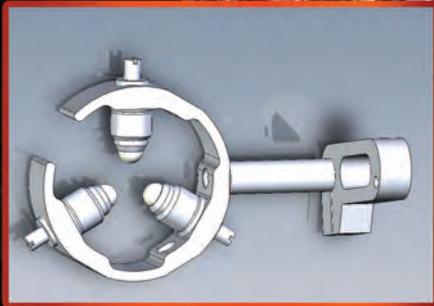
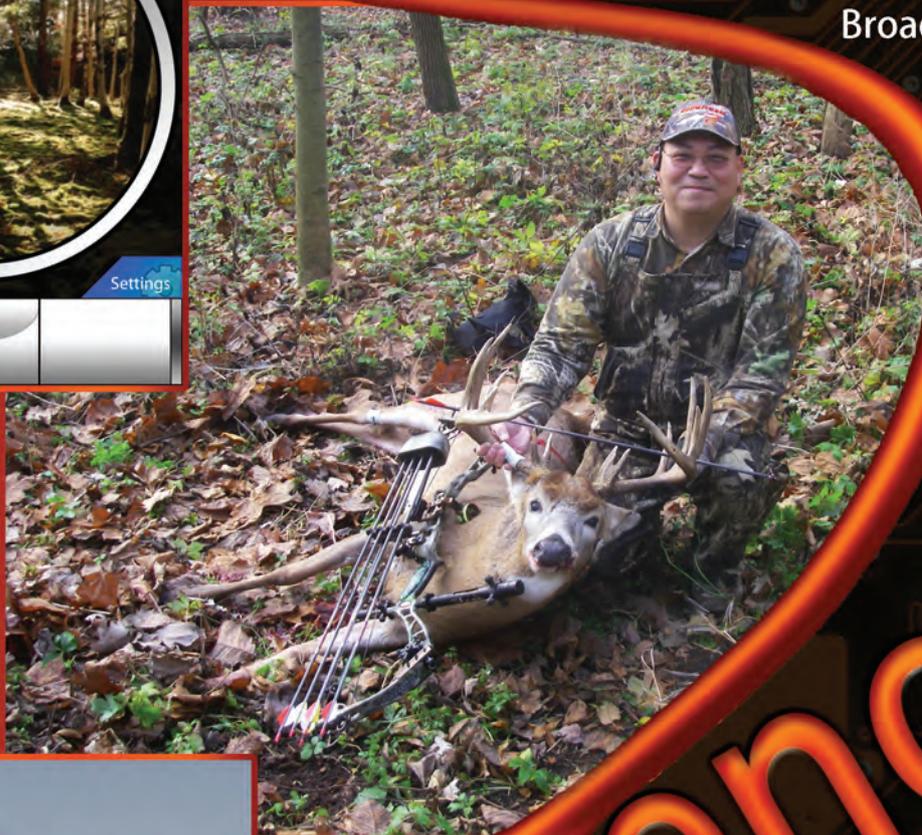


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with 425-grain Pro Elite Arrow

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with 545-grain Full Metal Jacket Arrow

