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DECEMBER 2008

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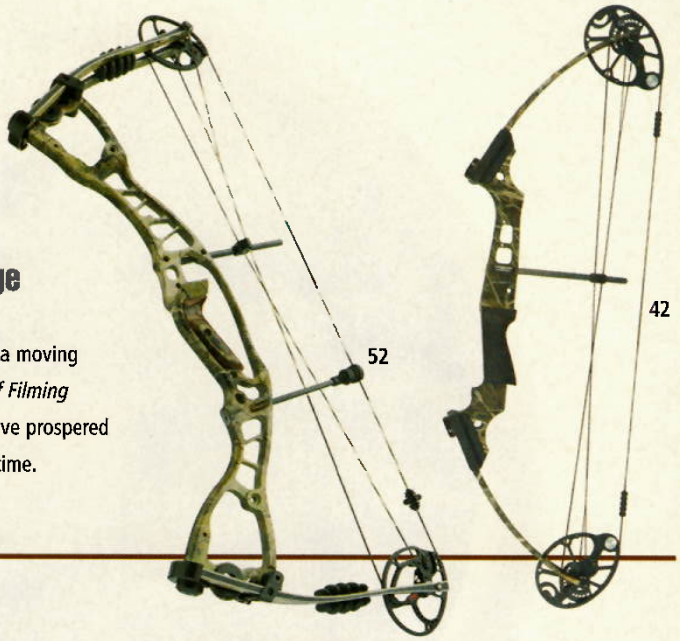
For over a decade, the Campbell family has been moving with a moving outdoor world and industry. Its outfitting services, *The Sport of Filming Hunts* television show and outdoor camera-sales operations have prospered because they accurately reflected what hunters wanted at the time.



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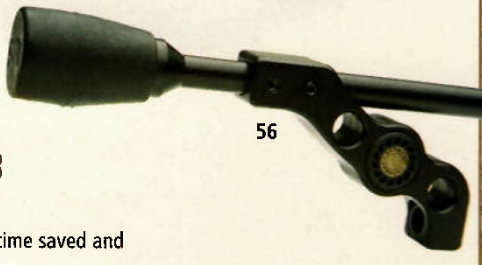

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CIRCLE #103

ATA INDY TRADESHOW 2009

Gone Wheelin' PUNCH CARD Extravaganza

How to Enter

This drawing is open to all registered dealer buyers, retail buyers and distributor buyers attending the 2009 ATA Trade Show. When you pick up your official show badge, you will receive an official **ATA Trade Show Gone Wheelin' Punch Card Extravaganza**. That special card will feature the names and booth numbers of all of the advertisers in the 2009 Official ATA Show Guide.

Visit Booths & Get Your Card Punched

Qualifying for the extravaganza drawng is good for your business. It's also as easy as one--two--three:

1. Visit all of the booths listed on the Gone Wheelin' Extravaganza Punch Card. Look carefully at what they have to offer. Ask lots of questions.
2. Identify yourself as an "ATA Punch Card Participant" and have your card validated at each of those booths.
3. Turn in your completed card at the ATA booth (#400).

Your Card is Drawn!

A drawing will be held, and the winner of the 2009 ATA Trade Show Gone Wheelin' Extravaganza, announced at the end of the show.

Dealer Buyers, Retail Buyers and Distributor Buyers!

Attend the 2009 ATA Show and **WIN** a

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- Lowest center of gravity of any side-by-side

Manufacturer, Make & Model not finalized and subject to change.

DECEMBER 2008

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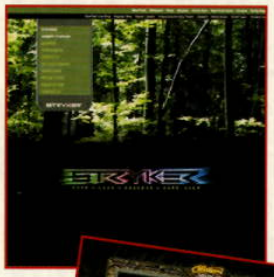

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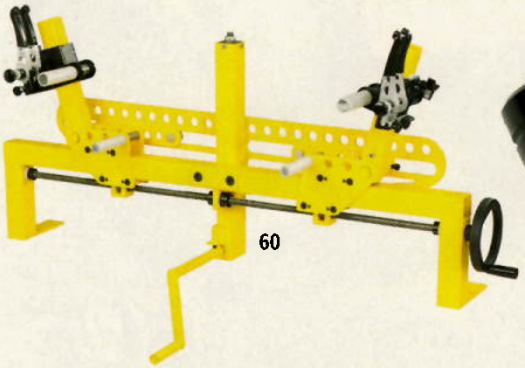

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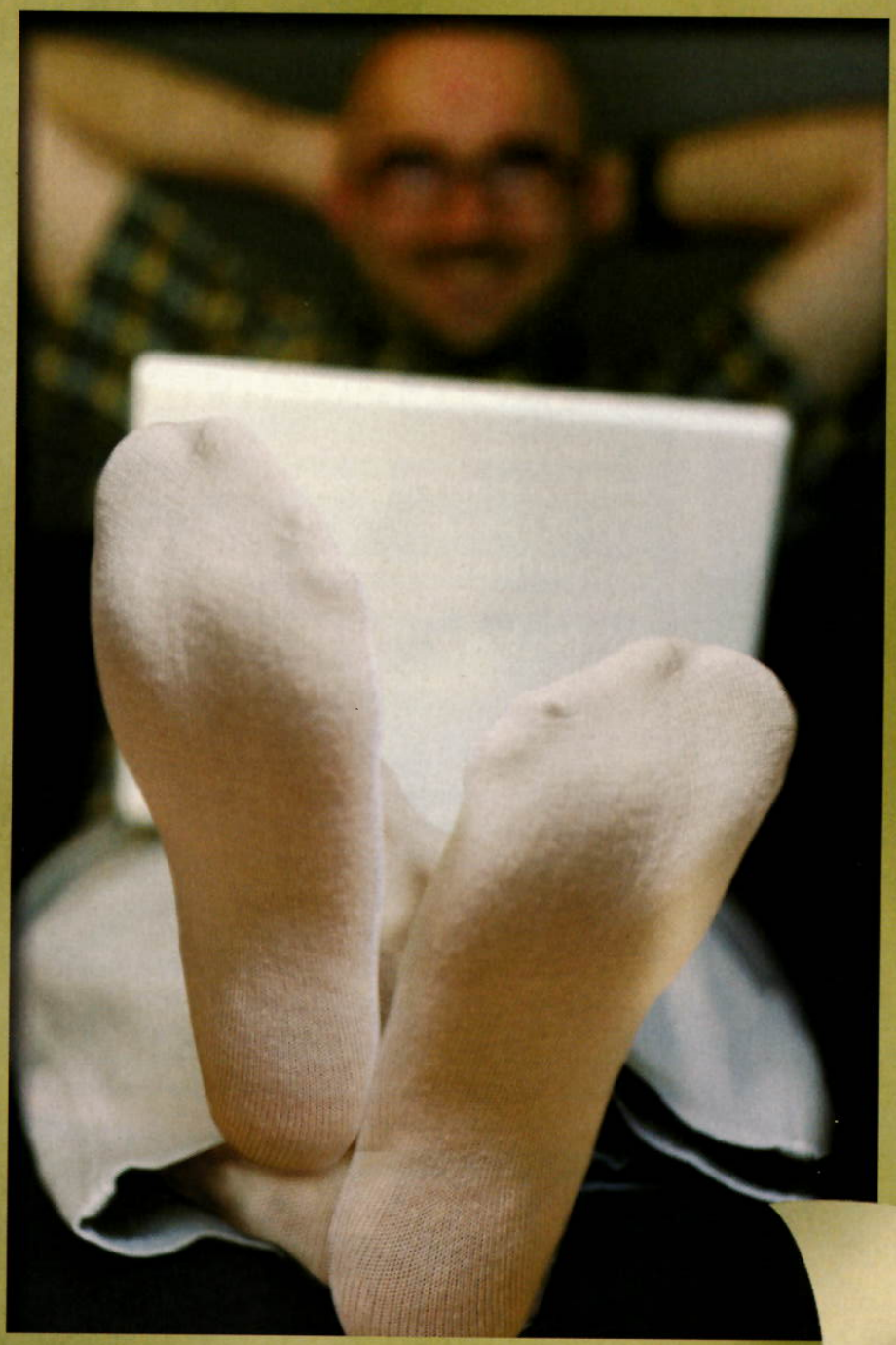
Announcing a distributor trade show that's good for your sole.



You can count on PAPE'S for groundbreaking ideas on how to save money during trade show season. In fact, in February '09 you can keep your food and travel money in your pocket and spend 7 leisurely days in the comfort of your own home or office while taking advantage of the best deals the industry has to offer. We call it an "electronic" trade show. You'll call it the best idea to come along in years! Kick back and save...with PAPE'S.

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CIRCLE #164

Inside Track

Who We Are

It's difficult to sell anyone anything unless you know who they are. Knowing your customers—what they do, how they think and what they prefer—is crucial.

A recent series of surveys and reports by the U.S. Fish and Wildlife Service (USFWS), the National Shooting Sports Foundation and the Congressional Sportsman's Foundation shed interesting light on hunters nationwide. Here are some of the highlights.

Approximately 5 percent of the American population over 16 years of age hunts, or about 12.5 million individuals. Of those, 86 percent, or 10.7 million, hunt big game. Of those big-game hunters, 95 percent pursue deer. For a variety of reasons, deer are clearly where it's at in our sport and our industry.

What about the growth or decline in overall hunter numbers? Between 1996 and 2006, overall American hunter numbers declined approximately 10%. But what is worth noting is that in the very same time period, big-game hunter numbers went down only 5 percent and only 2 percent between 2001 and 2006. What that suggests is that while small-game hunter numbers are slowly declining, big-game hunter numbers are generally holding their own.

The data also shows that in 2005 the average deer hunter was 41 years old, 91 percent were male and 72 percent are married and with a household income over $52,000. That average hunter also hunted deer 13 days per year and nearly 20 percent had four or more years of college.

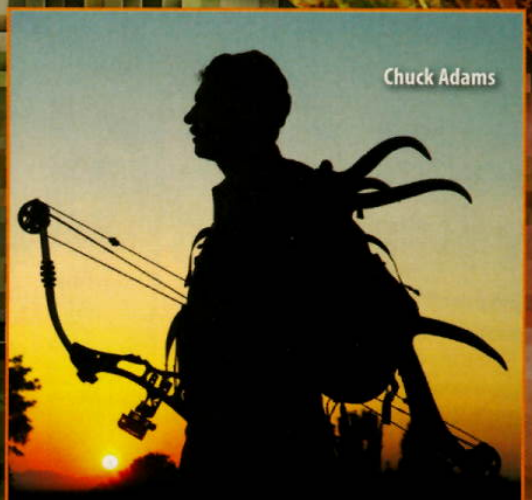
Where and how people hunt is both fascinating and pertinent. The USFWS report showed that 16 percent of hunters hunted only on public land, 61 percent hunted only on private land and the remaining 23 percent utilized both.

Of all hunters, 93 percent report using a modern firearm (rifle, shotgun or handgun) for at least some of their hunting days. Of all hunters, 28 percent (or approximately 3.5 million hunters) reported hunting some days with archery equipment, and 20 percent (or approximately 2.5 million hunters) used muzzle-loading firearms for a portion of their hunting. These statistics are encouraging as the number of archery and muzzleloader hunters continues to climb, indicating that hunters in general are reaching out for additional in-the-field hunting opportunities. That clear movement points to a strengthening of the overall hunter population.

This is who we are.

Bill and Sherry Krenz
Editor and Publisher

DIGITAL LEAF



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2008 Bow Reports

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- Design commentary
- Observations on how each bow shoots
- Key features and benefits
- **Speed-Test Results** with over a dozen different arrows

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- Hoyt Katera
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- Mathews DXT
- PSE X-Force Dream Season
- Mission Journey
- October Mountain Traditional Bows
- BowTech 82nd and 101st Airborne
- APA Viper
- Parker BlackHawk XP
- Bear The Truth 2
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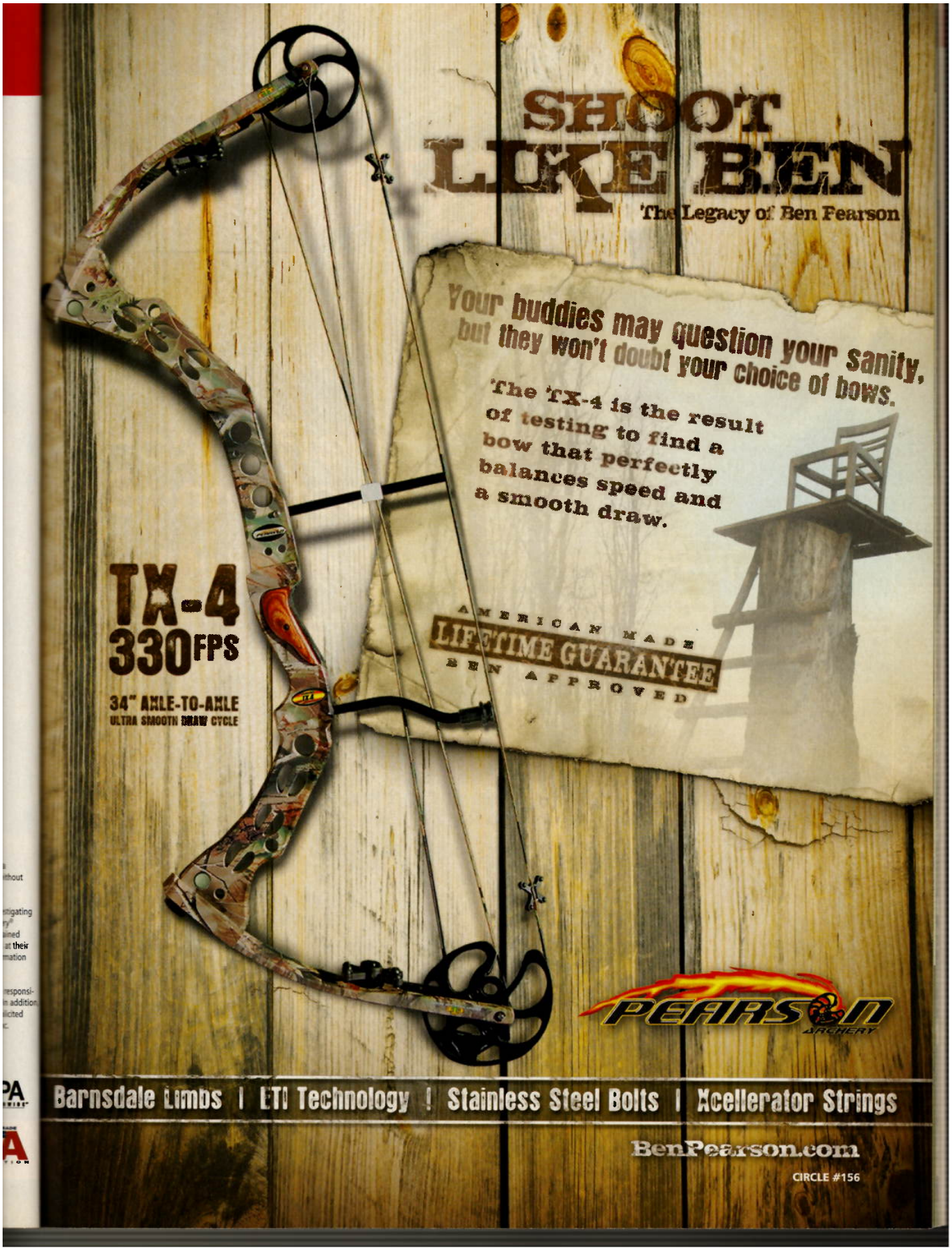
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CIRCLE #156

ARCHERY TRADE ASSOCIATION **ATA Action**

Cindy Brophy, ATA Trade Show Director

Start Planning and Packing for Another Great Show

The archery industry's biggest event of the year offers fun, insights, incredible deals and heart-pounding entertainment during its three-day return visit to Indianapolis' Indiana Convention Center.

As the ATA Trade Show draws near each year, I sense mounting excitement and anticipation as exhibitors and archery dealers call our office to make reservations, discuss the show and ask about the special programs awaiting them.

And who can blame them? The ATA Trade Show is more than just another business trip. This is the Super Bowl of archery and bowhunting, and no one wants to miss its high-octane atmosphere. In fact, no other archery and bowhunting trade show—now or ever—comes close to combining as much fun and hard-core business under one roof.

This year is no exception. When archery dealers walk into the Indiana Convention Center on January 8, 2009, they can start their morning with a free continental breakfast and a free in-depth seminar to improve business. Before hitting the show floor, they can visit the exclusive Real Deal room for the year's greatest bargains. And once they're on the show floor, they must stay alert to the big screens throughout the floor to receive Dealer Bucks from a generous participating exhibitor.

In addition, as dealers cruise the show's aisles, they can expect to see and meet the industry's most famous experts, engineers, bowhunters and television personalities. To top it off, they could win huge prizes Friday night, January 9th, at the third annual Great Giveaway extravaganza. The grand prize is an African hunt for 10 animals, and the package includes airfare, lodging and taxidermy. Doc's Deer Scents, Doc's Team Xtreme and Wild Game Safaris donated the prize.

When the Great Giveaway ends, be sure to hang around the Sagamore Ballroom to enjoy a free concert featuring country music sensation Blake Shelton, sponsored by G5 Outdoors, Parker Bows and Next Camo.

Strong Support

This marks the second straight year the Trade Show will be in Indianapolis. The 2008 show drew the second largest crowd in the show's history, while setting two Indy records: 495 exhibitors requiring a 300,000-square-foot show floor. The 2008 event also set two ATA Trade Show records: 159,350 square feet of rented booth space and 951 attendees for the morning seminars.

We knew 2008 would have a great show when our "walk-up" numbers the first day included 468 dealers, buyers and distributors. "Walk-ups" are people who don't pre-register. By show's end, we had 2,937 attendees in the key dealer-buyer-distributor category, a 14 percent increase from the 2007 Atlanta show.

Booth rentals are once again strong as we head down the stretch to January. As of October 1st, we had 356 exhibitors signed up for the show, only 24 off Indianapolis' record pace of a year ago. Remaining booth space will be reserved on a first-come, first-served basis. All exhibitors should have received their Trade Show kits by mid-October.

We also began accepting registrations for attendees on September 22nd and opened our on-line registrations for ATA members on October 15th. As a result, hotels near the Indiana Convention Center are filling fast. The ATA's hotel block is now open to everyone, and ATA-member pass-codes are no longer necessary. To make reservations, please go to: https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=66994

The Events

We're expecting enthusiastic crowds and nonstop excitement for the 2009 show. Besides modifying some popular attractions to make them

Continued on page 16

The ATA Trade Show is more than just another business trip. The show offers the industry's best sales, its most insightful classes, a vast new-products showcase, incredible blockbuster drawings and a wild night of entertainment during this three-day, dawn-to-dusk sprint.

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- ✔ Built-in 45° angled sides — perfect for treestand practice.
- ✔ Crossbow Approved!

- ■ No Guarantee. No promise. (Shoot it up and throw it away!)
- ■ Depending on the target only 2, 4 or 6 sides. **That's it!**
- ■ Independent test results — after a combined total of 102 arrows, all three targets had pass-throughs.
- ■ Loose foam layered targets are held together with bindings, straps, cardboard, plywood, plastic cases and even staples.
- ■ Not Available.
- ■ Competitors require the purchase of a more expensive crossbow target.

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CIRCLE #218

ATA Action

Continued from page 14

even more appealing, the ATA Board of Directors and ATA staff created even more business opportunities on the show floor after hearing many great suggestions from dealers and exhibitors alike. We hope that you'll contact us with more suggestions for the 2010 show in Columbus, Ohio.

New this year are the Dealer Bucks drawings, in which ATA-member exhibitors provide valuable certificates for retailers to use at the show. All dealers who preregister by December 12th are automatically entered in the drawings. Those who wait to register onsite will not be eligible. Beginning at 9:30 a.m. daily, winners will be drawn every two hours and posted on big screens throughout the show floor. Winning retailers will claim their Dealer Bucks at the ATA booth and then visit the exhibitor's booth to redeem the certificates.

Each exhibitor determines the value of its Dealer Bucks. At press time, exhibitors have donated more than $9,000 in Dealer Bucks. Horton Manufacturing, for example, will hand out 10 certificates worth $500 each during the drawings for a grand total of $5,000, and the Bohning Company is giving away six Dealer Bucks certificates worth $250 each for a total of $1,500.

The Real Deal

Bob Ives, the ATA's director of member services, has also worked with the ATA Board to fine-tune the Real Deal, which is back for its third straight year. At the 2008 show, the Real Deal featured more than 100 show-only deals. As always, the room is restricted to retailers, distributors and buyers, and an ATA Show badge will be required for admittance.

The Real Deal room filled with "shoppers" each morning in 2007 and 2008 as they considered which deals to pursue on the floor. To make the program even more valuable to retailers at January's show, all prices on Real Deal items must be based on "Minimum Advertised Pricing (MAP)" standards, and all Real Deal discounts must be at least 50 percent off.

In addition, starting this year, only ATA-member exhibitors can display products in the Real Deal or Featured Products areas. "Whenever and wherever possible, we're trying to increase the value of an ATA membership," Ives said. "It's certainly a benefit to display your product where dealers have quick, easy access to it before they hit the floor. It's only fair to our members that they enjoy as many exclusive benefits as possible."

Real Deal shoppers will receive an electronic scanner when entering. As they walk its aisles, they'll scan the bar codes on items they wish to see at the exhibitors' booths. When leaving the Real Deal, they'll receive a print-out of everything they scanned, along with the exhibitors' names and booth numbers.

"It's a quick, helpful way to make the Real Deal more valuable," Ives said. "Before you needed to write down all the information. Now you'll just scan it."

The Third ATA Great Giveaway

Another popular event, the ATA Great Giveaway, also returns for the third straight year on Friday night, January 9, at 7 p.m. in the Sagamore Ballroom. Afterwards, Blake Shelton will give a solo acoustical performance on the same stage.

ATA Board Chair Peter Crawford of G5 Outdoors and Board Vice-Chair Paul Vaicunas of Parker Compound Bows will again serve as emcees. "When you combine all the great prizes we'll give away, and you cap the evening with Blake Shelton, it promises to be a fun night for everyone," said Crawford.

As always, thousands of dollars in prizes will be given away during the Great Giveaway, including several dream hunts for dealers only. All dealers who register for the Trade Show will get a free ticket to enter the dream-hunt drawings.

