hunters.
- The need for archery instruction for America's youth.
- Opportunities for archers that do not hunt.
- Economic & community responsibilities of manufacturers, retailers, and industry leaders.
- Promoting the therapeutic value of archery.
- Declining deer populations in areas with disease.

## **Company: 3Rivers Archery**

**Name:** Teresa Williams

**Title:** Vice President of Operations

**Duties:** Chief Executive of Operations - Responsible for overall health of corporation. Manages circulation, database marketing, and analytics.

**Work Experience:** Served more than 15 years in the traditional archery multi-channel retail industry.

**Experience in ATA:** Understanding of the history, purpose, and resources provided to the archery community.

**If elected to the ATA Board I would:** Leverage analytics to understand the archery industry's past and current success and empower future opportunities; work to bring manufacturers, distributors, dealers, and retailers together to understand that MAP protects retailers now, manufacturers later, and archery forever; assist with developing avenues to educational and regulatory resources that will help manufacturers, distributors, dealers, and retailers succeed in the industry.

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

Amazon & MAP Violators – Staying competitive with “the online GIANT” & low-overhead entities.

Conservation – Ensuring all measures are maximized to protect bowhunters, bowhunting, and its privileges.

New Generations – Promoting archery in schools to foster the future of the sport and understanding all opportunities that need to be met to engage the next generations in archery and bowhunting.

## **Company: Plano Synergy**

**Name:** Fred Zink

**Title:** Founder of Avian-X and Zink Calls

**Duties:** ACTT Executive Team, new product development team for Plano Synergy brands, host of Avian-X TV

**Work Experience:** 2000-2015 – Owner of Zink Calls, Director of NEW product development, marketing and sales

2002-2009 Avery/Greenhead Gear, Owner of Avian-X 2010-2015, spent over 600 days in Asia developing and perfecting design and manufacturing process. Also hold 25 major calling contest titles, including World Open, National, International, Grand National and Grand American Champion.

**Experience in ATA:** I currently have minimal experience with ATA. I have attended the show 5 of the last 7 years as a Mossy Oak Pro-Staff, TV host and as a representative of Plano Synergy.

**If elected to the ATA Board I would:** Share my experience as a successful businessman in the outdoor business. Hopefully helping further the relationship between dealer and vendor, creating a seamless buying experience that ultimately creates a better buying experience and a healthier customer base.

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

I believe there are many, but I will focus on the first couple that come to mind.

- Recruitment rate of NEW archers must continue to be a focus; we must find a way to recruit young archers with minimal dollars spent. Focusing on target audience at key retail locations would be a great possibility.
- Working with major retailers and local archery pro shops to create a healthy business future for both manufacturers and retailers. This will ensure that support is given to the retailers that support archer sport and not just a .com warehouse.