180 LB Draw Wt.

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Volume 16

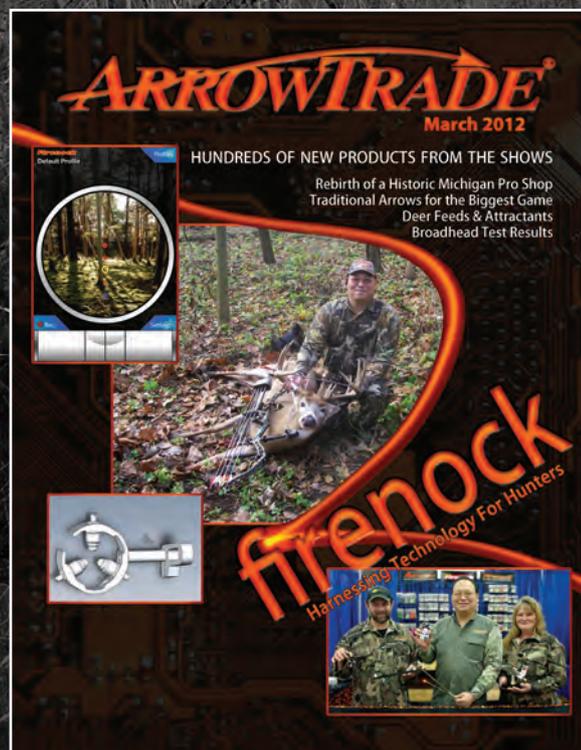
Number 2

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12 COVER STORY Firenock

Firenock Founder Dorge Huang enjoys harnessing cutting edge technology to aid bowhunters. He also enjoys outwitting trophy whitetails on public land, like this 14-point Illinois beauty he arrowed November 8, 2009 in the Miller Anderson State Conservation Area.

Dorge is shown at the ATA Show with two of the two dozen pro staff members who help represent the Firenock line, Robert Welsch and Deborah Knoff. They were introducing retailers to the iBowSight, the latest version of the Aerovane Jig, an AeroRest that uses ceramic bearings and this new crossbow nock (below). The nock snaps on strings and matches the arrow diameter to eliminate problems with anti dryfire systems hanging up when arrows are out of position.



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110 **Coach's Corner: Archery in Israel**

Larry Wise went to Israel to work with archers and their coaches, including handicapped veterans. He came back with an article that sheds light on what it's like to be an avid archer in the many nations where archery pro shops just don't exist.

118 **Building Arrows for the Biggest Game**

Cape Buffalo. Asiatic Buffalo. Elephant. Here's advice on building arrows for the biggest animals your customers will ever hunt, particularly if they're hunting with recurve or longbow.



126 **Deer Feed and Mineral Attractants**

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136 **The Work of the Easton Foundation**

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146 **The 2011 Mathews Retailer Business Show**

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164 **Avid Bowhunters Keep Michigan Pro Shop Open**

When a famous name in archery retailing was set to finally close, a veteran employee and two long-time customers found a way to give the pro shop a whole new lease on life. By Tim Dehn



170 **Lighter Side: How to Enjoy a Heart Attack**

By John Kasun

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From The Publisher

New Products Issue

For the past several years the response to our winter trade show guide that appears in the January issue has been growing. This year so many manufacturers responded to support our free trade show guide with color photos and details of their new products that we were frankly worried that we would bump up against the weight limits the post office has in place for magazines like this one. That didn't happen and the 196 page publication again went out on time reaching retailers a week or more before they set out for the ATA Show in Columbus.

One of the things I really enjoyed the final afternoon of the 2012 ATA Show in Columbus was introducing *ArrowTrade* to new exhibitors. When you hand them a magazine like that January issue, then explain it comes free of charge to help them thrive in their chosen business, it really generates a positive response.

Now we've got a present for all our readers, a new April issue that will be the first issue added since launching our bi-monthly publishing schedule 16 years ago. Scheduled to mail and go online at ArrowTradeMag.com on March 16, we'll be focusing it on new products and have a great mix of articles in store. I'd encourage manufacturers to make sure they email press releases to us right away if they haven't already done so. Send them to timdehn@arrowtrademag.com.

I want to thank the many advertisers who support this publication year-round for their response to this new, seventh issue. At a time when everyone in business seems to be stretched thinner, most of them signed on with no hesitation to support an April *ArrowTrade*. They know we deliver solid value, from our high quality gloss paper to the many well-written articles designed to help bowhunting retailers become more professional and profitable.

Now, if you are one of the few hold-outs against supporting *ArrowTrade*, I'd like to suggest you get off the sidelines and sample the kind of response the industry leader in average page count AND average advertiser count can deliver. Give Matt Granger a call by February 29, and we'll give you premium positioning in this new April *ArrowTrade*.