Tickets for general-prize drawings cost $50 each. Tickets can be purchased online at the ATA website, archerytrade.org, or at the registration desk when you arrive. Buy early because space will be limited.

More Seminars, More Options

Bob Ives has also planned the largest, most comprehensive package of educational seminars in the Trade Show's history. The seminar series, which has drawn an average of nearly 900 people for five straight years, will offer the show's most popular seminars and speakers at least twice, if not three times.

That's why, even though we'll hold a record 44 seminars, we're offering only 20 different presentations, including some seminars Saturday afternoon for those who can't make the early-morning seminars. We'll analyze the popularity of the afternoon seminars to see if we should expand this slate at future shows.

Seminar crowds hit an all-time high of 951 in 2008, a 2 percent increase from 932 in 2007. That's a 5 percent increase from Indy's previous high, 908 in 2004.

Headlining the 2009 seminar series will be bow mechanic Len Marsh of Macrotech Accessories Ltd. and shooting instructor Bernie Pellerite of Robinhood Videos. Year after year, our annual surveys and attendance figures show Len and Bernie drawing the largest crowds, and 2008 was no exception. Of the 35 seminars delivered at last year's show, Len and Bernie accounted for three of the top five crowds.

Because of that popularity, Len will deliver his "Tuning: Facts and Fiction Analyzed" seminar each day of the show at 7:30 a.m. Bernie, meanwhile, will give two presentations of "Understanding Bow Fit and Shooting Form." Bernie will also help anchor Saturday's midday seminars.

We're also proud to announce the return of Kisik Lee, Team USA's Olympic archery coach, to our seminars. If you were at the 2007 ATA Trade Show in Atlanta, you might recall that Kisik drew the largest crowd that year to hear about his famous BEST method for shooting archery. Kisik's presentation will be Friday at 1:30 p.m.

We're also featuring three seminars by ATA staff. Jay McAninch, ATA CEO/president, will discuss Federal Excise Tax matters and will have several IRS employees assisting at his Friday morning seminar. In addition, the ATA will present two seminars on its new curriculum geared toward youngsters who want to learn about bowhunting. This exciting program, called "Explore Bowhunting: Take Them Outside the Classroom; Way Outside," is currently being tested in pilot projects and is scheduled to be offered nationwide in 2009. Explaining the program Saturday morning and again at noon Saturday are Emily Beach, the ATA's education and research director; and Jennifer Mazur, an educator who helped write the curriculum.

Appreciation Receptions

We were also pleased in 2008 with the initial success of two attendee-appreciation events: the New-Member Reception and the International Reception. Both will be repeated.

The New-Member Reception allowed recently enrolled ATA members to meet ATA staff, board members and member-service providers.

"We wanted to bring new members into the fold and make them feel welcome," Ives said. "The reception gave them a voice and let them know they're important to the ATA and the industry."

Meanwhile, the International Reception introduced show attendees and exhibitors from around the world to the ATA Board and staff. About 75 people representing as many as 21 countries attended. We sponsored this event because international attendance at the show has been growing each year. These folks spend a lot of time and money to attend, and some

of them make the long trip every year.

Among the 2008 attendees were members of the European Bowhunter's Association (EBA). The ATA and EBA continue to share ideas and information to help grow archery and bowhunting internationally.

Tightening Access

The ATA Board has also worked with ATA staff to fine-tune admittance standards to ensure exhibitors spend as much time as possible with retailers who make buying decisions. That's why the ATA Trade Show is a dealer-only show that's closed to the public. Not only do we screen applicants to ensure they represent legitimate stores and businesses, but starting this year we're limiting each store to four floor badges. Stores needing more than four badges will be reviewed on a case-by-case basis.

We're also clamping down on media badges. Those seeking press badges must fill out a "verification of intent" to receive the free badge. We want the print and electronic media to cover the Trade Show, its exhibitors and their products, and we'll work with them to ensure they receive access. However, in addition to their verification form, they must provide a copy of work published in the past year with their byline or credit line, or a copy of their publication's masthead with their name and editorial title.

Meanwhile, media members who solicit advertising or sponsorship must register as media salespeople and pay the appropriate fees. Those who register as "press" but then solicit advertising or sponsorships risk losing floor privileges.

New Show Policies

ATA staff and the Board of Directors address issues as they arise. Starting in 2009, for example, the ATA will enforce a ban on using digital cameras and video cameras on the exhibit floor and display areas unless the operators received the ATA's written consent beforehand.

The ATA Board also requires exhibitors to own or validly possess the right to make, use, perform, sell and/or display any patented products, copyrighted works, trademarks, service marks, trade names and all other protected property rights for items displayed in their booths.

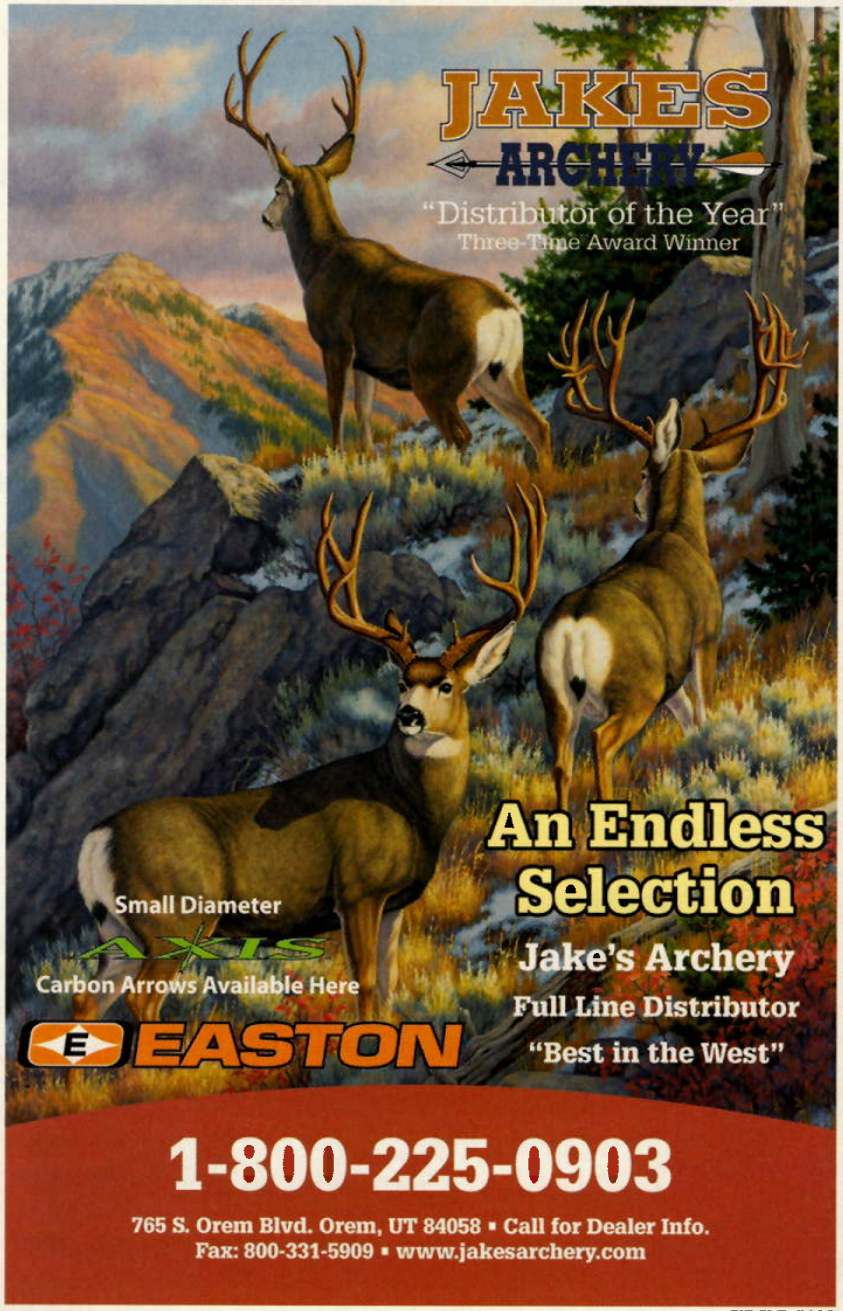
Exhibitors will also be allowed on the floor an hour earlier than in previous years. Some exhibitors wanted more than an hour to prepare their booth each morning, and said the 8 a.m. entrance time wasn't adequate. They can now enter at 7 a.m. daily.

Conclusion

Another benefit of attending the show is that you help support archery efforts year-round. That's because many archery and bowhunting programs rely on show proceeds for funding.

"Trade Show proceeds remain the single largest contributor for launching school- and community-based archery programs nationwide," said Jay McAninch, ATA's CEO/president. "All ATA members should take pride in knowing they own this show, and almost all revenues generated there are reinvested into our sports. I encourage everyone to attend, and I hope attendees let us know how we can make the show even more beneficial."

For more information about the show, e-mail info@archerytrade.org, visit archerytrade.org or call (866) 266-2776. If you have suggestions for your show, contact me in our Salt Lake City office at (866) 266-2776, extension 205, or email me at cindybrophy@archerytrade.org.



CIRCLE #133

SPONSORED BY:
HOYT

Inside Archery

Dealer School

It's almost Christmas, and that means that holiday shoppers across the country will be descending upon retail establishments in search of the perfect gifts. The holiday season can be immensely profitable for archery dealers, but also chaotic and stressful for shoppers and retail employees alike. To make the most of the next few weeks—and to save your sanity—you should consider developing a Holiday Shopper Plan.

Holiday Shopper Plan

"Implementing a Holiday Shopper Plan can help you stay organized and keep you focused on making sure it's a Merry Christmas for your customers, their loved ones and your bottom line."

A good Holiday Shopper Plan helps you create a positive shopping experience for your customers. This will not only increase your immediate sales as harried customers linger a little longer in your shop, but it will also help turn new customers into long-term customers.

While the details of each Holiday Shopper Plan will vary, there are a number of components that can improve the holiday shopping experience for your customers.

RE-MERCHANDISE TO STIMULATE SALES

It's a good idea to create new displays featuring different products as the season progresses. Not only will this make your merchandise seem fresh and exciting throughout the season, it will also allow you to draw your customers' focus to the items you want to sell first.

Some archery retailers find it helpful to create displays of popular gift

items. You might set up an endcap of stocking-stuffer ideas, such as broadheads, calls or even novelty items you bring in especially for the holiday season. Another endcap might feature your hottest selling items.

It's important to make shopping easy for your customers, especially those who may know nothing about archery but are shopping for an archer or bowhunter. These shoppers may have little to no idea about what to get their loved one, and they may be hoping that you will be able to help them pick out an appropriate gift. To that end, creating a display labeled "Top Ten Gift Ideas for 2008" might be effective. You may also want to create displays of the top-selling gifts for specific recipients, such as women, children, bowhunters, whitetail deer hunters, etc.

You can also take advantage of the holiday season to get rid of slow-moving merchandise. An attractive display might be just the thing to increase sales of a slow-selling item. Complete packages that include one or two slow-selling accessories can also help you clean out your inventory, and youth bows packaged with all the necessary accessories are a great gift idea for busy parents.

As the holidays approach, consider setting up displays of pre-wrapped gift items. Not only will this save your last-minute shoppers time, it will also help create a festive atmosphere that may encourage additional sales.

OFFER A DIFFERENT SHOPPING EXPERIENCE FOR THE HOLIDAYS

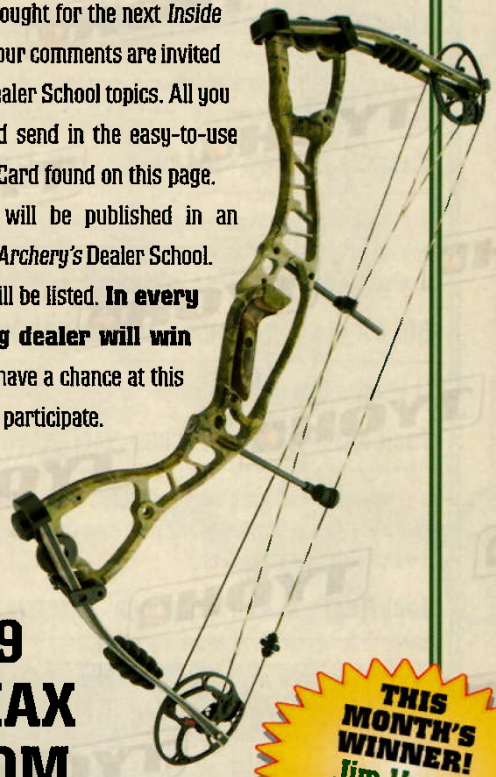
You may be overwhelmed with extra customers, but the holidays are the perfect time to temporarily add creative new services. This may include making "personal shoppers" available for customers who have a lot of questions or may want extra attention. These personal shoppers could help customers find their way around your shop, answer questions about various products and make recommendations for great gifts. If you don't have a large staff, you might be able to convince some of your regular customers to act as personal shoppers in exchange for some 2008 merchandise.

Another service consumers love

DEALER SURVEY QUESTIONS

Archery dealer input is sought for the next *Inside Archery* Dealer School. Your comments are invited on a variety of specific Dealer School topics. All you need to do is fill out and send in the easy-to-use Dealer School Response Card found on this page.

Selected comments will be published in an upcoming issue of *Inside Archery's* Dealer School. Your shop and location will be listed. **In every issue a participating dealer will win a new Hoyt bow!** To have a chance at this bow, all you have to do is participate.



WIN!

THE 2009 ALPHAMAX BOW FROM

HOYT

THIS MONTH'S WINNER!
Jim Hasty
Deer Track Archery
Anderson, IN

WHAT SORTS OF ARCHERY AND HUNTING PRODUCTS TEND TO SELL BEST DURING YOUR CHRISTMAS SELLING SEASON?

DEALER COMMENT

The following are selected responses from the *Inside Archery* Dealer School Survey presented in our August 2008 issue. Are you interested in participating and possibly winning a FREE 2009 Hoyt bow in the process? See page 19 of this issue for more information.

"We sell a lot of targets, camo clothing and boots, arrows, broadheads, scouting cameras and the latest bows."

Marvin Divelbiss • ADVENTURE SPOT - MUSKOGEE, OK

"While we sell a lot of sights, quivers, arrows and arrow rests around the holidays, we've found that our hands-down bestselling item is our gift cards. People looking for gifts prefer gift cards–they don't want to buy the wrong thing."

Tyler Chubb • TEMPY'S SPORTING - GOODS GROVE, OK

"Arrows, quivers, broadheads and new bows are our bestsellers. We also see people buying youth bows, arrows and targets for their young hunters."

Thomas B. May • TOP PIN ARCHERY - CUSTER, SD

"The holiday season is the time that I sell the most youth bows. Kids come into my store with big wishes, and their parents are trying to figure out what to get them. With bows and accessories, there are always a lot of presents under the tree."

Bill Lay • LAY'S ARCHERY - COFFEYVILLE, KS

"Targets, hard bow cases and gift certificates always sell well for us in December."

Jack Farhat • GREEN ACRES - JACKSONVILLE, FL

"We sell a lot of youth bows and packages for Christmas. Clothing also sells well, and people tend to buy small items like scent-free deodorants, cover scents, calls and bow care products for stocking stuffers."

Joel Redmon • J & M OUTDOOR - CAMDEN, IN

"Bows, targets, scents, calls and gift cards sell well for us."

Mark Mummey • MUMS ARCHERY - HOBART, IN

"In our archery department, we tend to sell more bow packages and youth bow packages. In terms of general hunting products, we sell scent kits and stocking stuffers such as lighted nocks and broadheads."

Ed Klipfel • GATEWAY OUTFITTERS - ST. CHARLES, MO

during the holiday season is gift-wrapping. Offering free gift-wrapping is a great way to make a good impression on your customers. To make it more cost effective, stock up on wrapping paper after Christmas each year. You'll be able to find heavily discounted wrapping paper to use the next year.

EDUCATE EMPLOYEES ON THE VALUE OF HOLIDAY SHOPPERS

An influx of new customers, while great for sales, can be frustrating for your employees. After all, these customers may not know where anything is and may have far more questions than the regular customers that come in throughout the year. One important component of a good Holiday Shopper Plan is making sure your employees understand how valuable those new customers are.

A good way to do that is to hold brief meetings before opening for the day or before the start of each shift. These meetings are a chance for you to go over new products, special promotions or issues from the previous day or shift. This might also be the time to tell your staff about any overstocked or out-of-stock merchandise. You can review the previous day's sales and check to see if anyone has any ideas for improving the experience for your customers.

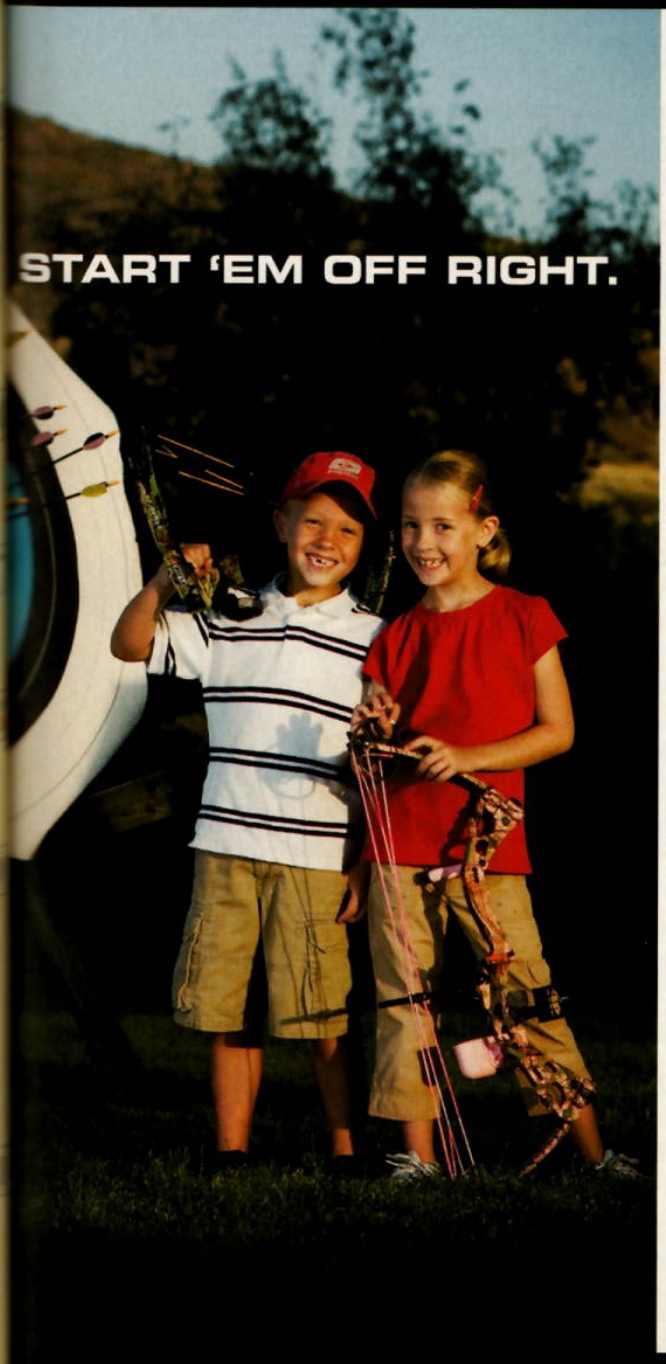
Whatever you do at these meetings, reinforce the idea

Continued on page 22

FUSE accessories

www.fusearchery.com

Freestyle



START 'EM OFF RIGHT.

NEW

Freestyle available in camo or pink camo.

THE FREESTYLE™ PACKAGE

Introducing the 2009 FUSE Freestyle - the perfect way to introduce your kids to archery. Freestyle is a lightweight youth bow offering the same high-quality design and function as adult bows, but in a smaller package to accommodate first-time shooters. Complete with a 2-piece, 4-arrow quiver, a lightweight yet functional arm guard, a 3-pin fiber optic sight, a full-capture arrow rest, a brass nock set and three arrows, Freestyle offers everything your young archer needs for a safe, fun, proper introduction to the sport. Create great family memories and develop your child's skills with the all-new FUSE Freestyle.

CIRCLE #129

FREESTYLE™ BOW SPECS:

29"	6½"	2.3 lbs.
Axle-to-Axle	Brace Height	Mass Weight
10-25+		14-24" (½" increments)
Draw Weight Ranges (lbs.)		Total Draw Length Range

GROWS WITH YOU.

Freestyle features simple, modular draw length adjustment in 1/2-inch increments without the need of a bow press, ensuring the bow grows with your child.

Continued from page 20

WHAT SORTS OF THINGS DO YOU DO TO TRY TO BOOST YOUR SALES DURING THE CHRISTMAS SELLING SEASON?

DEALER COMMENT

The following are selected responses from the *Inside Archery* Dealer School Survey presented in our August 2008 issue. Are you interested in participating and possibly winning a FREE 2009 Hoyt bow in the process? See page 19 of this issue for more information.

"We sell gift certificates and offer free lane time with them."

Scott Hodges • BULLS EYE ARCHERY - CUSTER, MI

"We make it easy. We stock a number of generic archery items that any archer can use. We try to be friendly and helpful to non-archery spouses. In some cases, archers leave a list of desired items with us–kind of like a bridal registry."

Jim Yost • CLARENCE ARCHERY - SNOW SHOE, PA

"We put a 'Spotlight' on the latest rage in the sport. Non-archers like being able to see the coolest new gadget their spouses and friends might need. We also take slow-moving items and package them attractively to try to move them quickly."

Mickey O'Kane • GEM SPORT SUPPLY, INC. - SYRACUSE, NY

"I hold Christmas sales and place bargain bins strategically around the store. I also hold a small archery expo to bring customers in."

Michael Barrandey • BOWLERO ARCHERY - VAN HORN, TX

"We start our JOAD youth program at the beginning of December. Parents then buy a lot of archery accessories as Christmas gifts for their kids."

Brian Eisenhauer • SOARING EAGLE ARCHERY - NESCOPECK, PA

WINS A HOYT BOW

"We put up a display of kids' bows and bows packages with a sign that reads 'Hey, Santa, Don't Forget Me!'"

Jim Hasty • DEER TRACK ARCHERY - ANDERSON, IN

"We send out a blank 'Wish List' to our customers so they can fill it out and give it to their friends and families. That way they get what they want, and our shop name and information is conveniently available for any non-archer who doesn't know where to go."

Jim Toombs • LC / BISHOP SALES - CASPER, WY

"We bring in a lot of novelty items like bobblehead dolls. We set aside an endcap for gift ideas, and we also push our gift certificates as the perfect gift for any hard-to-shop-for archer or bowhunter."

Chip Binning • BINNING OUTDOORS - STORM LAKE, IA

that everyone is part of a team and that the team's success is everyone's success.

USE CONTESTS TO ADD EXCITEMENT

To get your employees really pumped up about the holiday selling season, develop contests that reward their hard work. If your staff knows they'll be rewarded if they manage to make the most sales in a day, they'll work harder. You might also reward the largest single sale of the day or, if you have a slow-moving item you want to move out quickly, the salesperson who sold the most of that particular item.

The prizes for these contests could include cash, store merchandise or gift certificates to local restaurants, movie theaters or other retail establishments. You might also want to have group prizes for meeting set goals. For example, if the store reaches a certain dollar amount in sales on a given day, you'll buy the entire staff pizza. Think of small things you can do for your employees, and you'll be rewarded in a big way.

YOUR HOLIDAY SHOPPER PLAN

Regardless of which elements you choose to incorporate, implementing a Holiday Shopper Plan can help you stay organized and keep you focused on making sure it's a Merry Christmas for your customers, their loved ones and your bottom line.

2009 Broadheads by Carbon Express: *Touch 'em!*
2009 Tree Stand by Gorilla: *Sit on it!*
2009 Sight by Limbsaver: *See it!*

Being Able to Touch, See, Tryout and Talk Face to Face with the People Who Make It *Plus* Buy it at the Lowest Price of the Year: *PRICELESS!*

LIMBSAVER · GORILLA · GOLD TIP · CARBON EXPRESS · BULLWINKLE

2009 KINSEY DEALER SHOW

February 27 - March 1, 2009

Free Entertainment, Thousands of Dollars in Door Prizes, Free Evening Buffet, Free Continental Breakfast and Much More!

I WANT YOU
To Register Today!

KINSEY'S

Register today by calling 1.800.366.4269 X3049 or 3015

CIRCLE #141

Industry News

BowTech Makes Top 5000 List

BowTech is honored to have been recognized by *Inc.* magazine as one of the top 5,000 fastest-growing private companies in America. In the second year of the annual Inc. 5000 list, BowTech is ranked 995.

"We have worked very hard to get where we are today and the Lord has truly blessed us," says John Strasheim, president and CEO of BowTech. "It's a privilege to do business in this great country and an honor to be ranked among some of the top companies in the nation."

The Inc. 5000 list is considered to be the most comprehensive look at America's entrepreneurs, highlighting only the most innovative, dynamic and successful companies. BowTech is ranked among companies such as Visa and Go Daddy Group.

According to *Inc.*, "The 2008 Inc. 5000 list measures revenue growth from 2004 through 2007. To qualify, companies must be U.S.-based and privately held as of December 31, 2007, and have had at least $200,000 in revenue in 2004 and $2 million in 2007."

Complete results of the Inc. 5000 list, including company profiles and a list of the fastest-growing companies, can be found at inc5000.com.

For more information about BowTech, log onto bowtecharchery.com or call (877) 447-0293.

Accelerated Plastics Begins Construction of New Facility

Accelerated Plastics LLC is now in the process of beginning to build its own facility. The new home for Accelerated Plastics LLC will be in New Richmond, Wisconsin. The new facility will be approximately 10,000 square feet and provide room for expansion in the future.

Accelerated Plastics LLC works with customers to create specialized plastic prototypes and production parts. With over 20 years of experience, Accelerated Plastics LLC is capable of effectively taking injection-molding jobs from start to finish. Capabilities include design and engineering support, prototyping, rapid tooling, low-volume production, high-volume production, one- to two-week production lead times, packaging, assembly and shipping. All Accelerated Plastics LLC products are made in the U.S.A.

For more information, log onto acceleratedplastics.com or call (715) 531-0580.

Zebco Brands Acquires Vortex Outdoors

Zebco Brands, a W.C. Bradley company, has acquired privately-held Vortex Outdoors, joining the longtime fishing category leader with a fast-growing marketer of backpacks and gear for hunters, fly fishermen and avid outdoors enthusiasts. The purchased brands include William Joseph premier fly fishing gear, Badlands hunting equipment, Vortex backpacks, Black Ridge packs and Watermark fly fishing packs.

Founded in 1992 as Vortex Corporation, the Salt Lake City, Utah, company has evolved into a well-respected manufacturer of outdoor adventure products through quality and design innovation. Based on sustained double-digit growth for numerous consecutive years, Vortex Outdoors was named among Utah's top 100 fastest-growing companies in 2006 and 2007.

"This is a good match for both companies," said Zebco Brands President Jeff Pontius. "Vortex has achieved success through product innovation and building enthusiasm around their brands, and we have the resources and support structure to help them take that momentum to the next level. We are thrilled to lead the way in the further development of brands and markets."

Pontius said Vortex will continue to operate from its present Salt Lake City location with the same personnel in place, including Vortex founder Bill Crawley.

"To watch our brands grow like they have, especially over the past decade, and see what they have become today has been a truly remarkable journey. We couldn't be more pleased to have what we've built become a part of the Zebco Brands family," Crawley said. "This is a good decision for us, and we're in the best of hands with the Bradley folks."

For more information, log onto badlandspacks.com or call (801) 978-2207.

U.S. Marines to Use Klawhorn Knife Sharpeners

The U.S. Marines at Camp Lejeune recently implemented the Redi-Edge Tactical Knife Sharpener from Klawhorn Industries into Marine NAVAIR flight suits. The Marines will also begin including the Redi-Edge in their survival packs.

Klawhorn industries
"SHARPEN THE SKILLS OF YOUR TRADE"

Klawhorn Industries specializes in the development of sharpening systems using innovative technology and precision manufacturing. Klawhorn sharpening systems have been adapted for use in a number of industries. The Redi-Edge Tactical Knife Sharpener is just one of many Klawhorn products approved and under contract with the U.S. Government.

Continued on page 26

A Stealth Attack with an Afterburner

Boost Arrow Performance Instantly

• Reduces Vibration • Quiets Shots • Improves Accuracy

Beman® pioneered the concept of arrow vibration reduction resulting in exclusive ViBrake™ Vibration Dampening Technology. Patent-pending ViBrake quiets the shot and enhances broadhead accuracy. Get quiet, accurate shooting and put more venison in the freezer with ViBrake.

Ralph and Vicki Cianciarulo—Archer's Choice TV

Nocks

ViBRAKE™

ViBRAKE™ Inserts

Patent-pending

ICS Hunter and Camo Hunter come with ViBrake Inserts included. MFX Team Realtree includes the new ViBrake X Nock. And get ICS Hunter Elite with both ViBrake Inserts & Nocks included.

New ViBrake X Nock Included with MFX Team Realtree Arrows

BEMAN Team REALTREE

ICS Hunter 400 8.4 gpi

Stock ViBrake-equipped Beman arrows — call 888-327-8664 to order.

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FIRST IN CARBON ARROWS

MADE IN USA

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CIRCLE #118

Industry News

Continued from page 24

Klawhorn's wide range of knife, tool and broadhead sharpeners are designed to be safe, simple and effective, achieving the same sharp edge every time. All Klawhorn products are manufactured in the U.S., and the Ohio-based company is in the process of developing new products and kits for the military.

For more information, log onto klawhorn.com or call (330) 335-8191.

John Dudley Joins Winner's Choice Sales Staff

Winner's Choice Custom Bowstrings is proud to announce the addition of John Dudley as its international sales representative.

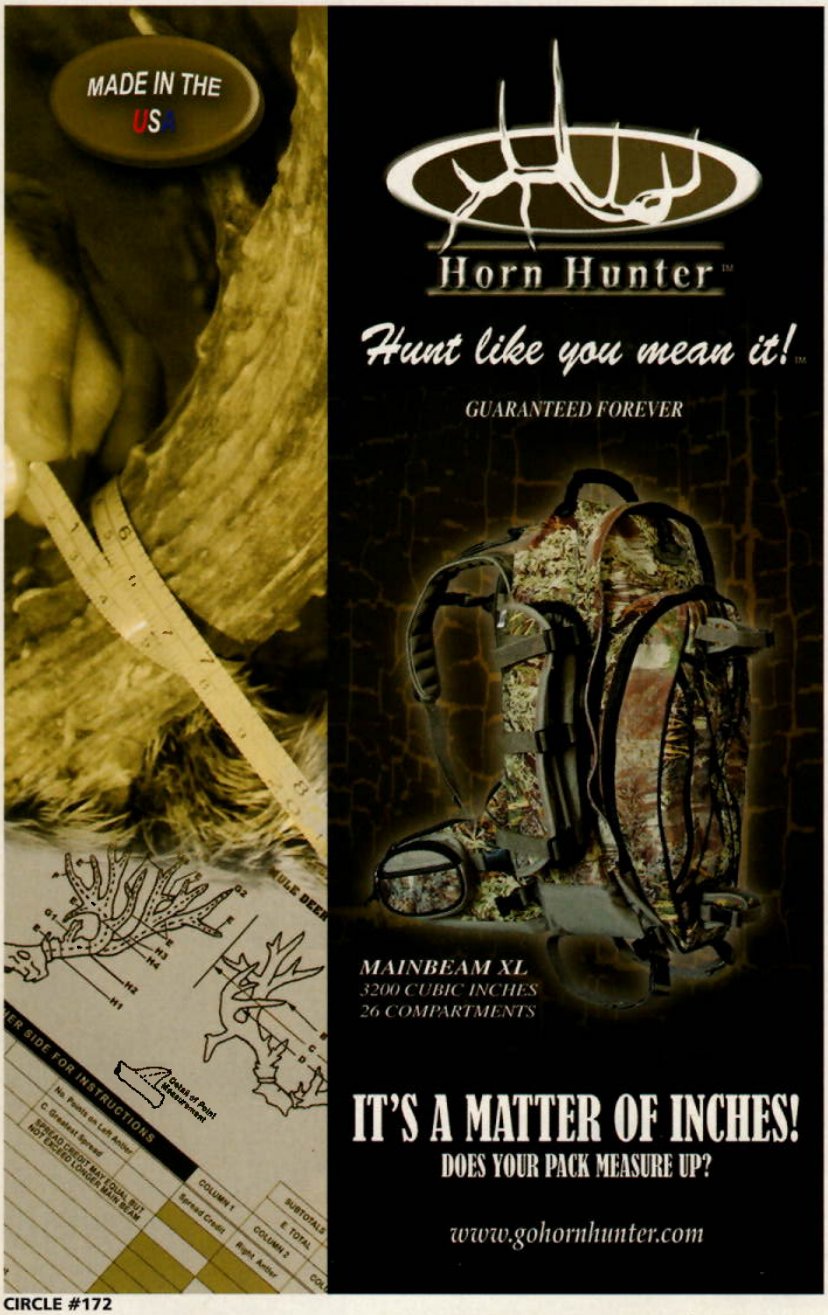
John Dudley is one of the most well-known American archers in the world and works extensively in Europe, Africa, Australia, Asia and Canada. He has been successful in all disciplines of archery, winning titles in 3D, field, indoor and outdoor archery events. He has also been a medalist on past U.S. archery teams.

Dudley has worked for some of the industry's top manufacturers in domestic and international sales, marketing and public relations. He is also a well-respected author, writing on both target- and hunting-related topics.

John Dudley

"John Dudley brings a great wealth of knowledge about the international archery market both on the retail and competitive level," said Winner's Choice CEO Mike Slinkard. "Winner's Choice cut our teeth on the target archery market here in the U.S., so it stands to reason that, with so much of the overseas market dominated by target shooters, our products will be well accepted and recognized as the highest-quality strings available. Our intention is to create an impeccable and reliable connection between our company and our international customers. John will play a key role as we become more aggressive in this market. We are extremely excited to have him on board."

For more information about Winner's Choice bowstrings, call (541) 575-0818 or log onto winnerschoicestrings.com.



CIRCLE #172

DO YOU GET IT?
THE SPORTSMAN CHANNEL
YOUR PASSION. YOUR LIFESTYLE. YOUR CHANNEL.
TO GET THE SPORTSMAN CHANNEL, LOG ON TO:
WWW.THESPORTSMANCHANNEL.COM
CIRCLE #111

New&Notable

New & Innovative Products to Watch

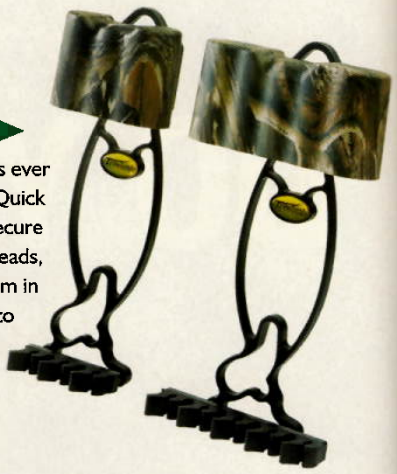
RINEHART FIELD TARGET

The Rinehart Field Target (RFT) is the perfect target for active bowhunters who want a go-anywhere practice target. At just 9 inches in diameter, the lightweight RFT is small enough to fit into the overhead compartment of an airplane. Bowhunters can take the RFT to their treestands for last-minute practice. Because the RFT is balanced with sand, there is absolutely no setup required—it can be tossed into the field and it will land upright everytime. The RFT sports plenty of clearly marked target zones in a number of sizes so users can practice at various angles. Made with Rinehart's exclusive self-healing foam, the RFT can take hit after hit without damage. For more information, Circle #218, log onto rinehart3d.com or call (608) 757-8153.

SCOTT ARCHERY RHINO XT

Archers expect exceptional accuracy and consistency from Scott Archery releases, and they won't be disappointed with the 2009 Rhino XT. This new open-hook, single-sear release features an extreme forward trigger to maximize draw length, a streamlined head design for comfort and precision and a spring-loaded hook for quicker and easier loading. An interchangeable spring system offers a complete range of trigger sensitivity adjustment. The Rhino XT utilizes the highest-grade steel, including a hand-polished stainless-steel hook for smooth and consistent firing. The Rhino XT is available with Scott Archery's four-hole connector system or with the Nylon Connection System for a micro-adjustable fit. For more information, Circle #137, log onto scottarchery.com or call (606) 663-2734.

TREELIMB PRODUCTS PREMIUM SERIES BOWQUIVERS

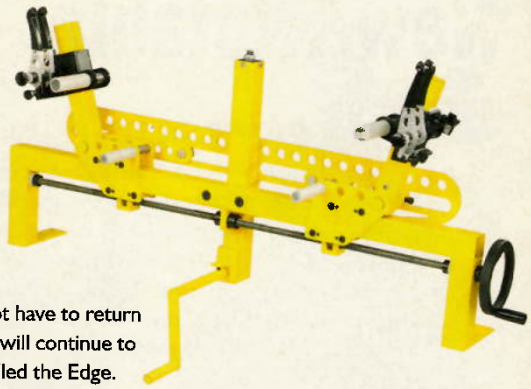


The Treelimb Products Premium Bowquivers are among the quietest and strongest quivers ever designed. Available in 3- and 5-arrow models, the Premium Series Bowquivers feature a Quick Detach Mounting System and are equipped with a Tension Lock System for a quiet, secure attachment to the bow. These quivers accept both expandable and fixed-blade broadheads, and the built-in treelimb hangers allow bowhunters to hang the quivers next to them in their treestands. For more information, Circle #221, log onto treelimbproducts.com or call (419) 658-2010.

ETHICS SPINNING INSERTS

With Spinning Inserts from Ethics Archery, broadheads in flight do not spin at the same rate as the arrow shaft. That provides for far less wind planing, which means that the Spinning Inserts allow fixed-blade broadheads to fly like field points or expandable broadheads. Also, because the broadhead rotates independently from the arrow, it is able to take the easiest path through the animal, deflecting off of bone instead of being forced to cut through it. This saves precious kinetic energy for better penetration, so archers can make humane kills with lower-poundage bows. The Spinning Insert weighs 34.9 grains. For more information, Circle #147, log onto ethicsarchery.com or call (704) 276-3401.

APPLE ARCHERY EVOLUTION BOW PRESS



The new Evolution bow press from Apple Archery is the result of Apple's "Excellence Through Innovation Pipeline." Extensive discussions with bow manufacturers and dealers led Apple to develop the Evolution, which will completely press and break down all bows and crossbows, including limb tip compression. The Evolution was designed to provide flexibility, durability, speed and simplicity in setup. Synchronous arm movement provides equal compression. In early 2009, a bolt-on accessory motor will be available as an upgrade. Dealers will not have to return the press to add on the motor. Apple's "Excellence Through Innovation Pipeline" will continue to churn out new product offerings for 2009, including an economy bow press called the Edge. For more information, Circle #190, applearchery.com or call (800) 745-8190.

SLICK TRICK GRIZZTRICK

Slick Trick's new broadhead is named for the grizzly bear, and this broadhead certainly lives up to its namesake. With a 1 ¼-inch cutting diameter and four super-sharp blades, the GrizzTrick is designed to provide the same in-flight accuracy and devastating entry holes as a 1 ½-inch 3-blade expandable broadhead. Unlike an expandable broadhead, however, the GrizzTrick does not feature mechanical parts that might have the potential to fail. A rugged ferrule, premium LUTZ Solingen Germany .035 blades and the incomparable patented Alcatraz Bladelock give the GrizzTrick exceptional strength and durability. For more information, Circle #224, log onto slicktrick.net or call (870) 934-0131.

BADLANDS BINO

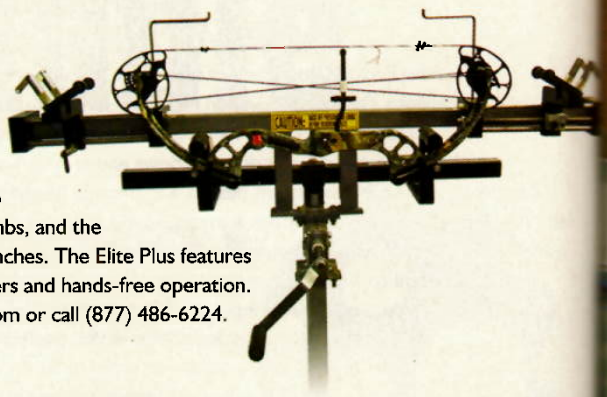
Zippers can be a hunter's worst nightmare. That's why Badlands has developed the innovative Vault Bino System. The Bino System features patent-pending ZipNo technology, which utilizes a system of magnets sewn completely around all openings to eliminate the need for zippers. The Bino System protects binoculars, while the ZipNo closure allows hunters to open and close the case with one hand. The Bino System also offers a built-in 35-ounce hydration system, side straps for attaching a rangefinder or GPS, a bow hook and Badlands' unconditional lifetime warranty. For more information, Circle #219, log onto badlandspacks.com or call (801) 978-2207.

FIRENOCK AEROVANES

The owl is the only bird capable of silent flight. That's why the owl's unique wing structure was the inspiration for the brand new Firenock Aerovane. Designed with two true airfoils, the Aerovane is exceptionally quiet, accurate and fast. The Aerovane features an owl-wing frontal design—an innovative round frontal area that creates rotation in flight. A wind channel provides structural flexibility, while the true ultra-slim pyramid design offers structural integrity. The Aerovane is made with a tough, durable material that is chemically formulated to bond with any super-glue. Because the Aerovane must be fletched straight, it does not create drag on the arrow in flight and will work with crossbows. The Aerovane can be fletched in a two-vane configuration for field points and expandable broadheads or a three-vane configuration for fixed-blade broadheads. For more information, Circle #151, log onto firenock.com or call (815) 780-1695.

New&Notable

HTM ELITE PLUS BOW PRESS



New for 2009 is the Elite Plus bow press from HTM Precision Machining. The Elite Plus grabs the bow where the limb meets the riser so there is no interference with the cams or the strings. The limb grabbers secure bows so they cannot slip out of the press, and each limb grabber can be preset with scales. The presser rollers won't damage limbs, and the Elite Plus can press bows and crossbows measuring between 8 and 48 inches. The Elite Plus features quick-adjusting pressers and rollers, quick-slide in and out limb pressers and hands-free operation. For more information, Circle #223, log onto htmbowsights.com or call (877) 486-6224.

TROPHY BAG KOOLER

The Trophy Bag Kooler allows hunters to pack harvested game on ice to prevent spoilage even in warm weather. The Trophy Bag Kooler features a thermal radiant barrier insulating energy shield to keep game at a safe temperature, while antimicrobial properties inhibit the growth of mold, mildew and bacteria. The durable polyester shell keeps flies and bugs away from the harvested game. In addition, the Trophy Bag Kooler provides a convenient way for hunters to transport game to a processor while protecting both the meat and the cape. Now Trophy Bag Kooler also offers KoolerGel, reusable gel packs that can be frozen and used in conjunction with the Trophy Bag Kooler. KoolerGel packs are non-toxic and can be used to keep groceries cold on the drive home, keep fish fresh while on a fishing trip and as a substitute for ice in coolers. For more information, Circle #220, log onto trophybagkooler.com or call (405) 789-6940.

BLACK CANYON INSTANT ALERT BADGE

There are a number of products to eliminate and reduce human scent. Now there's a product that lets bowhunters know if their scent-elimination system is working. The Black Canyon Instant Alert Badge is a sticker that detects amino, ammonia, nitrogen and other vapors that make up game-spooking odors. The Instant Alert Badge uses a patented scientific blend of ingredients to detect these body emissions in amounts as low as one part per million. Users simply stick the Instant Alert Badge to their outermost layer of clothing. As vapors and gases begin to come through the clothing, the Instant Alert Badge changes from yellow to green to blue. This amazing sticker takes the guesswork out of scent control. For more information, Circle #185, log onto blackcanyonllc.net or call (770) 310-6761.

HOOYMAN EXTENDIBLE TREE SAW

The new Hooyman Extendible Tree Saw is a truly compact extendible tree saw. This ingenious device starts as a high-quality folding saw featuring Hooyman's exclusive high-carbon steel MegaBite saw blade. The MegaBite saw blade offers a special four-edge tooth design that does a number on tree branches. That would be a handy tool in itself, but the Extendible Tree Saw also comes with a telescoping extension section. When it's time to trim out-of-reach branches, the folding saw section fits securely into the extension section via an in-line channel groove. The Extendible Tree Saw extends out to five feet, so bowhunters no longer need to climb trees to trim hard-to-reach branches. When folded down, the Hooyman Extendible Tree Saw easily fits into a pack. For more information, Circle #217, log onto hooymansaws.com or call (920) 728-0900.