Tim Dehn

Editor & Publisher
Tim Dehn

Vice President & Art Director
Vickie Dehn

Business Editor
John Kasun

Circulation Manager
Winnie Eicher

Office Manager/
Graphic Designer
Anne Dehn

Testing
Jon Teater
Anthony Barnum

Traditional Focus
Todd Smith

Tuning & Coaching
Larry Wise

Equipment Focus
Pat Meitin
Mike Raykovicz

Advertising Sales Director
Matt Granger

Phone (888) 796-2084
or (406) 360-4484
FAX (208) 475-6001

Editorial & Production
3479 409th Ave NW
Braham, MN 55006
Phone (320) 396-3473
FAX (320) 396-3206
arrowtrade@northhc.com

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Muzzy Adds Deep Six Version

Muzzy is proud to introduce the DX-3 broadhead designed to work with the new Deep Six inserts and ultra micro-diameter Injexion arrows from Easton.

The 100 grain, 3 blade Muzzy DX-3 features a tapered ferrule, modified shank and slimmer thread to make it compatible with the Deep Six system.

Deep Six inserts provide 25 percent more thread engagement to keep points secure inside the insert. Stainless-steel material is 65 percent stronger than conventional aluminum components.

The Easton Injexion is the smallest-diameter carbon arrow on the market (just .236 compared to .294 for a standard diameter carbon arrow). In fact, it's 30 percent smaller than the Easton Axis, which is 30 percent smaller than the standard carbon arrow.

Muzzy says the Muzzy DX-3, coupled with the Easton Deep Six System, produces less wind drag than other larg-

er broadhead-arrow combinations, resulting in increased accuracy and deeper penetration. "When the same amount of energy is concentrated in the smaller Deep Six/DX-3 package, the result is devastating." The DX-3 also fits Easton's Axis and Full Metal Jacket with Deep Six inserts. "With a cutting diameter of 1-1/4 inch and a .025 inch blade thickness, the DX-3 is a deadly addition to the Muzzy arsenal and the perfect companion to the new Easton Deep Six System."

The MSRP for these American made broadheads is just \$29.95. Contact Muzzy Products at (770) 387-9300.



Gorilla Tape Using Mossy Oak Break-Up Infinity Pattern

Gorilla Tape, the premium all purpose tape that adheres to surfaces most other tapes won't, is now available in Mossy Oak's Break-Up Infinity camouflage pattern.

"The Break-Up Infinity Pattern featured on the tape truly mirrors nature, making it the perfect fix for outdoor applications," said Peter Ragland, president of The Gorilla Glue Company. "No other camo duct tape on the market offers the pattern clarity and depth of Gorilla Camo Tape."



This new camo tape boasts a permanent adhesive layer that will withstand the outdoor elements. Like the original Gorilla Tape, it sticks to smooth, rough and

uneven surfaces like concrete, stucco, metal and brick. The tape is protected by an all-weather shell that is water resistant and blocks ultraviolet (UV) damage making it perfect for outdoor applications such as repairing ATVs, blinds, bow cases and other hunting gear.

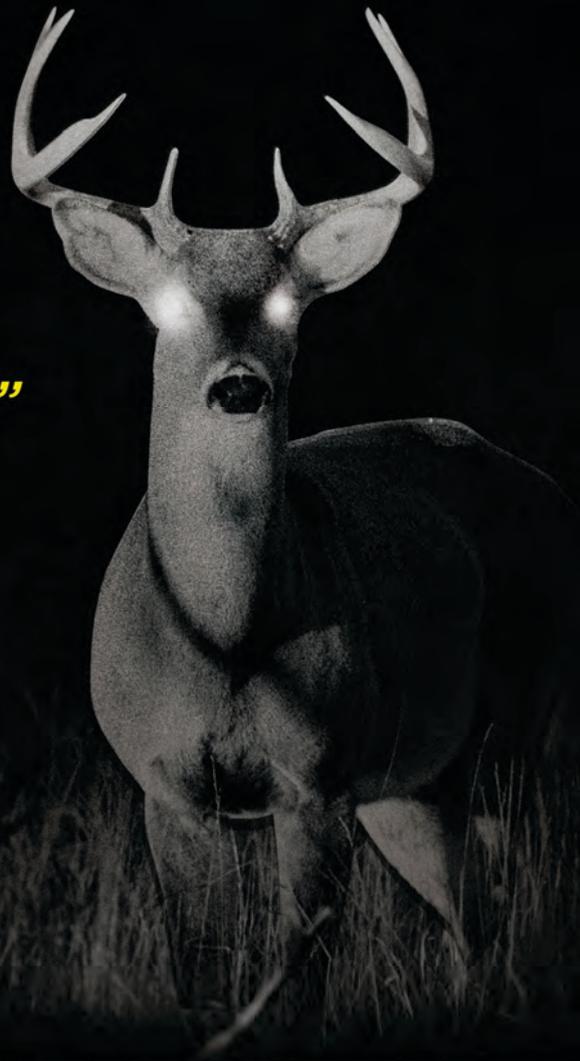
Gorilla Camo Tape comes in a 1.88 inch wide roll with 12 yards of tape. This size allows users to get the job done right with a lightweight roll that is perfect to carry in the field. Headquartered in Cincinnati, Ohio, The Gorilla Glue Company is a leading manufacturer of adhesive solutions for DIYers, woodworkers and professionals. The company introduced the popular Gorilla Glue in 1999 and has since expanded its offerings to include Gorilla Tape, Gorilla Super Glue Impact-Tough Formula, Gorilla Wood Glue, and Gorilla Epoxy.

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ArrowTrade Cover Story

Firenock Puts Technology

One of the great things about America is it still attracts smart, hard-working people who want to build a better future for themselves. In the process they often end up building better products for the marketplace.

Firenock founder Dorge Huang might have grown up in China, but for that nation's turn to communism in the aftermath of World War II. Huang's family was very well connected in the days of imperial China, famous for botany on one side of the family tree and for business success on another. "We used to be one of the richest families in China but the Cultural Revolution changed everything," Dorge said. "Cultural Revolution" was the term China's communist leaders used to describe a series of "re-assignments" that resulted in the seizure of people's property and sent many of the most educated and influential citizens to work in factories or fields. His mother's family had sided with the Nationalists under Chiang Kai-shek, so

they chose to flee to Taiwan with others who resisted communist rule.

Dorge was born in Taiwan, but when he was just 16 months old his family moved to Hong Kong, which at the time was a British Colony. His father earned a master's degree from a prestigious British university in England and when Dorge was ready for college, he came to America. To hear Dorge tell it, higher education in Hong Kong was so exclusive you had to be in the top 1 percent in order to gain a spot in the university back in 1983. Dorge figures he was "only" smarter than most. Dorge attended Indiana University in

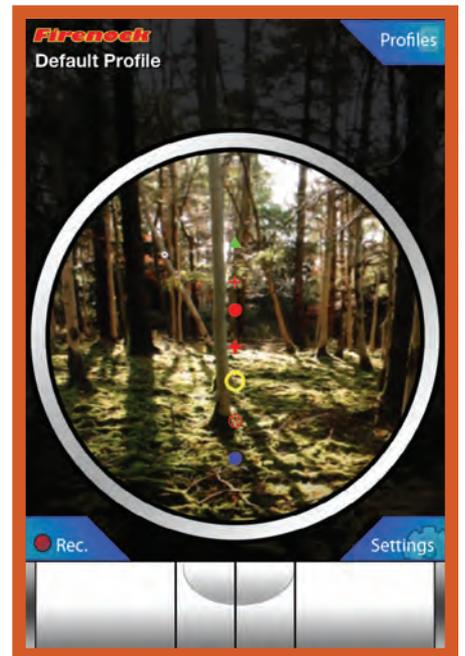
Bloomington, finishing two four year degrees in three and half years. His specialties were Nuclear Chemistry, Computer Science, Linguistics and Marketing.