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The Power of P

Archery Industry Members Participating in the Sport

Tony Pannkuk

Owner—The Eagle's Nest

British Columbia Black Bear

Bow: Sims LimbSaver DeadZone
Arrow: Victory Archery V-Force
Broadhead: G5 Montec
Sight: Sims LimbSaver Prism
Release: Winn Archery Free Flight
Clothing: Scent-Lok

Cori McClellan

Account Service Lead—Easton Technical Products

Utah Antelope

Bow: Hoyt Tenacity
Arrow: Easton XX78
Broadhead: Muzzy
Sight: Fuse Accessories
Rest: Fuse Accessories
Release: T.R.U. Ball

Participation

Chuck Ashe

Owner—Ashe Archery

North Carolina Hog

Bow: Alpine Silverado Sabre
Arrow: PSE X Weave
Broadhead: NAP Razorbak 5
Sight: Cobra Sidewinder
Rest: Alpine Whisperflite
Arrow Wraps: Ashe Archery Baby Doll Wraps

Gene Price

Regional Sales/Marketing Director—Trophy Rock

Alberta Black Bear

Bow: Ross Cardiac
Arrow: Easton A/C/C
Rest: QAD Ultra-Rest
Release: Scott
Stabilizer: Sims Vibration Laboratory
Quiver: Treelimb Products

Matthew Futtere

Owner—Arrowdynamic Solutions

Wyoming Mule Deer

Bow: BowTech Allegiance
Arrow: Arrowdynamic Solutions
Broadhead: Arrowdynamic Solutions Atom 100-Grain
Sight: Axion Archery
Strings: Winner's Choice
Nock: Firenock

THE SPORT OF FI

Campbell Outdo

By Bill and Sherry Krenz, with interviews by Tracey Reginek

The world belongs to those who move with it.

There is no doubt that the hunting-and-shooting industry and community is changing. For that matter, hunting is changing. Small-game hunting is waning, while big-game hunting is clearly holding its own, if not growing. Some hunters want bigger trophies. Many simply want more opportunities to be afield. And almost everyone is looking for new ways to further enjoy the outdoors.

The Campbell family of central Illinois understands that. Its ties to the land and the outdoors go deep. As far back as 1836, the family was farming the fertile, black soil of Illinois.

"We've always hunted on our land," says John Campbell. "I remember squirrel hunting

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F FILMING HUNTS

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with my father when I was just eight years old. Shortly after that, I began deer hunting. And in my teens, I discovered bowhunting. I grew with each of those new discoveries.

"Bowhunting, in particular, was a revelation. When I started bowhunting, in the mid-1970s, there weren't all that many deer in Illinois. Today, that's hard to believe. But back then, you had to hunt hard just to see a deer. The longer bowhunting seasons definitely gave us more time to do that."

Beginning in the 1980s, deer numbers in Illinois began to climb, and the Campbell family started to see a change in hunter attitudes.

Just part of the Campbell Outdoor Challenge team. Back row, left to right: Karen Krahling, Travis Vaughan, Tony Nelson, Jeremy Leu, John Campbell, Jessica Campbell, Kristen Leu, Adam Ross and Michelle Campbell. Front row: Caroline, Lauren and Nicole Campbell, Mike Slover and Alexa Campbell.

Clockwise from top right: Jessica Campbell stocking merchandise in the Campbell Cameras retail store. Campbell Cameras has become one of the largest suppliers of outdoor photographic gear in the nation. Karen Krahling, who oversees the Campbell Cameras sales staff, applies Campbell Camouflage Camera Skins to a Canon video camera. Arron Coston, editor of the Campbell Outdoor Challenge television show working toward yet another editing deadline. Advertising Sales Coordinator for Campbell Outdoor Challenge Mike Slover in his office and on the phone, as usual.

"We had long given permission to deer hunt on our land to almost anyone who asked politely," John continues. "Eventually, though, hunters began offering us money for the right to exclusively hunt particular parcels. That slowly grew into weekly and then yearly hunting leases on our lands. As the deer hunting in Illinois changed, we changed with it.

"Then, in the mid-1990s, in response to demand, we began offering a limited number of semi-guided deer hunts. But many hunters wanted more. In 1996, we formed Campbell Illinois Whitetails, a full-blown outfitting business offering fully guided hunts for Illinois's biggest bucks.

"Today, Campbell Illinois Whitetails has grown into one of the most successful deer-hunting operations in the state. With access to many properties, we now host around 65 bowhunters and 35 firearms hunters per year. We manage our deer herds carefully, and strive to harvest big, mature bucks that are at least three years old and score a minimum of 130 record-book points. Many of our bucks are considerably larger.

"The excitement in our deer camps is infectious. Big bucks are routinely seen and nearly 75 percent of our bowhunters enjoy close shots at 130-class-or-better bucks somewhere in the course of our five-day bowhunts, which currently sell for $2,950. To help us maintain high buck-to-doe ratios, many bowhunters also harvest does during those hunts."

Amidst all the excitement of big deer, John also began to sense another growing change in hunters in the late 1990s.

"More and more hunters began showing up in our camps with video cameras, with which they would film their own hunts. Up to that point, the evenings in our lodges had been reserved for loud talk and long tales. Now, suddenly, everyone was gathered around the television sets and those with video footage from the day were the stars. Hearing the stories was great. But seeing, actually seeing, what had happened was simply stunning. Those who didn't have video cameras vowed to get them."

In 1998, John also had the opportunity to host a number of outdoor-television-show crews on his deer hunts.

"They came to film and hunt our big whitetails and had a wonderful time. They also coerced me into talking in front of their cameras about our operation, and occasionally put me behind a camera to film one of their hunters. It was when I first started helping film those hunts that I discovered something that I never imagined—that filming hunts opened up a whole new aspect of hunting. Filming hunts, all on its own, was exciting, fascinating and deeply rewarding. It was a huge challenge, but it was also a tremendous amount of fun. "I remember the great satisfaction I felt when I took my very first Illinois whitetail with a bow. I was thrilled beyond measure. Filming a particularly outstanding hunting sequence in the woods left me feeling the same way. Wow! Like bowhunting, this was something I suddenly wished I'd been doing all along.

"Filming hunts was hunting and more. It was two people—a cameraman and a hunter—working together to try to capture on film the excitement and the very essence of the hunt. Filming took hunting to another level. It was almost as if we had developed a new form of hunting, almost a new sport."

During the spring of 2003, the Campbell family was down in San Antonio, Texas, on vacation. The world was about to move.

"By coincidence, the NBA Finals were taking place in the city, and an ESPN film crew charged with covering the event was staying in our hotel," explains John. "Between games, the crew had plenty of time to relax and I had the opportunity to repeatedly talk with members of that crew. What we talked about most was the various aspects of filming action sports. They enjoyed talking about the techniques they used and the many trials and tribulations they faced at each event. I enjoyed asking probing questions and listening to their responses. At the same time, I also began to see that many of the challenges and techniques they were describing were essentially the same as those we faced and utilized when filming hunts.

"On the long drive back home from Texas, several things occurred to me. First, filming hunts was, in essence, a new sport. It combined the outdoors, hunting and filming all into one. Second, if it was a sport, could it be practiced as such? Could a set of upbeat rules and regulations be formulated that would allow two-man hunter / cameraman teams to compete against one another? Yes, clearly capturing the harvest shot on film would be important. But so would many other factors, such as pre-harvest footage of the hunter and the animals, animal-recovery footage and certainly the overall quality and clarity of all of the images and the outdoor audio that went with those images. Somewhere between Texas and Illinois, I began writing those rules in my mind. When I got home the next day, I wrote everything down on paper."

After polishing, John Campbell copywrited his rules for *The Sport of Filming Hunts*. Those rules set out clear guidelines for awarding points to teams for their filming efforts.

"In general, what I wanted to do was award excellence," says John. "And at the same time, formalize hunt filming as a sport. I didn't want to merely create reality hunting shows. I wanted real competition between hunter / cameraman teams to encourage the capturing of pleasing hunting footage that could be viewed by practically anyone.

"To that end, points would be awarded for artfully capturing pre-harvest footage of the hunter and the animals being hunted. The better the footage, the more points the team would receive. Points would also be awarded for unobstructed harvest shots, for

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John Campbell (left) and Jeremy Leu (right) with Team Mill Creek Outdoor Productions, winners of the 2008 Campbell Outdoor Turkey Challenge.

post-harvest recovery sequences and certainly for the overall quality of all of the footage and the audio work. In the end, the points would be totaled up for the submitted footage and the winners announced."

What John needed next was a trial run of his idea.

"That fall, we held the very first Campbell Outdoor Challenge on one of our whitetail properties in Illinois. The teams were assembled and everyone headed out. Things went really well. As I mentioned earlier, we're used to lots of excitement in our deer camps, but on that hunt the excitement level was over the top.

"Each evening, the teams came together back at the lodge and the day's footage was viewed. It was simply amazing how much positive feedback everyone shared on hunting and filming techniques and tactics. Those sessions often lasted long into the night. At the end of the hunt, the points were awarded by the judges and the winners announced. Much of the best footage was aired in January of 2004 on Fox Sports South and Fox Midwest networks."

With a finger on the changing pulse of hunting, a new and exciting sport was created.

Since the fall of 2003, the Campbell Outdoor Challenge

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has grown from a group of local hunters filming hunts and competing for fun and a few merchandise prizes to a professional video circuit that features four official events and two-man hunter / cameraman teams from all across the nation. The current Campbell Outdoor Challenge series consists of a Spring Turkey Challenge, a Summer Wild Hog Challenge, an Early-Fall Antelope Challenge and a November Illinois Whitetail Challenge. During those tour events, teams draw each day for the specific area they will hunt, all game is wild and free-ranging and all state and local hunting rules and regulations are strictly followed.

The Campbell Outdoor Challenge grand champion is the team that gathers the most points over all four events. In 2008, the Campbell Outdoor Challenge Circuit had over $100,000 in cash and prizes slated for the winners. *The Sport of Filming Hunts* is currently airing in a one-hour format on The Outdoor Channel, The Pursuit Channel and various Fox Sports networks, but will be moving to its new home on Versus in January 2009 (Wednesdays 12 p.m. CST).

Anyone interested is encouraged to sign up for Campbell Outdoor Challenge events. Additional information on events, openings, rules and regulations can be obtained by contacting the Campbell Outdoor Challenge office. Interest has exploded, and today there is so much interest that teams must compete in an individual challenge event to qualify for the official four-event circuit. The good news is that brand-new events are being planned for 2009, including an Elk Challenge and a video school that concludes with a three-day challenge.

"In much the same way that most hunters enjoy other hunters bringing in and sharing their video footage after a day's hunt, the outdoor industry and community has warmly embraced the concept behind *The Sport of Filming Hunts*," expresses John. "That's been rewarding. It's easy to grasp the benefits of filming hunts. There is simply so much that happens in the woods during hunts that's exciting. I can't begin to tell you how many times I've had people walk into one of our hunting lodges and exclaim, 'You're not going to believe what I saw out there today!' With hunt filming, they can share their adventures and those priceless moments with friends and family like never before. Our competitions encourage and educate hunters about filming hunts.

"With better quality hunting footage, more hunters become more enthused. Show a discouraged hunter clear, sharp footage of a big buck in the wild and that hunter is

John Campbell (left) and Jeremy Leu (right) with Team Rivers Edge, winners of the 2008 Campbell Outdoor Bowfishing Challenge, which was held on Kentucky Lake.

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CIRCLE #146

eager for the woods. Show prospective new hunters such footage, and they're ready for a new challenge. Younger generations, in particular, are gravitating toward hunt filming. They grew up with electronics, push-buttons and dials. Video cameras and computer editing programs are as natural to them as cell phones, iPods and video games. They like the technology. They're comfortable with it. Videoing a hunt also offers them instant satisfaction. Film a buck and view that buck over and over again on the screen just seconds later.

"Filming hunts also infuses a social aspect into hunting that many love. Most hunting, and in particular bowhunting, is a solitary sport. But with filming hunts, a hunter and a cameraman hunt and film together. They share what they see, and then they share their footage with everyone. Filming hunts brings together friends, husband-and-wife teams and parents and children.

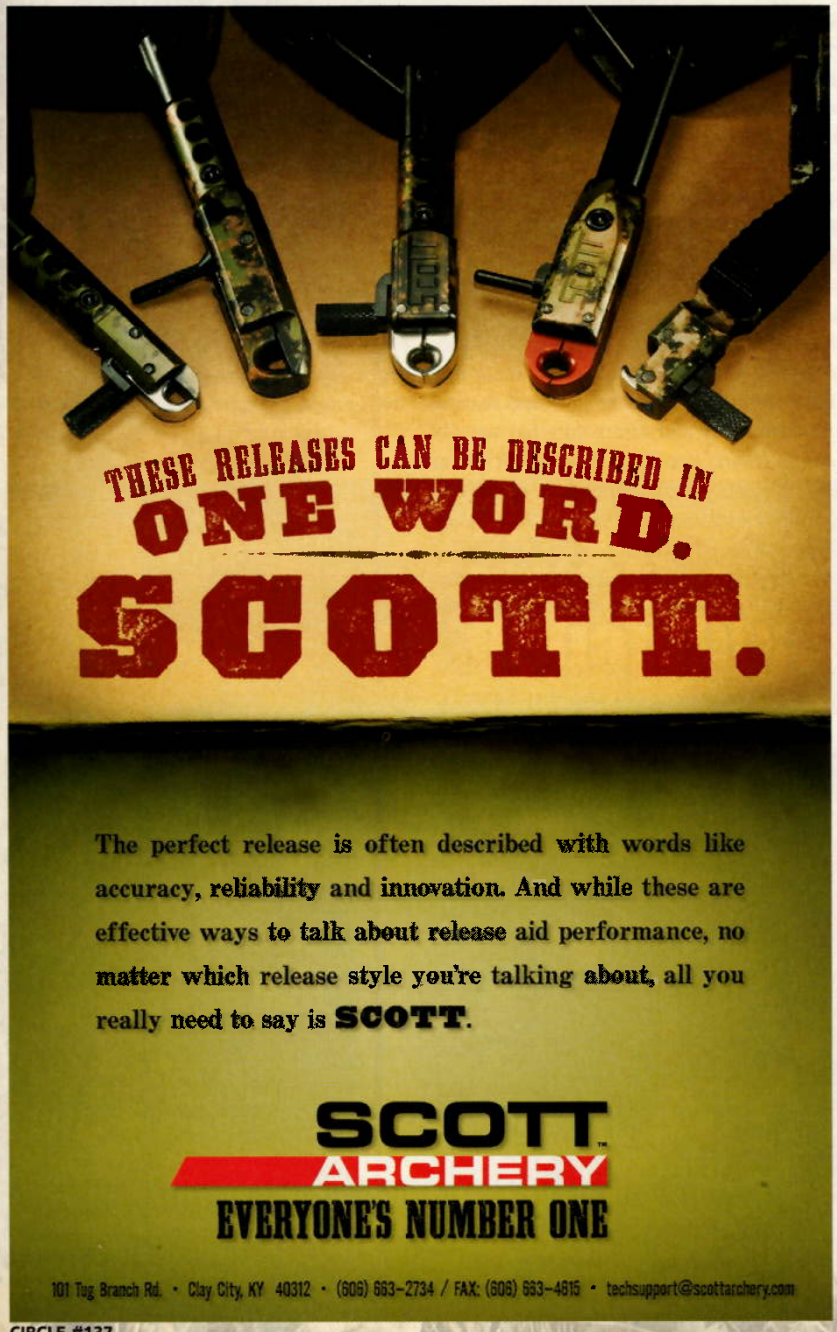
"Beyond opening up new vistas for outdoor participation and enjoyment, outdoor-product manufacturers and retailers are also jumping on the hunt-filming band wagon. One hunter needs one treestand. A hunt-filming team needs at least two. That same goes for clothing, boots, scents and what have you. Filming hunts clearly fosters increased equipment sales."

All of which sparked yet another idea for John Campbell.

"As we became more immersed in hunt filming, and particularly as we started the Campbell Outdoor Challenge, we quickly learned that there really wasn't a single source where we could purchase all the specialized equipment we needed to film hunts properly, because no one photography outlet catered expressly to the outdoor industry. We decided to change that."

In 2004, John formed Campbell Cameras, a retail outlet that specialized in that very gear for the serious outdoor photographer, and especially those filming hunts.

"We stock the cameras you need to film hunts right, and a whole lot more. Our tested selection includes cameras by Canon, Sony and Panasonic, along with the best in outdoor-oriented tripods, tree-arms, microphones, lens filters, batteries, tapes and everything else an outdoor videographer might need. We've also designed and now offer specialized products for hunters filming their hunts, including such things as Camouflage Camera Skins, uniquely designed camera bags for the woods, special wind screens to shield microphones from wind noise, camera rain and dust covers and even specialized hunt tripods. Campbell Cameras is a one-stop shop for everything outdoor videographers need.



CIRCLE #137

John Campbell (right) interviewing Team Rascal members John Gilmer and Spencer Brown at the 2008 Campbell Outdoor Turkey Challenge.

"In addition, we can help you select your gear. We're happy to share our years of-in-the-woods filming experience. We know what works and what doesn't. In many cases, we offer complete and carefully-assembled outdoor camera kits that include everything you'll need. Let's assume for a minute that you want to begin filming broadcast-quality hunts. Maybe it's just because you want to do things right. Or maybe you have designs for your own outdoor television show. You'll want a good high-definition camera with at least a 3 CCD chip, such as a Canon XHA1 or the new Sony HDR-FX1000. You'll also need a good UV filter for that camera's lens, extra batteries, tapes, a tripod and / or tree-arm and maybe a shoulder mount, a camera rain cover, a padded camera bag, a head-cleaning tape and wireless audio gear. We can help you with all of that gear, and we can probably save you money in the process. Purchased separately and elsewhere, all of that gear will probably cost you in the neighborhood of $7,000. But with Campbell Cameras, we can expertly outfit you with a high-definition camera kit for as little as $3,900.

"In a fairly short period of time, Campbell Cameras has become the largest supplier of outdoor filming gear in the nation. We offer the right selection, great prices and expert help."

For over a decade, the Campbell family has been moving with a moving outdoor world and industry. Its outfitting services, *The Sport of Filming Hunts* television show and outdoor camera-sales operations have prospered because they accurately reflected what hunters wanted at the time.

No small measure of the success can also be attributed to the infectious enthusiasm of serious hunters in the family and the companies, along with a genuine family and team atmosphere.

"My wife Michelle, along with my brother Matt and his wife Megan have long been involved in helping in various ways with the outfitting, camera store and TV show, as has my son Jake and his wife Keyna. My two oldest daughters, Jessica and Johanna, when not attending college, assist with website design and with interviews of teams for our television show. My four youngest daughters—Alexa, Nicole, Caroline and Lauren—all help with serving meals and cleaning when the video competitions are going on.

"Staff wise, Karen Krahling is in charge of the camera store sales staff, Travis Vaughan is Chief Financial Officer and helps with event coordination, Jeremy Leu and his wife Kristen are in charge of marketing and setting up the Campbell Outdoor Challenge events, while Mike Slover is head of advertising sales for the Campbell Outdoor Challenge."

The world, including the outdoor world, is moving fast these days. To keep pace, the Campbell family and its employees are moving and innovating with it. For more information on Campbell Illinois Whitetails, the Campbell Outdoor Challenge or Campbell Cameras, Circle #212, log onto campbelloutdoorchallenge.com or call (618) 384-3337.

Bow Report

By Bill Krenz

2009 Mission Menace

Bowhunting is a lifelong sport. That is one of the core assertions in our industry's message to new recruits. Six or sixty—you can shoot a bow and hunt.

And yet, to date we've not done a great job of making equipment selection easy for new bowhunters. We've tended to confuse them with too many arrow sizes and with bow configurations that limit rather than invite. In order to obtain the performance necessary for bowhunting, we've too often pushed new bowhunters—and particularly young hunters—into bows that they quickly outgrew. "Get a specific draw-length and draw-weight compound bow," we told them, "and shoot it until your improving form or growing muscles and size dictate that you abandon that bow and buy another." It was a pretty weak sales pitch, one that probably prompted more than just a few parents to blanch at the thought of bowhunting gear for their growing son or daughter.

The Mission Menace grip is nicely shaped, and formed with a comfortable synthetic compound.

All of which is why so many people are now so excited about the 2009 Mission Menace.

The all-new Mission Menace is a brand-new kind of performance compound bow designed expressly for *new* bowhunters. It truly is a bow that can grow with a new bowhunter all the way from their very first season in the woods well into their adulthood. That's a bold statement, but it's true.

A strong dose of high-tech can be found in the Menace's machined riser, molded limb cups and split limbs.

How does the Mission Menace do that? It begins with an ingenious universal cam system that is easily owner-adjustable all the way from 17 to 30 inches. That's an unprecedented 14-inch, youth-to-adult draw-length range. Furthermore, making those draw-length adjustments requires no bow press, takes just seconds and the pivoting modules that are utilized are very clearly marked to avoid all confusion. A handy 12-year-old could make the adjustments.

Then there's the matter of draw weight. The Mission Menace has been designed to gradually and automatically increase draw weight as the bow's draw length is increased. For example, when set at the beginning draw length of just 20 inches, my sample Mission Menace showed a maximum pull weight of 38 pounds. When I adjusted the cam modules up to a draw length of 25 inches, the maximum draw weight automatically increased to 48 pounds. At a full 30 inches, maximum draw weight on my Menace was just a bit over a deer-stopping 52 pounds. In this way, as a new bowhunter's arm increases in length and the draw length of the Mission Menace is adjusted upward to keep pace with that growth, the bow's draw weight also automatically increases in tune with the archer's growing muscle capacity.

The 2009 Mission Menace is a remarkable bow system that offers new, and particularly young and growing, bowhunters an inviting and versatile bow that can indeed grow with them from their very first days afield well into their adult bowhunting.

Now that's a sales pitch that a parent, or any new bowhunter, will eagerly embrace.

How It Shoots

I had an archery dealer recently tell me that he was tired of so-called youth compounds that were nothing more than cut-down adult bows. "Such bows are often too heavy, noisy, full of handshock and very poor performers," he explained.

The 2009 Mission Menace is none of those things. To begin with, the new Menace weighs just 2.9 pounds. That's light. And it's just 31 inches from axle to axle so it's also compact.