Dorge didn't stop learning when he received his four year degrees. Graduate school came next as he worked toward degrees in Mechanical Engineering and Electrical Engineering. After leaving college he started a career as an IT consultant, helping companies install and troubleshoot mid-frame and main-frame computer systems. "That's when I had to learn software programming big time," Dorge said. Next he started work with a firm that built department stores. At age 26, he was Vice President of Operations and Chief Technology Officer, with responsibility for 500 employees working in 13 offices. He stayed with that firm for three years.

Always ready for a new challenge, Dorge at one point developed a complex accounting system that could track expenditures both under the accrual and cash systems. As is typical for him, he simply learned what he needed to proceed with the project rather than



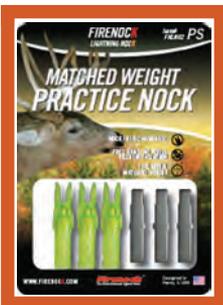
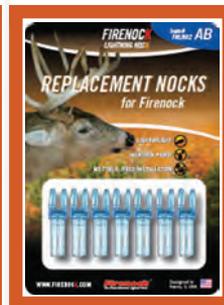
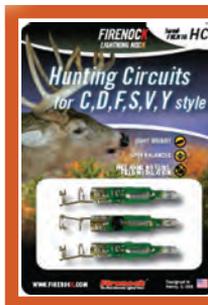
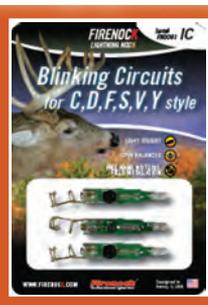
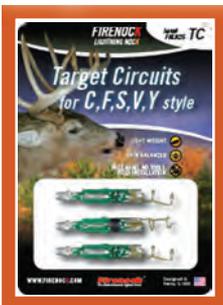
Retailer Wayne Endicott of The Bow Rack in Springfield, Oregon (above) called the iBow-Sight the most amazing thing at the ATA Show. Even though his customers can't hunt with it Endicott felt there would be enough interest for practice and competition to place a substantial order. It uses the power of the iPhone 4, programmed through an application or "app" available at the iTunes Store, to provide a "heads up" optical sighting system that can be fine-tuned to the shooter's preference. A special mount holds the phone and is threaded to also accept the correcting lens which magnifies the view to make it normal at arm's length. A 3-D rendering of the mount is shown at left, a typical screen view is shown at right.



To Work For Bowhunters



Unlike nocks that are lit by passing a magnet or by sliding in to form an electrical circuit with the arrow, the Firenock G detects the acceleration of the arrow and starts a timed lighting circuit. How the LED light source functions from there depends on whether your customer has opted for the Target Circuit, Blinking Circuit or Hunting Circuit. Carded for sale below are three packs of those three circuits, as well as some of the many accessories available through the same Illinois manufacturer, including replacement nocks and matched weight practice nocks. One of those accessories, the Extreme Shock Battery End Cap, is shown in position with the battery and circuit above right. The caps are glued inside the shaft so repeated shots into a hard target or a direct bone hit, won't pull the battery out of place and disable the light prematurely.



hiring experts in the field. He's been the same way with languages, preferring to add another to memory banks rather than work with translators if the job had an overseas connection. "I fluently speak five languages. I understand seven. And if I need help, I call my sister. She speaks 11."

In a wide-ranging career that focused on high tech applications, Dorge has worked on programming projects with Apple Computer and on projects overseen by our nation's Department of Defense. He's been both the brains behind some complex operations and the hands-on technician behind others. Dorge said devices he hand-built from another's design track the intensity and speed of sub-atomic particles liberated by collisions in giant underground superconductors.