In 1997, Mathews (the parent company of Mission Archery) introduced the concept of a perimeter-weighted cam to the archery world. What those inventive perimeter weights did in the company's solo cams was noticeably decrease bow vibration and noise, while also somewhat boosting arrow speed. Up to this point, Mathews and Mission have only offered that patented perimeter-weight technology in *solo*-cam bow models. For 2009, though, Mission Archery is debuting two brand-new bows with perimeter-weighted two-cam systems. Those bows are the new Mission UX2 and the new-bowhunter-oriented Mission Menace.

Maybe never before has such a sweet-shooting, affordable, performance-minded bow

MISSION BY MATHEWS

Specifications
2009 Mission Menace

Axle-to-Axle Length	31 inches
Brace Height	7.25 inches
Riser Geometry	1 inches reflex
Mass Weight	2.9 pounds
Letoff	70 percent
Draw Lengths	17 to 30 inches
Draw Weights	16-52 pounds
Camo	Realtree Tree
	Advantage Max 4 HD

For more information, Circle #220, log onto missionarchery.com or call (608) 269-2719.

Draw Length & Maximum Draw Weight
2009 Mission Menace

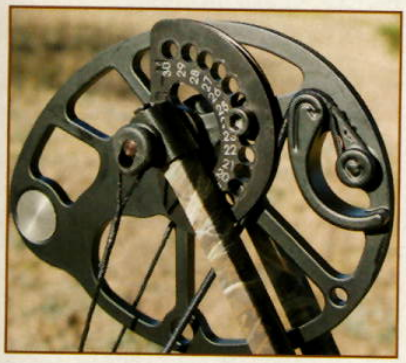
Draw Length	Maximum Draw Weight
17 inches	25.6 pounds
18 inches	30.2 pounds
20 inches	38.1 pounds
21 inches	40.9 pounds
22 inches	43.5 pounds
23 inches	46.0 pounds
24 inches	47.2 pounds
25 inches	48.5 pounds
26 inches	49.4 pounds
27 inches	50.3 pounds
28 inches	51.0 pounds
29 inches	51.6 pounds
30 inches	52.4 pounds

Sample bow weighed with digital draw-weight scale.

Arrow Speed
2009 Mission Menace

Draw Length	Draw Weight	Arrow	Arrow Weight	Arrow Speed
20 inches	38 pounds	19" 1816 Aluminum	326 grains	145 fps
		21" 1714 Aluminum	264 grains	155 fps
25 inches	48 pounds	24" 1916 Aluminum	396 grains	191 fps
		24" 1816 Aluminum	376 grains	196 fps
30 inches	52 pounds	28" 400 Carbon	391 grains	248 fps
		28" 400 Carbon	366 grains	255 fps

Bow weighed with a Bow Force Digital Scale. All tests conducted with a Spot-Hogg Hooter Shooter Portable Shooting Machine and a Competition Electronics Pro Chronograph.



The 2CPW Two-Cam System on the Mission Menace features easy-adjust pivoting draw-length modules. Note the beefy module-locking screw. That screw won't strip out no matter how many times this bow is adjusted.

been offered specifically for new bowhunters. The 2009 Mission Menace is astoundingly pleasant to shoot. There's little or no hand shock and the bow is quiet as a whisper. For a beginner bow, that's spectacular.

The new Menace is also packed with performance, the type of performance that can bring big smiles in the backyard or down a trophy buck in the field. See accompanying Arrow Speed chart.

Key Features and Benefits

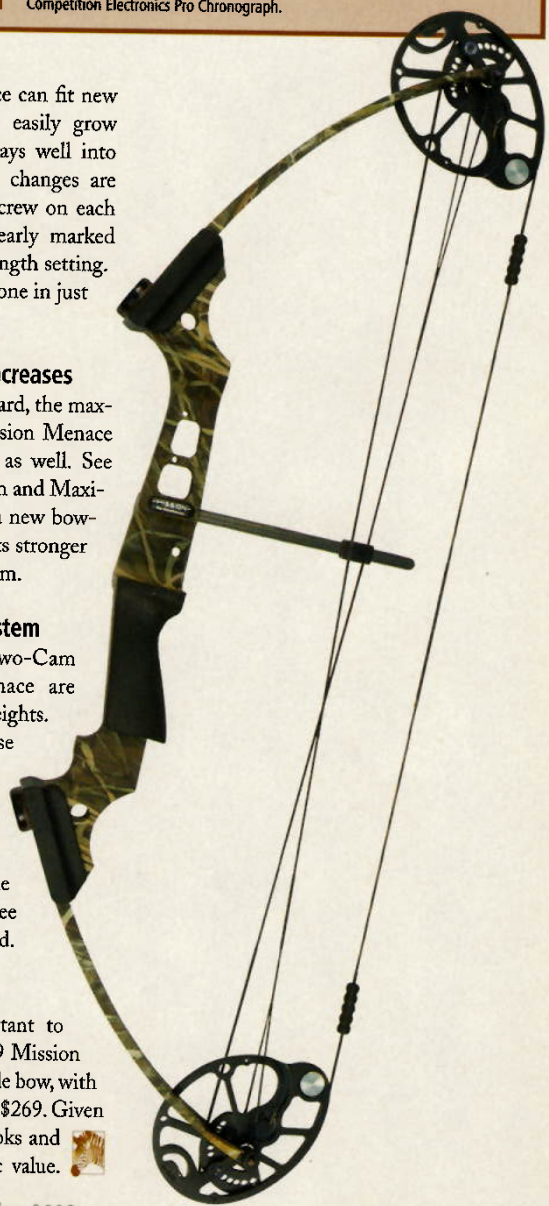
Light and Compact
A light and compact bow can be a big plus to a new bowhunter. The 2009 Mission Menace weighs a mere 2.9 pounds and measures just 31 from axle to axle. That means it's easy to shoot, handle and get around.

Youth-to-Adult Draw-Length Range
Versatility is the watchword for the Menace. With an astounding draw-length range of 17-30 inches, the 2009 Menace can fit new bowhunters of all sorts, and easily grow with them from their early days well into their adulthood. Draw-length changes are a snap. Remove one locking screw on each cam and simply pivot the clearly marked modules to the desired draw-length setting. No bow press is required. It's done in just seconds.

Incremental Draw-Weight Increases
As draw length is adjusted upward, the maximum draw weight of the Mission Menace ratchets automatically upward as well. See the accompanying Draw Length and Maximum Draw Weight chart. As a new bowhunter grows, he or she also gets stronger and the Menace grows with them.

Perimeter-Weighted Cam System
Integrated in the 2CPW Two-Cam System of the Mission Menace are strategically-placed perimeter weights. When the bow is shot, those weights rotate backward as the limbs is the bow rocket forward, effectively counteracting and canceling out shot vibration and noise. The result is one of the quietest and most shock-free new-bowhunter bows ever offered.

Surprisingly Affordable
Economy and value are important to most new bowhunters. The 2009 Mission Menace is a surprisingly affordable bow, with retail prices ranging from $249 to $269. Given the Menace's versatility, good looks and performance, that's an authentic value.



LEARNING TO SELL GROUND BLINDS

To sell bowhunters on the idea that they might want to try a ground blind, you'll first need to teach them how to use it.

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Primos Double Bull Dark Horse

Primos Ground Max Vision

Big Game Vertex

It's amazing how many bowhunters are now trying ground blinds for deer hunting, some for the first time. The reasons are many.

Ground blinds are safer than treestands. No one falls out of a ground blind and gets hurt. Grounds blinds are easier to get into. There's no monkey business with ground blinds, no climbing trees, straining to pull yourself and your gear upward. Just unzip the door and step inside. On cold fall days, ground blinds are definitely warmer. There are no wicked winds threatening to freeze an exposed hunter to a branch.

On top of all that, bowhunters are finally coming to realize that a surprising number of deer-hunting situations exist in which a good ground blind is better than any treestand. Sometimes, the trees are just too small for a treestand. Even more often, there are no trees at all. In those situations, a quality ground blind is king.

Still, a fair number of bowhunters remain reluctant to give ground blinds a chance when it comes to deer hunting. Yes, they'll use ground blinds as a matter of course when bowhunting turkeys. But deer!

The key to selling more ground blinds to bowhunters is to first teach them how to use such blinds. I recently had the opportunity to talk with Keith and Brooks Johnson, the founders of Double Bull Archery. At about the same time, I also had the good fortune to speak with Jay Gregory of *The Wild Outdoors* television show. Jay is a big fan of ground blinds and has had great success with them while hunting deer.

Eastman Pro 360

GROUND BLINDS

"The use of ground blinds has added a whole new dimension to my whitetail hunting," Jay revealed. "With ground blinds, I'm able to set up in great places that once seemed impossible to bowhunt. For a long time, I just didn't realize how limiting it was to only use treestands. With the addition of ground-blind setups, my whitetail arsenal suddenly became much more deadly."

Keith and Brooks echoed the same thing. "Treestands have their place. But so do ground blinds," said Keith. "In fact, by using ground blinds in areas where the lack of suitable trees prevents the use of treestands, we often get to hunt and kill deer that other hunters have simply passed by."

Gorilla Hub Blind

What I also learned from Keith, Brooks, Jay and others is that there are at least five elements that make up most ground-blind success.

Mind Your Scent

Special care has to be taken when locating any ground blind so that you can approach it quickly and quietly without spooking the deer that you're trying to hunt. Additionally, keeping the prevailing winds in mind is crucial.

Ground blinds need to be placed downwind of where you expect to see the deer. In fact, I don't like to hunt ground-blind locations without at least a minimal amount of breeze to keep my scent moving away.

Hunting from a ground blind requires more vigilance in regards to scent control and utilizing the wind to your advantage than do treestands. In many instances, you can get away with a deer downwind when hunting from elevated platforms but not with a ground blind. Knowing the prevailing wind direction and hunting the blind location only when the wind is correct will prove critical to your success.

Deer will still find their way downwind of you. As any whitetail hunter knows, deer have a tendency to follow their nose and do what they want regardless of how well you've planned your ambush. With this in mind, I approach all ground-blind hunts with extra care. A clean scent-free body, scent-eliminating sprays, cover scents and scent-absorbing clothing are all part of my ground-blind hunts.

In addition, treat your ground blind as you would treat hunting clothing. Smart bowhunters avoid exposing their blinds to strong odors like smoke or gasoline. Don't store your blind in the garage on top of your lawn mower or near any wood-burning stove. The material of the blind will hold those smells for a long time and will transmit your location to any deer that wanders downwind. Spray your blinds with scent-eliminating spray and store your blind somewhere clean and scent-free.

Summit Run-N-Gun

Hide the Blind

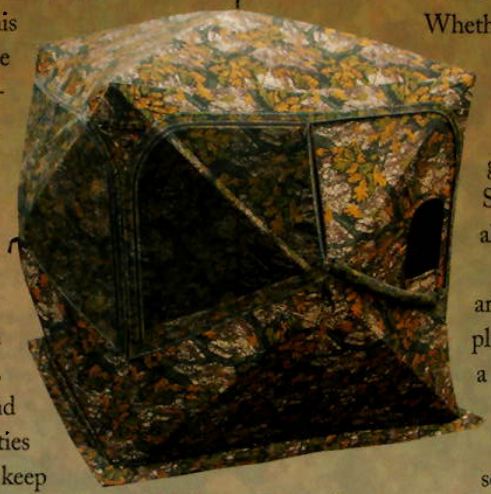
One of the biggest success killers for ground-blind hunting is failing to brush in your blind. While turkeys will walk right up to a blind in an open field, don't try that with deer. Trust me, ground blinds spook deer if the blind is not properly blended into the surroundings. Many blind manufacturers sell cover kits to aid in hiding your blinds. These work well, but I still recommend

Ameristep Dream Season

pruning local brush and weaving it around your blind to break up any straight lines or holes.

Another technique to help reduce spooking deer is to deploy your blind well ahead of the time you plan to bowhunt from it. This will give the deer time to adjust to the new pile of brush in their environment. Such pre-setups aren't always possible, but they do work very well.

Also, be keenly aware of your silhouette in the blind. Most of today's blinds are all-black inside to aid in concealment. But you can destroy that by having yourself backlit with open back windows or even just slots. Make a point of positioning your blind so that viewing and shot opportunities are only out the front of the blind, and keep the back side locked up tight and dark.



Yukon Tracks Elite

Practice Blind Shooting

Shooting from a darkened ground blind is different. Shots are rarely conventional. In fact, most shots are either from a sitting or kneeling position. The only way to prepare for those shots is to practice them.

I recommend first practicing from a sitting position using the same stool or chair you plan to use in your blind. After you're comfortable and accurate, set up your blind and practice from it. Make an extra effort to get your practice sessions as close to the actual scenario you'll be hunting in. Keep all the windows and zippers shut except for the one you plan to shoot from. Become comfortable shooting through the blind's windows. If you plan to shoot in the field through mesh covering those windows, do it a few times at home first.

Use Confidence Decoys

Whether in pursuit of turkeys or whitetail deer, confidence decoys can be a great way to settle down the game. The use of ground blinds and decoys works great when hunting spring gobblers. Surprisingly, blinds and turkey decoys also work very well for whitetail deer.

Provided you have turkeys in the area, I've found that it's a super idea to place a hen turkey decoy or two around a whitetail blind. A good hen decoy will spin in the wind creating eye-catching movement. Turkey decoys seem to relax nervous deer.

All About Game DOA360X

Purchase a Quality Blind

There are ground blinds and then there are great ground blinds. Great ground blinds go up and take down easily and quickly. They are also very quiet and don't move in the wind. And they're black as night on the inside and have good viewing and shooting windows.

Each year, more and more companies offer quality ground blinds. Here's a rundown of today's best ground blinds. Double Bull Archery has been a front-runner in ground-blind innovation for some time. Earlier this year, the company was purchased by Primos. Even the oldest Double Bull models are still seeing service in the field, and the new products are tops. This year's top-of-the-line offering is the Primos

GROUND BLINDS

Double Bull Dark Horse. It's their best effort yet. The Dark Horse takes everything bowhunters loved from all of Double Bull's earlier blinds and combines it into one superb new blind. A Double Bull Dark Horse is not inexpensive, but you will get your money's worth.

Primos also acquired Ground Max Blinds and has thrown its substantial support and marketing muscle into this effort as well. Ground Max has long been a provider of quality, affordable hunting blinds, and this season's offerings fall right in that line. New for 2008 is the ***Primos Ground Max Vision.*** The Vision is a hub-style blind with all the features of the more expensive blinds at a fraction of the cost. For more information, Circle #154, log onto primos.com or call (800) 523-2395.

The ***Big Game Vertex*** is a 61-inch-tall blind that can be used on the ground or on a Big Game Booster that puts it 7 feet in the air. The Vertex weighs just 12 pounds and sports 12 large viewing/shooting windows. For more information, Circle #155, log onto biggametreestands.com or call (800) 268-5077.

Eastman Outfitters offers exceptional ground blinds. The ***Eastman Pro 360 Blind*** offers 360-degree viewing and a 3D leafy exterior, along with an 8-inch ground skirt and a removable floor system for scent containment. Eleven windows equipped with silent hooks and loops provide maximum versatility. The Pro 360 features a compact design for easy portability and an improved carry bag. For more information, Circle #186, log onto eastmanoutfitters.com or call (800) 241-4833.

Fargason Scentite Tent Chair Blind Magnum

StrongBuilt Pop-Up

The ***Gorilla Hub Blind*** is new for 2008. It's a big, roomy blind with 360-degree viewing and 25 shooting windows. The outline-shattering leafy exterior helps this quality blind blend in anywhere. The Gorilla Hub sets up quickly and easily. For more information, Circle #157, log onto gorillatreestands.com or call (877) 685-7817.

Summit's Run-N-Gun Blind goes up fast and is made with custom cotton/poly-backed weatherproof fabric. It utilizes an innovative, inverted high-tension adjustable framework. The Run-N-Gun features a roomy 6-foot shooting diameter. For more information, Circle #158, log onto summitstands.com or call (256) 353-0634.

Another strong player in the ground-blind market is Ameristep. For 2008, Ameristep has teamed up with the Drury brothers to produce the ***Ameristep Dream Season Ground Blind.*** This is a hub-style blind that introduces some great new ideas for shooting windows and options. Tall, narrow, vertical shooting windows that extend from the top to the bottom allow this blind to be placed on elevated platforms without sacrificing shot opportunities. Additionally, this blind is lined with Scent Blocker material and includes a carbon-lined backpack. For more information, Circle #159, log onto

Continued on page 50

OUTTECH

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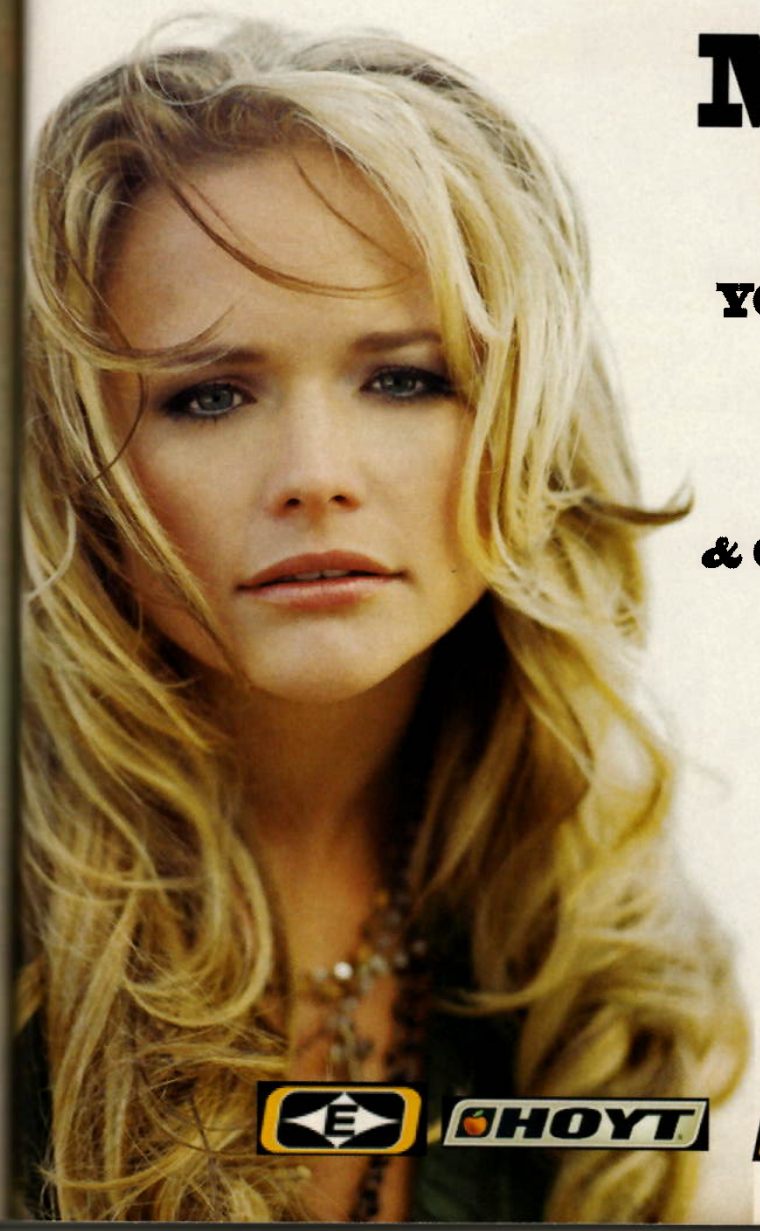

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GROUND BLINDS

Continued from page 48

ameristep.com or call (810) 686-4035.

The ***Yukon Tracks Elite*** is a hub-style blind that is loaded with features. Included in the features list are brush holders on the outside to aid in concealment, built-in bow hooks, port holes for camera use and pockets for gear storage. Yukon Tracks now even offers Backland West camo patterns on its Elite blinds. For more information, Circle #161, log onto ardisam.com or call (715) 822-2415.

Several new and impressive ground blinds are available from All About Game for 2008. The popular ***All About Game DOA Ground Blind*** family has grown to include new models. The DOA ground blinds are hub-style and include a 6-inch ground skirt, 20-inch window openings and a full door that allows for easy exit and entry. For more information, Circle #166, log onto allaboutgame.com or call (309) 691-2930.

Fargason Outdoors Technologies has long been a producer of quality products. For 2008, they're offering the ***Fargason Scentite Tent Chair Blind Magnum*** which addresses and answers the problem most archers face when trying to bowhunt from a chair blind. This blind has plenty of room to get your bow drawn and make a shot while seated comfortably in the chair that is included with each blind. These blinds offer the ultimate in hunting comfort and concealment while still maintaining a light enough total weight to be considered portable. For more information, Circle #167, log onto fargasonoutdoors.com or call (800) 828-1554.

Cooper Chameleon

Sportsman's Bow Condo

The ***StrongBuilt Pop-Up Blind*** pops up in just seconds and offers spacious two-person seating. A variety of viewing and shooting windows circle the Pop-Up. For more information, Circle #169, log onto strongbuiltinc.com or call (318) 749-3303.

Unique is the ***Cooper Chameleon Blind.*** This is a blind that can be installed up in a tree around your treestand or used on the ground in a more conventional manner. The bow model of the Chameleon has ten vertical windows and 360-degree viewing. One blind, two uses to work into any buck-ambushing plans. The Chameleon weighs just 5 pounds, so it's highly portable. Set up takes just three to five minutes. For more information, Circle #170, log onto mytreeblind.com or call (866) 972-5463.

Yet another ground-blind alternative is the ***Sportsman's Bow Condo.*** The 7-foot-tall Bow Condo is a solid-sided ground blind that can protect you from the harshest elements. It's a roomy 6 feet in diameter and sports a bowhunter-friendly vertical viewing and shooting window. The Bow Condo is the world's most comfortable ground blind. For more information, Circle #171, log onto sportsmanscondo.com or call (662) 295-5702.

Bowhunters are always looking for new and exciting ways to improve their success. Climbing higher is not always the answer. Some of North America's best bucks are now being killed from today's new and improved ground blinds. Teach your customers how to use ground blinds in order to sell more ground blinds.

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CIRCLE #123

Bow Report

By Bill Krenz

2009 Hoyt AlphaMax

Relentless product innovation has been a Hoyt hallmark for years. Such innovation is driven by two factors. To begin with, there's the act of listening to your customers in order to stay in touch with what they want and need. That's important. But innovation requires more. The second key factor is the imagination to create new solutions for old problems. True innovation results when knowledge is combined with imagination.

The radical new TEC LITE riser on the 2009 AlphaMax delivers a remarkably lightweight bow—just 3.9 pounds.

The AlphaMax's new XTR Cam & ½ System is smooth, fast and features easy-change draw-length modules in addition to a rubber-coated draw-stop peg.

The 2009 Hoyt AlphaMax is a bow that seems to do just that. It's a remarkable new compound that embodies exactly what so many bowhunters want today—a lightweight design, much better than average speed, a smooth draw, a wonderfully quiet shot, little or no hand shock and a healthy measure of pizzazz. That's the knowledge part. Hoyt clearly understands what bowhunters want.

But there's more. The 2009 Hoyt AlphaMax introduces a host of new technologies and design features. This is a bow that's been overhauled from end to end and infused with imagination. Most noticeable is the bow's all-new TEC LITE Riser. This imaginative new riser's radical flying-bridge design and maximum machining yields a bow that is almost a full pound lighter than previous Hoyt TEC compounds. At just 3.9 pounds, the 2009 AlphaMax is perfectly primed for long treks and straight shots.

On top of that, the 2009 Hoyt AlphaMax features new limbs, new limb pockets and a brand-new cam system. The limbs are Hoyt's new-for-2009 narrower, lighter, tougher XTS 5-Layer Laminated Parallel Split Limbs. The pockets are Hoyt's all-new, extended, quieter and more precise ZT LOCK limb pockets. The cam system is the brand-new, optimized, smooth, fast and modular XTR Cam & ½ Performance System.

Every major component on the 2009 Hoyt AlphaMax has been reworked, re-engineered and dramatically improved. This is an all-new Hoyt bow, derived squarely from customer input and steeped in imaginative engineering and problem solving.

How It Shoots

I could hardly wait to shoot the new 2009 Hoyt AlphaMax because it held such promise. And I certainly wasn't disappointed. If anything, I was overwhelmed with just how well this new Hoyt handled and shot.

Its draw is smooth, seemingly smoother than any bow this fast has a right to be, and a rubber-coated draw-stop peg located on the bottom cam delivers a superb solid back wall. That back wall seems to me to be particularly conducive to a comfortable and very consistent draw length, which in turn enhances accuracy.

I've long theorized that a quieter, more shock-free bow could be shot better by most archers. It's easier to focus on proper aiming, release and follow-through when the bow doesn't zap you. The 2009 Hoyt AlphaMax is decidedly zap-free. In fact, the new AlphaMax is a surprisingly quiet bow. And for such a lightweight design, it's also remarkably free of handshock. This bow is ready right out of the box for the field or the competition line.

Arrow speed has always been something of a mixed blessing. Yes, maximum arrow speed is fun and exciting, and a flat trajectory can be an advantage when the distance is unknown. But to get the utmost in arrow speed, a bow's draw pattern often goes stiff and harsh, brace height drops alarmingly and some degree of criticalness creeps into the equation. The brand-new Hoyt AlphaMax delivers *much* better than average arrow speed with a generous 7-inch brace height, a silky smooth draw and a forgiving nature. The 28-inch carbon hunting arrows that I typically use for everything from the smallest deer to the biggest moose generally weigh 380 to 400 grains, and with the new Hoyt AlphaMax set at 29-inches and 70 pounds, those deadly arrows are zipping out at very near or just over 300 feet per second. That's wonderful speed.

All in all, the brand-new Hoyt AlphaMax seems a bow that is especially easy to shoot well. I love its light mass weight, its smooth draw and solid back wall, its quiet and vibration-free shot and its deadly speed.

A clear understanding of exactly what bowhunters want, blended with Hoyt's imagination for cutting-edge design is all found in the 2009 Hoyt AlphaMax.

Specifications

2009 Hoyt AlphaMax

Axle-to-Axle Length	32 inches
Brace Height	7 inches
Riser Geometry	2 inches reflex
Mass Weight	3.9 pounds
Letoff	75 percent
Draw Lengths	26 to 30 inches
Draw Weights	50#, 60#, 70#, 80#
Camo	Realtree APG HD, Black Out, Realtree APG HD Limbs w/ Black Out Riser and Target Colors

For more information, Circle #112, log onto hoyt.com or call at (801) 363-2990.

Arrow Speed

2009 Hoyt AlphaMax set at 29 inches (by factory) and adjusted to 70 pounds

28-inch Arrows	Shaft: Grains/In	Arrow: Total Weight	Kinetic Energy	Arrow Speed
Easton XX78 Alloy 2512	10.3	448 gr.	75.9	278 fps
Easton Full Metal Jacket 400	10.2	426 gr.	76.8	285 fps
Carbon Express Aramid KV 350	9.8	415 gr.	76.9	289 fps
Carbon Tech Whitetail 65/80	9.5	411 gr.	76.8	290 fps
Carbon Express Maxima Hunter 350	8.9	398 gr.	76.9	295 fps
Easton ST Axis N-Fused 400	9.0	392 gr.	76.8	297 fps
Beman ICS Hunter Elite 400	8.4	390 gr.	76.9	298 fps
Gold Tip XT Hunter 55/75	8.2	385 gr.	76.9	300 fps
PSE Radial X Weave Hunter 300	8.1	376 gr.	76.7	303 fps
Easton LightSpeed 400	7.4	363 gr.	76.0	307 fps
Gold Tip Ultralight Pro 400	7.4	361 gr.	76.0	308 fps
Carbon Tech Cheetah 400	6.4	346 gr.	75.3	313 fps
High Country Speed Pro Max	5.5	303 gr.	74.2	332 fps

Bow weighed with an Easton Bow Force Digital Scale. All tests conducted with a Spot-Hogg Hooter Shooter Portable Shooting Machine and a Competition Electronics Pro Chronograph.

Mated to the AlphaMax's new TEC LITE riser is an all-new extended limb pocket system that's both ultra-quiet and ultra-precise.

Key *New* Features and Benefits

New TEC LITE Riser

The brand-new riser on the 2009 Hoyt AlphaMax is the lightest, airiest Hoyt TEC riser ever. And yet it's incredibly stiff, strong and stable. In lab tests, the new TEC LITE riser has withstood well over 1,500 dry fires. Maybe best of all, it enables the 2009 AlphaMax to tip the scales at just 3.9 pounds.

New ZT LOCK Pocket System

Working in conjunction with the airy TEC LITE riser is the AlphaMax's equally new ZT LOCK (Zero Tolerance) Locking Pocket System. This new, extended pocket system is ultra-precise to hold the AlphaMax's limbs in perfect shooting alignment. And like the new riser, it's also feather light.

New XTS Split Limbs

The all-new limbs on the 2009 Hoyt AlphaMax are narrower, tougher and lighter than ever before. They feature 5-layer-laminated construction for maximum strength and durability and a split, parallel configuration to dampen shot vibration and increase arrow speed.

New XTR Modular Cam & ½ System

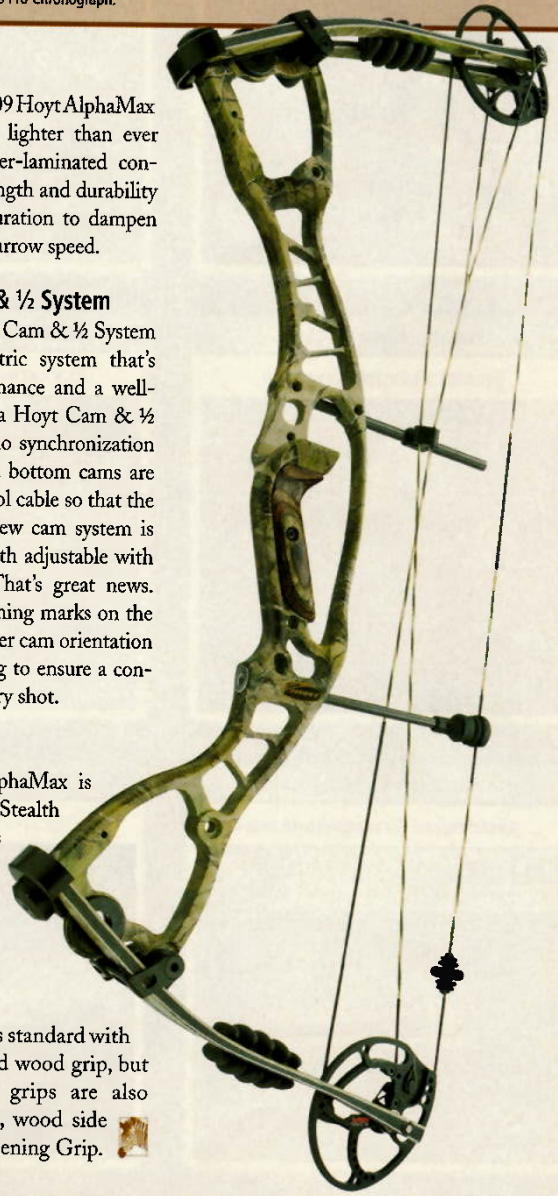
I think this is the best Hoyt Cam & ½ System ever. It's a premier eccentric system that's optimized for peak performance and a well-balanced shot. Because it's a Hoyt Cam & ½ System, there are little or no synchronization concerns. Both the top and bottom cams are slaved together with a control cable so that the cams move in sync. This new cam system is also conveniently draw-length adjustable with interchangeable modules. That's great news. On top of that, there are timing marks on the lower cam to guarantee proper cam orientation and a positive draw-stop peg to ensure a consistent draw length with every shot.

New Hoyt Stealth Shot

Below the grip on the AlphaMax is Hoyt's newly re-designed Stealth Shot, a string stop that quiets the bow and promotes a cleaner release of the arrow from the bowstring.

New Hoyt Pro-Fit Custom Grip System

The 2009 AlphaMax comes standard with a medium-height laminated wood grip, but three additional Pro-Fit grips are also available: wood high-wrist, wood side plates and a new 180 Dampening Grip.



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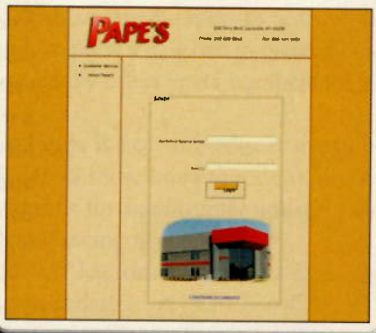

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Website Showcase

Field Test

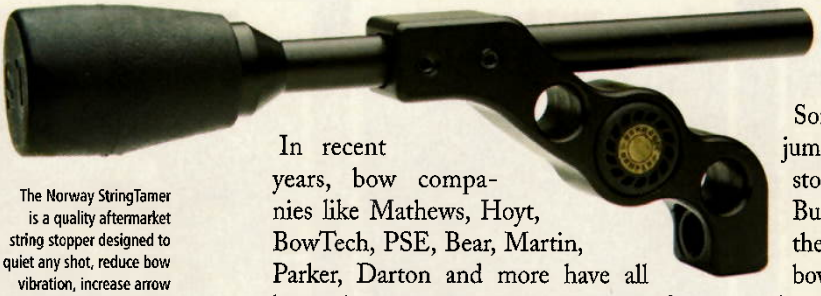
By Bill Krenz

Norway StringTamer

Modern archery-equipment history is pockmarked with add-on bow accessories that never caught on. But every now and then, something comes along that really grabs hearts.

The perfect example of that is the recent blossoming on bows of string stoppers. Such devices typically consist of some sort of extended rod or bracket tipped by a soft cushioning bumper that restricts the forward motion of the bowstring. As the bumper grabs and stops the bowstring, it dampens string vibration and shot noise with remarkable effectiveness.

It could be argued that the true mark of acceptance for any new bow accessory idea occurs when the major bow manufacturers begin adding that item to their factory bows.



The Norway StringTamer is a quality aftermarket string stopper designed to quiet any shot, reduce bow vibration, increase arrow speed, improve accuracy and eliminate forearm and jacket-sleeve slap. Models are available for most compound bows.

In recent years, bow companies like Mathews, Hoyt, BowTech, PSE, Bear, Martin, Parker, Darton and more have all begun incorporating string stoppers of one form or another on their best bows.

But what about all those other bows—either older bows or bows that do not yet come with string stoppers? What's available for those bows?

Norway Industries has long been in the business of solving archery problems. It's done that by developing and offering better, easier-to-fletch Duravanes, automated fletching machines, better archery adhesives, a superior vane-stripping tool and more. Of late, it's also developed the Norway StringTamer.

The Norway StringTamer is an innovative and effective string stopper for all those bows that didn't come with such a device. A variety of rear- and front-mounted Norway StringTamer models are offered to fit most all compound bows.

What's the StringTamer do?

The Norway StringTamer suddenly stops and cushions the forward rush of the bowstring during the shot as the bowstring reaches brace height. That has several effects. First, it effectively squelches residual bowstring vibration, which—depending on the bow—can significantly reduce both shot noise and bow vibration. Both of those things are huge pluses for any archer, but especially so for noise-conscious bowhunters. A quieter shot is always a good thing when bowhunting.

And there's more. The Norway StringTamer can also increase arrow speed, improve accuracy and even help eliminate arm or jacket-sleeve bowstring slap.

Some of the claims I've seen for big jumps in arrow speed due to string stoppers seem a bit hard to swallow. But minor speed increases are often the case, if for no other reason than bowstring-mounted silencers can often be eliminated when a quality string stopper, like the Norway StringTamer, is utilized. By doing away with the dragging weight of silencers on the bowstring, a few extra feet per second of arrow speed can often be gained.

Top competitive archers frequently refer to an increase in accuracy, or at least

NORWAY INDUSTRIES

forgiveness, when using a good string stopper. While such qualities are hard to definitively measure in a bow, the case can be made that when a bowstring stops sooner in its forward path than it normally does, the arrow jumps off the bowstring sooner and that reduces the chance that it will be adversely affected by such things as bow torque and twisting. That quicker release from the bowstring can definitely make a bow feel more forgiving and more accurate.

Short-brace-height bows are coming back into vogue these days because such bows can sometimes offer surprising boosts in arrow speed. But such bows can also be forearm and jacket-sleeve grabbers as the bowstring rockets forward even past its lower-than-low brace-height position. Add a sturdy string stopper, like a Norway StringTamer, however, and that slapping tendency all but goes away. Forearms are saved and bulky bowhunting jackets are no longer a problem. All the speed with none of the slap.

One note of caution—if you shoot a bow with a string stopper, make sure that you have a spare rubber bumper available. That bumper takes a tremendous hit every time the bow is shot. Bumpers may eventually fatigue and even fly off if not replaced. With a spare bumper, it's not a problem. It takes just seconds to press a new one in place should the need arise. Norway wisely offers spare bumpers for its StringTamer.

The Norway StringTamer is a cutting-edge string stopper designed expressly for all those bows that don't already have one. It's an easy means for significantly updating old bows and dramatically improving new bows.

For more information, log onto duravanes.com, Circle #115 or call Norway Industries at (800) 778-4755.

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Archery Industry Calendar

BY ORGANIZATION

ATA ARCHERY TRADE SHOW
PHONE: 866-266-2776
FAX: 801-261-2389
WEBSITE: www.archerytrade.org

2009 ATA TRADE SHOW
Thursday-Saturday, January 8-10, 2009 • Indianapolis, IN

2010 ATA TRADE SHOW
Thursday-Saturday, January 14-16, 2010 • Columbus, OH

2011 ATA TRADE SHOW
Thursday-Saturday, January 6-8, 2011 • Indianapolis, IN

2012 ATA TRADE SHOW
Thursday-Saturday, January 12-14, 2012 • Columbus, OH

INT'L BOWHUNTING ORG. / I.B.O.
PHONE: 440-967-2137
FAX: 440-967-2052
WEBSITE: www.ibo.net

SOUTHERN TRIPLE CROWN - 1ST LEG
February 20-22, 2009 • Wetumpka, AL

I.B.O. INDOOR WORLD CHAMPIONSHIP
March 20-22, 2009 • Cleveland, OH

SOUTHERN TRIPLE CROWN - 2ND LEG
March 27-29, 2009 • Pensacola, FL

SOUTHERN TRIPLE CROWN - 3RD LEG
April 17-19, 2009 • Rome, GA

NATIONAL CHAMPIONSHIP TRIPLE CROWN - 1ST LEG
May 15-17, 2009 • Bedford, IN

NATIONAL CHAMPIONSHIP TRIPLE CROWN - 2ND LEG
June 12-14, 2009 • McKean, PA

NATIONAL CHAMPIONSHIP TRIPLE CROWN - 3RD LEG
July 10-12, 2009 • Nelsonville, OH

I.B.O. WORLD CHAMPIONSHIP & ARCHERY FESTIVAL
August 14-16, 2009 • Ellicottville, NY

KINSEY'S DEALER SHOW
PHONE: 800-366-4269
FAX: 800-366-4126
WEBSITE: www.kinseyarchery.com

2009 KINSEY'S DEALER SHOW
February 27-March 1, 2009 • Hershey, PA

2010 KINSEY'S DEALER SHOW
February 27-March 1, 2010 • Hershey, PA

2011 KINSEY'S DEALER SHOW
February 18-20, 2010 • Hershey, PA

NATIONAL FIELD ARCHERY ASSOC. / NFAA
PHONE: 909-794-2133
FAX: 909-794-8512
WEBSITE: www.nfaaarchery.org

VEGAS SHOOT / WORLD ARCHERY FESTIVAL
February 6-8, 2009 • Las Vegas, NV

MID ATLANTIC INDOOR SECTIONAL
March 7-8, 2009 • Various Locations

SOUTHEAST INDOOR SECTIONAL
March 7-8, 2009 • Various Locations

2009 NATIONAL INDOOR CHAMPIONSHIPS
March 14-15, 2009 • Louisville, KY

SOUTHEAST OUTDOOR SECTIONAL
May 23-24, 2009 • Gainesville, FL

MID ATLANTIC OUTDOOR SECTIONAL
June 6-7, 2009 • Cape May, NJ

IFAA WORLD BOWHUNTER CHAMPIONSHIPS
June 9-12, 2009 • Yankton, SD

NFAA UNMARKED 3D NATIONAL
June 13-14, 2009 • Yankton, SD

SOUTHEAST OUTDOOR SECTIONAL
June 13-14, 2009 • Clemson, SC

SOUTHEAST OUTDOOR SECTIONAL
June 13-14, 2009 • Shepherdsville, KY

SOUTHEAST MARKED 3D SECTIONAL
July 11-12, 2009 • Gainesville, FL

SOUTHEAST MARKED 3D SECTIONAL
July 11-12, 2009 • Ft. Lauderdale, FL

SOUTHEAST MARKED 3D SECTIONAL
July 11-12, 2009 • Myrtle Beach, SC

2009 OUTDOOR FIELD CHAMPIONSHIPS
July 22-26, 2009 • Mechanicsburg, PA

SHOT SHOW
PHONE: 203-840-5600
FAX: 203-840-9600
WEBSITE: www.shotshow.org

2009 SHOT SHOW
January 15-18, 2009 • Orlando, FL

ARCHERY SHOOTER'S ASSOCIATION / ASA
PHONE: 770-765-0232
FAX: 770-795-0953
WEBSITE: www.asaarchery.com

DELTA TARGETS PRO/AM
January 30-February 1, 2009 • Gainesville, FL

HOYT MISSISSIPPI PRO/AM
March 6-8, 2009 • Hattiesburg, MS

CARBON EXPRESS SOUTHWEST SHOOT OUT
April 3-5, 2009 • Paris, TX

EASTON GEORGIA PRO/AM
April 24-26, 2009 • Augusta, GA

LIMBSAVER PRO/AM
May 29-31, 2009 • London, KY

MATHEWS SOLOCAM PRO/AM
June 26-28, 2009 • Metropolis, IL

TEAM REALTREE ASA CLASSIC
July 23-26, 2009 • Columbus, GA

BY DATE

JANUARY

January 8-10, 2009
2009 ATA Trade Show • Indianapolis, IN

January 15-18, 2009
2009 Shot Show • Orlando, FL

January 30-February 1, 2009
ASA Delta Targets Pro/Am • Gainesville, FL

FEBRUARY

February 6-8, 2009
NFAA Vegas Shoot / World Archery Festival • Las Vegas, NV

February 20-22, 2009
I.B.O. Southern Triple Crown - 1ST Leg • Wetumpka, AL

February 27-March 1, 2009
2009 Kinsey's Dealer Show • Hershey, PA

MARCH

March 6-8, 2009
ASA Hoyt Mississippi Pro/Am • Hattiesburg, MS

March 7-8, 2009
NFAA Mid Atlantic Indoor Sectional • Various Locations

March 7-8, 2009
NFAA Southeast Indoor Sectional • Various Locations

March 14-15, 2009
NFAA 2009 National Indoor Championships • Louisville, KY

March 20-22, 2009
I.B.O. Indoor World Championship • Cleveland, OH

March 27-29, 2009
I.B.O. Southern Triple Crown - 2ND Leg • Pensacola, Florida

APRIL

April 3-5, 2009
ASA Carbon Express Southwest Shoot Out • Paris, TX

April 17-19, 2009
I.B.O. Southern Triple Crown - 3RD Leg • Rome, GA

April 24-26, 2009
ASA Easton Georgia Pro/Am • Augusta, GA

MAY

May 15-17, 2009
I.B.O. National Championship Triple Crown - 1ST Leg • Bedford, IN

May 23-24, 2009
NFAA Southeast Outdoor Sectional • Gainesville, FL

May 29-31, 2009
ASA LimbSaver Pro/Am • London, KY

JUNE

June 6-7, 2009
NFAA Mid Atlantic Outdoor Sectional • Cape May, NJ

June 9-12, 2009
NFAA IFAA World Bowhunter Championships • Yankton, SD

June 12-14, 2009
I.B.O. National Championship Triple Crown - 2ND Leg • McKean, PA

June 13-14, 2009
NFAA Unmarked 3D National • Yankton, SD

June 13-14, 2009
NFAA Southeast Outdoor Sectional • Clemson, SC

June 13-14, 2009
NFAA Southeast Outdoor Sectional • Shepherdsville, KY

June 26-28, 2009
ASA Mathews SoloCam Pro/Am • Metropolis, IL

JULY

July 10-12, 2009
I.B.O. National Championship Triple Crown - 3RD Leg • Nelsonville, OH

July 11-12, 2009
NFAA Southeast Marked 3D Sectional • Gainesville, FL

July 11-12, 2009
NFAA Southeast Marked 3D Sectional • Ft. Lauderdale, FL

July 11-12, 2009
NFAA Southeast Marked 3D Sectional • Myrtle Beach, SC

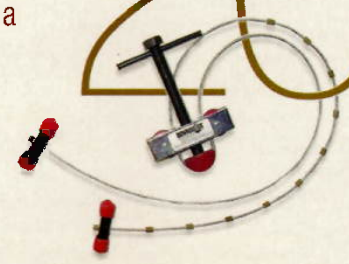
July 22-26, 2009
NFAA 2009 Outdoor Field Championships • Mechanicsburg, PA

July 23-26, 2009
ASA Team Realtree ASA Classic • Columbus, GA

AUGUST

August 14-16, 2009
I.B.O. World Championship & Archary Festival • Ellicottville, NY

The Best Pro Shop Tools for 2008



My father, an amateur carpenter, likes to say that you should always use the right tool for the job. Using the appropriate tool makes performing any task more efficient, more accurate and safer.

That's particularly true for archery pro shops today. Archery gear is constantly evolving. Owning the right tools to service the diverse assortment of bows and accessory items available to archers is critical for a pro shop's success. An ill-equipped shop leads to unimpressed customers, lost sales opportunities and poor word-of-mouth advertising.

On the other hand, good service sets you apart from your competitors and frequently leads to additional sales as your customers come to rely on you to tune their equipment, build their bowstrings and fletch their arrows. The best way to provide first-rate service is to have a wide variety of quality shop tools on hand. Luckily for archery pro shops, today's bow presses, bow vises, tuning tools, serving tools, fletching jigs and other tools are better than ever. Replacing out-dated equipment with the latest products will help you deliver the service your customers expect while ultimately improving your bottom line.

By Michael Corrigan

BOW PRESSES

A quality bow press is typically the largest and most-noticed tool and is a trademark sign of a pro shop that is well-equipped. The brand-new Evolution Press from Apple Archery is sure to impress users everywhere. The Evolution will completely compress and break down all bows and crossbows, including limb tip compression. Because there are no crossing bars, the Evolution offers quick and easy setup. Synchronous arm movement provides for equal compression. The Evolution can be mounted on a stand or bench and requires no bench modification. An optional add-on motor will be available in early 2009.

The Big Squeeze Bow Press produced by C.W. Erickson continues to gain in popularity. The design of the press appears radical, but operation is amazingly simple. This bow press works on compound bows of all sizes and with any limb configuration, as well as many crossbows. The Big Squeeze utilizes a 4,100-pound capacity nylon strap that runs through a series of rollers attached to lever arms. When the no-slip brake winch is operated, high-density rollers actually squeeze the limbs of the bow as it is being pressed simultaneously.

Last Chance Archery offers the Power Press. The Power Press features an electric motor for quick, easy operation. Four fingers and a moveable arm press the bow at the axles, reducing stress on the riser. The fingers can be configured to accommodate any style bow. With no pins to move or rollers to change, the Power Press is simple to set up and operate. The EZ Press, a manually operated version of the Power Press, and the Wall Mount, a wall-mounted version for shops with limited counter space, are also available.

The Sure-Loc X-Press can accommodate all bows, including parallel-limb bows and crossbows, so you won't need another press. The unique "X" design allows the X-Press to flex bow limbs in a natural arcing motion, putting less stress on the riser than drawing the bow does. Because you don't have to remove accessories to press a bow with the X-Press, you'll save time and, ultimately, money. An optional stand is available that puts the bow at eye level.

You may also want to consider a portable bow press. A portable bow press can be a lifesaver in the field and in the shop. If your primary bow press malfunctions, a portable bow press can fill in while repairs are made.

New this year is the Nite Hawk Press from Nite Hawk Archery. This portable bow press is equipped with a heavy-duty nylon strap and a system of metal limb-mounting brackets. A rubber-coated turnbuckle is turned by hand to quickly and safely compress the limbs on any bow.

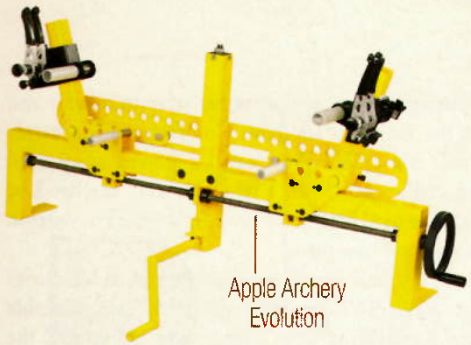
The Ram Products Ratchet-Loc Bow Press utilizes a system of metal limb-mounting brackets and a ratchet strap to quickly and safely compress the limbs on any bow. Complete with a handy carrying case, this convenient press can be stowed away until needed. Used in conjunction with a bow vise, the Ratchet-Loc Bow Press can also be used on a daily basis during the busy season when you need a second bow press.

The Bowmaster Portable Bow Press from Prototech Industries has saved the day for many bowhunters in the field. The remarkable Bowmaster is small enough to fit in your pocket and puts all the capabilities of a full-sized bow press in the palm of your hand. The Bowmaster utilizes a system of limb-mounting brackets and a steel cable. A small T-handle screw is turned by hand, drawing the cable through a roller guide assembly to effectively compress the limbs on any bow.

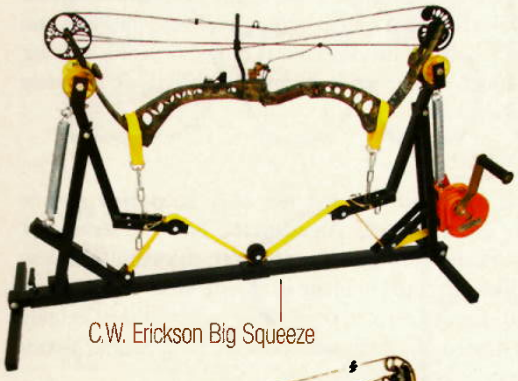
BOW VISES

Working on bows without the use of a good bow vise is cumbersome and frustrating. An adjustable bow vise serves as a second pair of hands and allows you to work efficiently. The new Apple Pro Vise offers the ultimate in adjustability. The Pro Vise provides 360-degree access to bows while holding them securely with rubber-coated, adjustable tension jaws. Both X- and Y-axes are micro-adjustable and can be locked. Third-axis leveling can be made with an available adaptor plate, and all-steel construction offers durability.

Pro Shop Tools for 2008

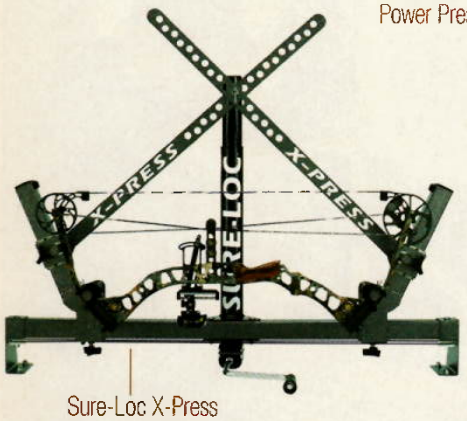


Apple Archery Evolution



C.W. Erickson Big Squeeze

Last Chance Archery Power Press



Sure-Loc X-Press

Nite Hawk Archery

The Workbench Fully Adjustable Bow Vise from C.W. Erickson grabs the limb of any bow or crossbow and allows you to rotate the bow 360 degrees. Because the holding prongs are vinyl-coated, you won't have to worry about scratching or damaging a bow. The Workbench Fully Adjustable Bow Vise features powder-coated welded steel for a tool that will last for years.

The R.S. Bow-Vise is just one of many precision tools from R.S. Archery Products. The R.S. Bow-Vise features a convenient adjustable lock-down lever to hold a bow securely. A micro-adjustable bow-level adjustment knob makes initial center-shot setup a cinch, and two separate knobs allow the bow to be tilted up and down and from side to side. The R.S. Parallel Limb Bow-Vise is designed specifically for parallel limb bows.

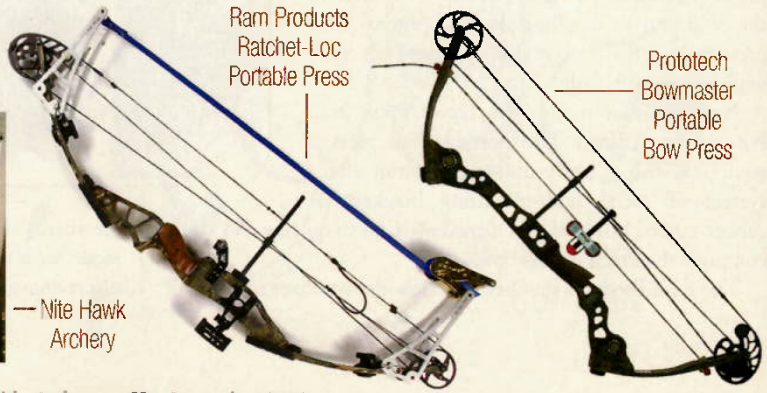
The HTM Precision 3rd Axis Bow Vise is a multi-functional bow vise and tuning system. Designed to be helpful when leveling and setting up bows for up- and downhill shooting, the HTM Bow Vise features a built-in leveling device for accurate setup.

Ram Products recently introduced the new Micro Adjustable Pro Bow Vise. Featuring all-metal construction, this heavy-duty bow vise mounts to any table or workbench and has both vertical and horizontal micro-adjustment knobs. A bonus 360-degree swivel feature allows you to turn a bow at a 90-degree angle to the bench so you can work on either side of it with ease.

The unique Bow Maintenance Center from MTM Molded Products features a durable plastic utility tray for your tools and an adjustable bow holder that cradles a bow on either end. The MTM Bow Maintenance Center can hold a bow in nine different positions, including straight up and down and at a 45-degree angle. The one-piece utility tray is designed with nine compartments to help keep hand tools and other odds and ends well organized.

TUNING TOOLS

A well-tuned bow delivers maximum kinetic energy to the arrow. The result is increased arrow speed and increased down-range trajectory. A well-tuned bow is also more forgiving and a pleasure to shoot. Correct arrow shaft selection is the first step. Setting initial nocking point and arrow rest position is the second part of the equation. Final tuning always involves a certain amount of trial and error. However, an array of tuning tools designed to



Ram Products Ratchet-Loc Portable Press

Prototech Bowmaster Portable Bow Press

make the tuning process an easy endeavor are available.

The Easton Bow Force Mapper System consists of an accurate chronograph, digital bow scale, draw force curve plotter and arrow shaft selector all in one easy-to-use high-tech package. The system provides useful information such as draw force curve, kinetic energy, stored energy, cam type and letoff percent and down range trajectory. Shop owners can also download draw force curve data to a PC in spreadsheet format for future reference.

From what used to be a "best guess" procedure, a number of tools are now available to help locate the initial center-shot position for the arrow rest. Devices that employ a precision laser are among the most popular and easiest to use. The EZE-Center LTA (Laser Alignment Tool) from Easy-Eye Archery is the perfect tool to establish initial center shot on each bow you tune. Simply install the gauge like any standard bow sight and adjust the windage until the laser is centered with the bowstring. Swivel the laser-emitting end and aim it at the point of the arrow. Adjust the rest windage until the laser is centered down the entire arrow from bowstring to arrow tip. With the EZE-Center LTA, achieving center shot is a snap.

The Bow Plane by DoubleTake Archery sits on your arrow rest just like a normal arrow. When activated, the tool projects a visible reference plane or "sheet" of laser light 360 degress around the inside perimeter of the bow, including up and down the bowstring and along the cams and/or idler wheels, the upper and lower limbs, the rest and the sight pins. This enables you to quickly adjust the center shot on your rest, adjust the windage on your sight pins and check for cam lean all at the same time.

Bohning's Accu-Laser tuning tool uses a calibrateable laser to check the alignment of bowstring, cams, sight, rest and arrow without removing the sight. The Bohning Accu-Laser consists of a 650nm red laser, universal and dovetail mounting brackets and cap-head and button-head mounting screws. Features include 360-degree laser rotation, spring-loaded return and 3-axis adjustment components.

Eastman Outfitters manufactures another quality center-shot device. The EZ Center Shot Tuning Device's simple calibration makes it easy to determine center shot. Simply insert a steel hexagon-shaped rod into each limb bolt. A detailed gauge determines the position of the arrow while the rest is adjusted.

Apple Archery has a unique laser device that makes sighting-in a bow simple. Screw the Laser Sight Adjuster Tool unit to the end of any arrow, nock the arrow and draw the bow. Your arrow will strike wherever the laser hits the target. Set the top sight pin according to where the laser hits the target, and you are in business. A straight arrow and spin

CIRCLE #151

Pro Shop Tools for 2008

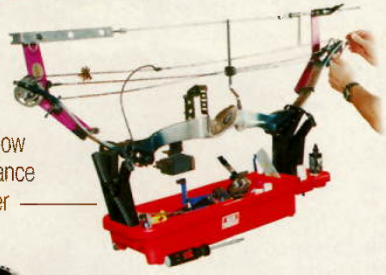
C.W. Erickson Workbench Fully Adjustable Bow Vise

Apple Pro Vise

HTM Precision 3rd Axis Bow Vise

R.S. Parallel Bow-Vise

Ram Micro Adjustable Pro Bow Vise



MTM Bow Maintenance Center

Easton Bow Force Mapper System

Easy-Eye EZE-Center LTA

tester must be used for best results.

A simple arrow-spin tester is another good tool to have in your shop. Pine Ridge Archery offers the Arrow Inspector, an easy-to-use instrument that helps you check arrow shaft straightness, broadhead balance, nock alignment and vane and feather balance. The Arrow Inspector's low-friction machine-cut steel axles and precision-cut aluminum wheels allow you to detect even the slightest bend or balance issue in an arrow.

Equipment tuning can be problematic if you have arrow shafts with inconsistent spines. The Ram Products Carbon QC Arrow Spine Tester is a precision device used to check spine variation in a set of arrow shafts. It consists of an arrow cradle, a small weight that hangs in the middle of the arrow and an ultra-accurate dial indicator which measures spine resistance as you rotate the arrow. Although there are less sophisticated arrow spine testers currently available, the Carbon QC Arrow Spine Tester has a built-in jig, which allows the user to quickly and precisely index both the arrow nock and hunting point to the stiffest portion of the arrow shaft.

Although carbon arrows are extremely popular with bowhunters, aluminum arrows are far from obsolete. The problem with aluminum arrows, however, is that they are prone to getting bent. A bent arrow does not fly well and simply will not do. The AAE's Arrow Straightener is a rugged precision arrow-straightening device made from hard-anodized aluminum. The straightness dial indicator is extremely precise, and the Delrin straightening pad will not mark or dent arrows.

The Perfect Arrow Straightener from Grayling Outdoor Products is an economically priced arrow straigtener. The rigid plastic construction is tough and lightweight, and the straightness dial indicator is also extremely precise.

Once correct arrow shaft selection has been made and initial center shot has been set, it is time to run a few arrows through paper to fine-tune things. Every bow should be paper-tuned before it leaves the shop. The C.W. Erickson Paper Tuning Rack is a stand-alone portable paper-tuning frame designed to hold one roll of standard-sized freezer paper. The height of the stand is easily adjusted for different shooters, and the paper is held firmly against the all-metal frame with spring tension. The optional chronograph mounting-bracket allows you to paper-tune and speed test arrows simultaneously.

The Spot-Hogg Hooter Shooter should be included on every pro shop's wish list of must-have tuning tools. The Hooter Shooter is a precision bow-shooting

Continued on page 66

DoubleTake Archery Bow Plane

Bohning Accu-Laser

Apple Archery Laser Sight Adjuster Tool

THE ATA GREATEST GIVEAWAY ★2009★

SO BIG, THE WORD "GREAT" NO LONGER DOES IT JUSTICE.

FROM THE $35,000 AFRICAN HUNT TO THE LIVE BLAKE SHELTON CONCERT, THIS IS TRULY THE GREATEST GIVEAWAY EVER!

Ultimate African Safari with Kara and Keith "Doc" Ainsley, sponsored by:

Blake Shelton concert sponsored by:

All Show Attendees are Invited Friday Night, January 9th, in the Sagamore Ballroom

ONLY AT THE ATA INDY TRADESHOW 2009

The ATA Great Giveaway 2009 promises to be a Great Giveaway like no other. This year's grand prizes include an eight-day ultimate African hunting safari with Kara and Keith "Doc" Ainsley, valued at over $35,000. Other prizes include hunts and cold hard cash. This year's entertainment will be a free performance by country superstar Blake Shelton. Use your free dealer Great Giveaway ticket to be eligible for these unbelievable prizes and to see Blake Shelton live. Purchase additional tickets for $50 each. And remember, all proceeds go directly to activities and programs dedicated to growing archery and bowhunting.

PURCHASE GENERAL ENTRY TICKETS

All tickets offer ballroom admission and include meal and cash bars.

Name _____ Phone# _____ Email _____

Street _____ Number of Tickets_____ x $50.00 = _____ ❑ Visa ❑ MC ❑ AMEX

City _____ State _____ Zip _____ Credit Card # _____ Expiration Date _____

GREAT ATA GIVEAWAY ★2009★

Please mail or fax this form to: Archery Trade Association, 860 E. 4500 S., Suite 310, Salt Lake City, UT 84107
Fax 801-261-2389 or **buy tickets online at www.archerytrade.org**. For more information call 1-866-266-2776

CIRCLE #123

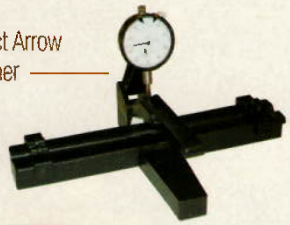
Pro Shop Tools for 2008

Continued from page 64

Pine Ridge Archery Arrow Inspector

Ram Products Carbon QC Arrow Spine Tester

AAE Arrow Straightener



Grayling Perfect Arrow Straightener

C.W. Erickson Paper Tuning Rack

Spot-Hogg Hooter Shooter

Viper D-Loop Plyers

Tru-Fire Draw Check Tool

machine that allows you to evaluate a bow's performance consistency. Because each shot is exactly the same, the Hooter Shooter makes it possible for you to evaluate minor equipment adjustments for accuracy.

Installing a D-loop correctly is an often underestimated part of the tuning process. A correctly installed D-loop that is "tight" to the bowstring and serving will help to rotate a string peep exactly the same way shot after shot, reducing the likelihood of left and right misses. The Viper D-Loop Plyers make installing D-loops correctly a snap. The leverage gained with this tool is far superior to needle-nose plyers, and Viper D-Loop Plyers will not damage the serving.

Every pro shop should have a few Tru-Fire Draw Check Tools lying around. This important tool allows you to safely draw back a bow without fear of dry-firing it. The Draw Check Tool can be used by both right- and left-handed shooters and is perfect for checking draw length or making adjustments to string accessories.

You will be hard pressed to find a pro shop these days without a PC situated somewhere behind the front counter. Computer software designed for archers is gaining in popularity and for good reason—like other tools in your arsenal, it makes your life easier. OnTarget2 Software for Archers, designed by Pinwheel Software, is truly amazing. The software can be used to provide customers with accurate detailed information about their specific setup, and more importantly, you can record valuable data on each customer's setup for future use when equipment problems arise. Arrow Spine Charts for virtually every arrow manufacturer are provided. You can make and print custom sight tapes, create sight scale reference charts, view data for any point in an arrow's trajectory, practice "what if" scenarios on images of 3D targets—the list goes on and on.

Use the Archer's Advantage Software Program in choosing the perfect arrow and calculating up- and downhill adjustments for taking extreme shots in steep terrain. You can calibrate the program to a particular bow's actual performance and keep a shooting log to track various factors over time.

ARROW CUTOFF SAWS

Being able to cut arrow shafts to a custom length is something pro shops can offer that other retail stores cannot. The Apple Pro Saw is without a doubt the finest arrow cutoff saw available. The Apple Pro Saw is manufactured with an 8,000-RPM ball-bearing motor. The high-RPM motor allows for fast, clean cuts, and the end of the arrow shaft is left cool to the touch. The optional dust collector is a must-have and helps keep your shop clean and tidy.

FLETCHING JIGS

Building arrows is a great way to stay busy even during the summer, and quality custom arrows are a great way to make your shop stand out. To that end, every shop should have a number of fletching jigs to make building arrows quick and efficient. One of the most widely used fletching jigs is the Bitzenburger. The Bitzenburger features a self-centering shaft cradle that accepts arrows of all sizes, and the large dials make angle adjustment a snap. Made of durable die-cast alloy, the Bitzenburger is a particularly precise fletching jig.

The JoJan Multi-Fletcher can fletch up to six arrows at one time. Featuring an aluminum frame and plated steel clamps, the Multi-Fletcher is designed to provide a consistent, accurate fletch every time.

The Grayling Fletching Jig & Clamp now features an improved magnet

For More Information on Quality Shop Tools, Contact These Manufacturers:

AAE / Cavalier	Circle #202	(928) 772-9887	arizonaarchery.com
Apple Archery Products	Circle #209	(800) 745-8190	applearchery.com
Archer's Advantage	Circle #225		archersadvantage.com
Arizona Rim Country	Circle #200	(480) 961-7995	ezfletch.com
BCY, Inc.	Circle #126	(860) 632-7115	bcyfibers.com
Bitzenburger Machine & Tool	Circle #226	(888) 724-5697	bitzenburger.com
The Bohning Company	Circle #227	(800) 253-0136	bohning.com
C.W. Erickson's Mfg.	Circle #155	(763) 682-3665	archerhunter.com
Carbon Express	Circle #176	(800) 241-4833	carbonexpressarrows.com
Cajun Archery	Circle #168	(800) 551-3076	cajunarchery.com
Competition Electronics	Circle #209	(815) 874-8001	competitionelectronics.com
DoubleTake Archery	Circle #210	(210) 722-3484	doubletakearchery.com
Eastman Outfitters	Circle #186	(800) 241-4833	eastmanoutfitters.com
Easton Technical Products	Circle #135	(801) 539-1400	eastonarchery.com
Easy-Eye Archery Products	Circle #211	(888) 908-7446	eze-eye.com
Grayling Outdoor Products	Circle #213	(800) 426-8929	graylingoutdoorproducts.com
HTM Precision Machining	Circle #223	(877) 486-6224	htmbowsights.com
JoJan Sports Equipment	Circle #214	(724) 225-5582	jojan.net
Last Chance Archery	Circle #203	(706) 654-1961	lastchancearchery.com
MTM Molded Products	Circle #204	(937) 890-7461	mtmcase-gard.com
Neet Products, Inc.	Circle #205	(660) 826-6762	neet.com
Norway Industries	Circle #115	(800) 778-4755	duravanes.com
Pelouze Scale	Circle #206	(877) 724-8324	pelouze.com
Pine Ridge Archery	Circle #160	(877) 746-7434	pineridgearchery.com
Pinwheel Software, Inc.	Circle #207	(760) 741-6416	pinwheelsoftware.com
Prototech Industries	Circle #131	(800) 523-3109	prototechind.com
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Ram Products	Circle #163	(800) 882-1588	ram-products.com
Shooting Chrony	Circle #192	(800) 385-3161	shootingchrony.com
Sports Sensors	Circle #193	(888) 542-9246	archeryradar.com
Spot-Hogg Archery Products	Circle #148	(888) 302-7768	spot-hogg.com
Sure-Loc Archery Products	Circle #116	(812) 689-9926	sureloc.com
Tru-Fire	Circle #182	(920) 923-6866	trufire.com

CIRCLE #105

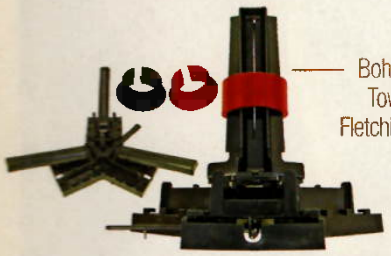
Pro Shop Tools for 2008

Pinwheel OnTarget2

Apple Archery Pro Saw

Bitzenburger Fletching Jig

JoJan Multi-Fletcher



Bohning Tower Fletching Jig

AAE Fletch II

adjustment so you can achieve the proper offsets. Also new this year is an included crossbow bolt receiver and an index shaft holder. The Grayling Fletching Jig & Clamp offers a straight clamp as well as a right- and left-helical clamp, all of which fit snug to the shaft for a clean line every time.

You can save time and money with Bohning's Tower Fletching Jig. This remarkable fletching jig applies three vanes at once. The vanes are placed at a 2-inch offset, 120 degrees apart. The Tower Fletching Jig comes with two pressure rings for the right amount of pressure on different-sized shafts.

The AAE Fletch III is an affordable, easy-to-use jig designed to provide exceptional simplicity and accuracy. The Fletch III can accommodate arrows from .240 to .370 inches in diameter. Because the clamp is made from a rigid Teflon and silicone material, glue won't stick to it and arrows can be easily removed.

The Arizona E-Z Fletch Pro from Arizona Rim Country can fletch 12 arrows in 30 minutes, applying all three vanes or feathers at one time. The E-Z Fletch Pro is available in four models: 4-degree offset, straight, right helical and left helical.

The high tech, fully automated Fletch-O-Matic fletching machine produced by Norway Industries is a must for shops that deal in high volume. It automatically applies glue and clamps three vanes or feathers with the push of a button. For shops that spend countless hours fletching arrows, this machine is worth a look.

For removing vanes from arrows, Norway Industries also offers the Duravanes Zip Strip. This ingenious tool removes any vane—plus the residual adhesive—from any arrow shaft. The razor-sharp Zip Strip is simple to use and prevents damage to carbon arrows.

STRING BUILDING AND SERVING TOOLS

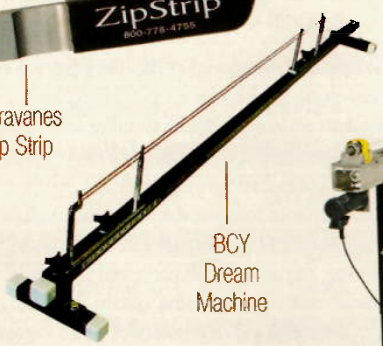
Most pro shops have a certain number of pre-made bowstrings and cables ready to install on popular bow models. However, if a customer walks through the door with an older or less common bow, a pro shop technician can make a bowstring or set of cables on the spot with stock bowstring material and an adjustable string jig. If you plan to offer custom bowstrings to your customers, a quality bowstring jig such as the BCY Dream Machine is a must. The Dream Machine can handle bowstrings up to 108 inches long and comes with a stringmaking CD.

Bowstrings can be served in seconds with Apple's Pro String Server. The redesigned Pro String Server features double channel construction and

Arizona Rim Country E-Z Fletch Pro

Norway Fletch-O-Matic

Duravanes Zip Strip



BCY Dream Machine

Apple Archery Pro String Server

infinitely adjustable string tension up to 450 pounds. Both ends of the string server are simultaneously power driven. The Pro String Server includes string starter dowels so the operator can begin the string building process right on the server.

For the everyday task of re-serving bowstrings with worn or blown serving, you'll need a bowstring serving tool. Bohning's Serve-Tite Bowstring Serving Jig offers adjustable tension and smooth thread flow. The large top feeder hole and bushing ease threading and prevent wear.

BCY's new Bearpaw Serving Tool features sturdy construction for years of rugged use. Large knobs give you precise adjustment control and stainless-steel rollers provide ultra-smooth payout.

Cajun Archery also produces a quality serving tool. The Cajun Serving Tool makes tight servings quick and easy. This serving tool has an adjustable tension mechanism for smooth thread flow, and the all-metal construction is built to last.

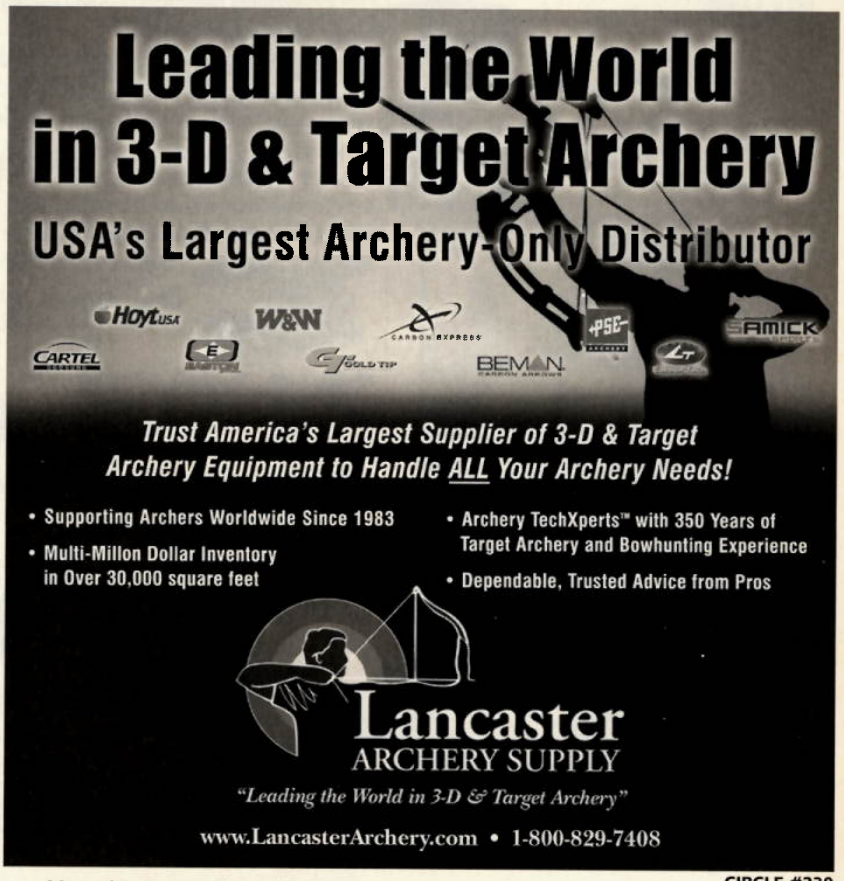
The String and Cable Separator from Neet Products makes it easier to use a string serving tool. The U-Serve safely separates the string from the cable so you can work on a bowstring more efficiently. The String Separator also allows you to separate the strands of a bowstring for quick peep-sight and kisser-button installation.

SCALES

There are two types of scales that every quality pro shop should have: a bow scale and a grain scale. A bow scale allows shop technicians and customers to draw a bow with both hands and safely observe the maximum draw weight and letoff point. The Pelouze Digital 7710 Bow Scale is top-notch. It operates on three AA-batteries and can be easily calibrated for consistent accuracy.

If you are looking for a hand-held bow scale, look no further than Easton's Digital Bow Scale. You can get Easton's Digital Bow Scale as part of the complete Bow Force Mapper System or as a stand-alone accessory. The Easton Digital Bow Scale instantly measures peak and holding weight, and the digital display is easy to read.

CIRCLE #126



CIRCLE #230

Pro Shop Tools for 2008

Bohning Serve-Tite Bowstring Serving Jig

BCY Bearpaw Serving Tool

Cajun Serving Tool

Neet String and Cable Separator

Pelouze Digital 7710

Easton Digital Bow Scale

Every well-equipped shop should also have an electronic digital grain scale. Digital grain scales are used to measure arrow weight, point weight and the weight of other accessory items of interest. Easton's Advanced Arrow Scale is an excellent grain scale that features a large LCD display and a unique arrow tray design. The Advanced Arrow Scale is easy to operate and runs on either battery or AC power.

Carbon Express also offers an Electronic Digital Grain Scale. This convenient, lightweight scale features an LCD digital screen display and .15-grain accuracy. The Electronic Digital Grain Scale can also provide weights in grams, ounces and CWT.

CHRONOGRAPHS

Chronographs are great tuning tools and are vital for determining arrow speed and kinetic energy. The ProChrono Digital from Competition Electronics can store nine shot strings with up to 99 shots per string. You can then review the shot data, including standard deviation, extreme spread and average velocity.

The Archery Shooting Chrony from Shooting Chrony is 99.5-percent accurate and comes equipped with an indoor shooting light fixture. The Archery Shooting Chrony features a huge shooting area for both indoor and outdoor use and works with bullets as well.

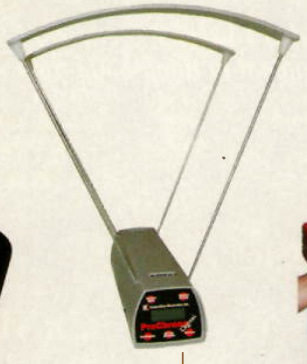
Easton also offers a dandy chronograph as part of the Bow Force Mapper System. Easton's chronograph was designed from the ground up specifically for use with arrows.

A great compact chronograph is the Arrowspeed RADARchron produced from Sports Sensors. The RADARchron is designed to mount on the end of a bow stabilizer and features simple one-button operation.

QUALITY PRO SHOP TOOLS

Excellent service leads to happy customers, and having the right tools at your disposal allows you to provide the excellent service your customers expect. Quality shop tools will always pay for themselves in time saved and customers earned. So take the time to evaluate the many shop tools available on the market and determine how each one fits into your shop's service-oriented goals.

Easton Advanced Arrow Scale



Competition Electronics ProChrono

Archery Shooting Chrony

Easton Bow Force Mapper Chronograph

Sports Sensors Arrowspeed RADARchron

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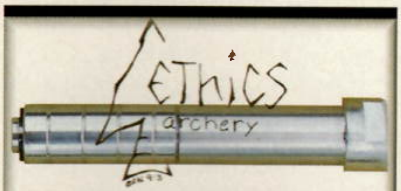

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CIRCLE #147

Solutions

by Greg Staggs

Saturday Morning Classes • Two things continually amaze me in the world of archery—how much information is available on the Internet for those who wish to accelerate their learning curve and how many people are interested in learning but are apprehensive with starting, even when clear instructions and accompanying photographs are at hand.

Experts didn't label the Internet the "information highway" without good reason. Spend an afternoon surfing the web for information involving your favorite hobby, and you'll likely find not only a website devoted to it but a community dedicated to helping like-minded individuals become more proficient at it. This usually involves an abundance of how-to threads complete with step-by-step tutorials.

A friend who works in an archery pro shop in the St. Louis area and I were discussing this as we worked our way through a 3D shoot last weekend. "With all the self-help out there," my friend said, "it's becoming more difficult for an archery shop to be seen as the local information source." That comment was more than just a passing thought, as he was currently looking into the possibility of investing in a local archery shop through partial ownership.

As we discussed the point, we came to the conclusion that many of archery's more serious participants do eventually figure out how to do some of the more menial archery tasks, things such as arrow fletching and bow tuning. Given that fact, we reasoned, why not beat the Internet forums at their own game, capitalizing on both your selling expertise and a ready selection of the products required to accomplish those tasks?

Many of the most common questions on the Internet archery forums revolve around basic bow setup and tuning, and fletching arrows. A simple "How to Tie a D-Loop" tutorial I authored for a popular website a little over a year ago has already garnered close to 20,000 page views, and a "Quick Bow Setup" thread surpassed that mark a long time ago. Frequently imbedded in the responses to both threads was the remark, "I would pay to have someone around here that I could learn from."

You, and your archery shop, can be that someone.

Why not offer a series of Saturday morning how-to classes that your customers would find both useful and enjoyable? Arrow Building 101 would certainly be popular. Charge enough and you can cover your time and throw in a fletching jig, glue and a dozen vanes to boot. And by all means have extra helical and straight fletching clamps on display and available for sale, as well as adhesives, spin testers and other helpful tools like G5's Arrow Squaring Device or Norway's Zip Strip. It may not hurt to have an extra arrow cutoff saw or two available for those who really want to jump headlong into arrow making.

For those shop owners worried that they'd be cutting their own throats in the long run, I would argue that your customers would appreciate the fact that you're willing to become their go-to resource, which will surely breed loyalty and actually boost their spending with you. If you become their mentor, they will return for more advice, training, materials and gear.

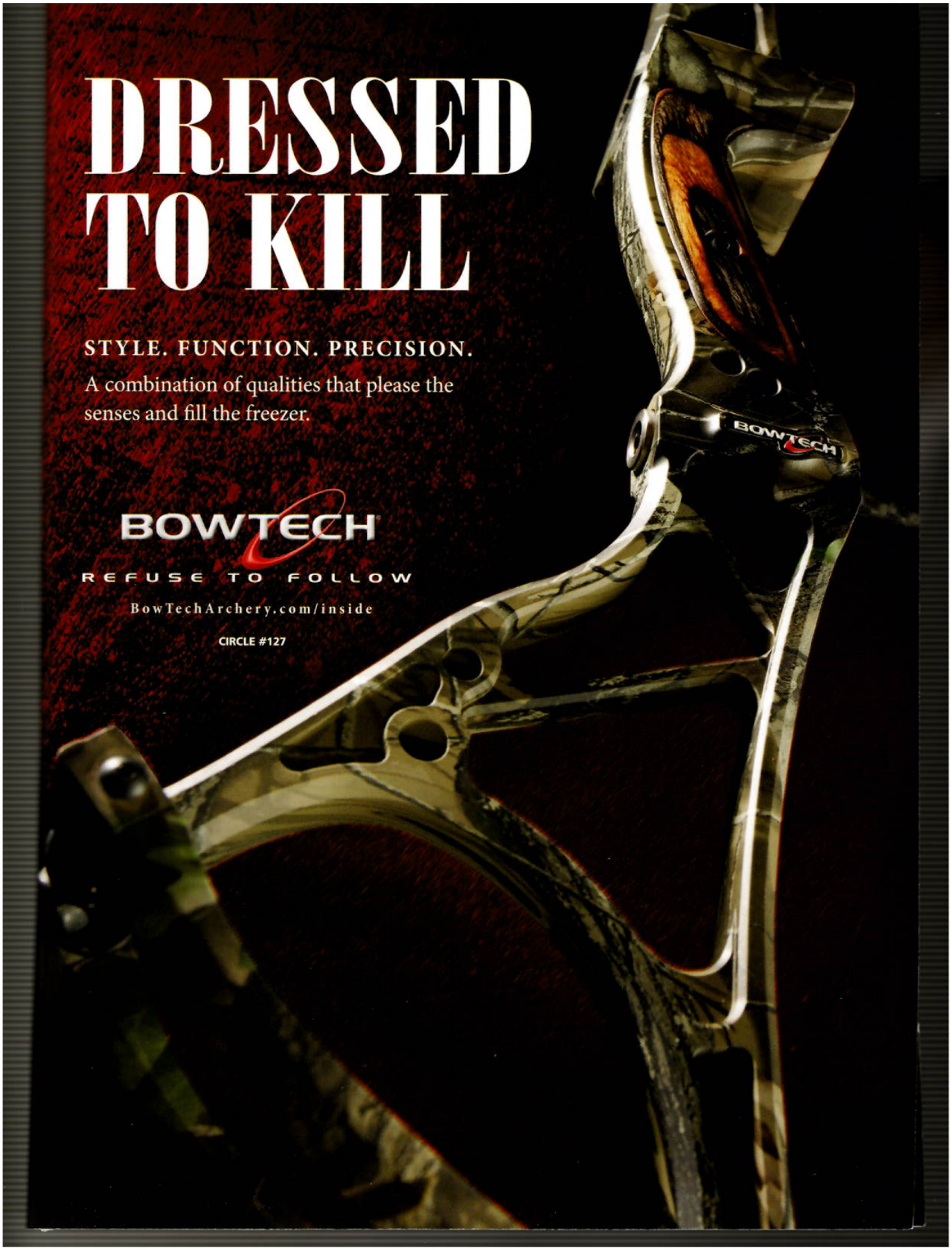
Let's look more closely at this. Let's say you make $30 profit on the sale of a Bitzenburger fletching jig, a tube of fletching glue and some vanes, and then charge $30 on top of the retail costs of those products for your time and expertise for the course. That's a $60 total profit per person on the course. How many dozen arrows from each of those customers would you have had to fletch before you made a $60 profit? How many years would that be spread over? Wouldn't it be better to have that amount all at once, and also continue to sell those customers arrow-making supplies along the way?

Think of the dynamics you can create by regularly offering such courses. One of the things bowhunters both love and hate about their sport is that it's solitary. That's nice sometimes, but a lot of people love to share their passion—hence, the popularity of those Internet bowhunting forums. You could plug in the coffee machine and offer donuts and coffee before and during the courses, encouraging your customers to interact with each other and form relationships. You'll often hear me talk about the term "value-added" when it comes to selling, and this definitely falls into that category.

What other how-to courses might you offer to round out your shop's Archery Mentor Series? Try predator calling, bowhunting turkeys (what a great way to increase ground-blind sales) or processing your own deer. Your shop shooters could put together a course built around 3D success secrets, such as setting your sight pins for 22, 27, 32 and 37 yards instead of the standard 20-30-40 pin configurations that most bowhunters use. Few clubs set their 3D targets at 20, 30 and 40 yards.

The ideas for meaningful Saturday-morning classes are endless.

You might also offer Saturday-morning-only specials, rewarding those in attendance and encouraging them to do more shopping while they're there. At the same time, the sale may pull in more people who haven't even heard about the classes. Putting a little thought and effort into how-to classes may just be the ticket to separate your shop from everyone else's, and be the icing on the cake in establishing your store as the place people turn to for answers.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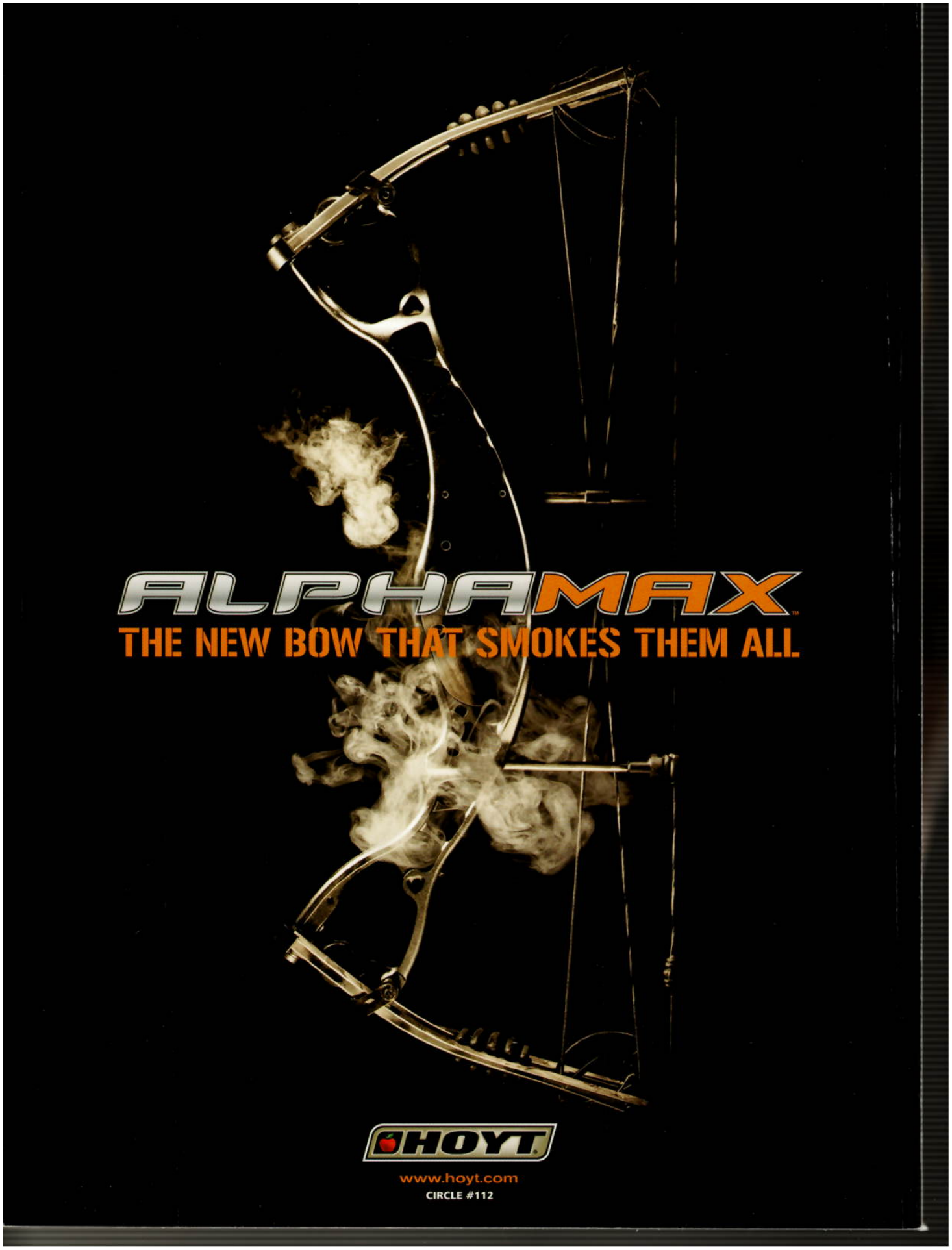
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