It's likely none of this would have made any difference to today's archery industry but for two facts. First, Dorge is an avid bowhunter. He bought his first bow in 1998, an Oneida with its complex pivoting limb system. Dorge found the sport plenty challenging. "I never had any help and I made every

mistake imaginable. It was six years before I discovered that bow was not in line, instead of being straight the cams were at a diagonal to each other." It was more the deer's bad luck than his own skill that resulted in his first bow kill during the 2004 season, Dorge said. Aided by better equipment Dorge saw his hunting skills increase rapidly from that point. Always one to pursue a challenge, his goal became to take trophy whitetails on heavily hunted public land. The big deer are there, Dorge said, but the hunting pressure can cause them to change their habits on a daily basis. Once you understand you need to consider the other hunters are an important part of the game, Dorge said it's like being inside a giant, interactive chess set where you have to out-think the people as well as the dominant whitetail in the area.

Here's fact number two that led to the launch of Firenock. For all his natural intelligence and advanced education, Dorge Huang can make big mistakes just like the rest of us. He went through a bankruptcy and divorce in the mid-1990s and then had trouble

finding a job. "I was bored and bankrupt and I needed something to do," Dorge told me. "I sent out over 1,000 resumes but couldn't find a job. I was over-qualified. I've been involved with billion dollar projects. Most of the Big Six accounting firms said I had more experience than their partners. So I decided to get into the archery business."

At the 2008 ATA Show, Dorge showed the world the first G-force activated nock. Instead of relying on a riser mounted magnet tripping an actuation switch as the arrow passes, his nock incorporated an Ultra Mini G Switch that activated the LED when it sensed certain G-forces being applied in a narrow angle of direction along the arrow's axis. That means the fastest launches, even from crossbows, can reliably light the nock, yet you could drop the arrow horizontally from up to 21 feet off the floor and not activate it accidentally. But how do you keep the nock lit once the arrow hits the game animal, especially if there is no clean pass-through? That deer or elk is generating plenty of G-forces of its own. As the animal

bounds away and the nock flags or strikes branches, each 15 degree movement of the nock end resets a timer. That's why once your arrow is recovered, the Firenock instructions say to hold it motionless for six seconds, then drop it downward on the nock end from at least 8 inches. Doing so deactivates the multiple stages designed to keep the nock lit in real-world hunting situations. Static electricity can be a problem for computer circuits in cold, dry weather, so Dorge designed in a static drain and ground fault subsystems that would keep static from shutting off the LED or frying the tiny 1/100th millimeter square computer chip. The ground fault system prevents the light from shutting off when the battery is weak, the opposite of common electronic systems that are designed to shut down as power begins to fade.

Firenocks are built from components made in the U.S. and overseas. For instance, the wire comes from Estonia, while the switches Dorge designed are built for him by a military contractor in New Jersey and the gold plated connectors are from New York. Components are put on the circuit in China, when Dorge rents factory time as needed, then the boards come back to the U.S. for final assembly. Dorge believes reliability is more important than final cost to the consumer, so he opts for laser-welded internal gold plated components and tough beryllium copper springs as the materials that form the switch. The finished two-sided circuit board gets a UV-cured epoxy coating to waterproof the electronics and make them resistant to damage by blood. The coating comes from Loctite, another U.S. manufacturer. The cost of a finished Firenock includes 83 percent U.S. content, Dorge said. "If that's not made in the U.S., I don't know what is."

I've been describing Firenock as if it were a single product, while in fact the Firenock line consists of dozens of products that can be arranged in thousands of combinations. The choices most people have heard about are the six LED colors and nine colors of molded nocks. That equates to 54 color choices. Obviously that lets someone choose a favorite but Dorge also said it lets hunters choose what appears brightest to their eyes. With one in three

men having some degree of color blindness, he said it is very helpful for customers to be able to view a Firenock display at a dealer to choose what works best for them. On the other hand, an indoor 3-D shooter might opt for the smoke colored nocks: After the 17 second delay the target circuit shuts off the power, those smoke colored nocks are just about invisible so as not to aid the next person at the shooting stake. Wood colored nocks are the best choice for hiding where your shot landed on an outdoor 3-D range, Dorge told me, as it can disappear in daylight even on a white target like a polar bear or mountain goat.

A careful reader would note I just introduced another variable, the computer circuits themselves. The Firenocks I bought to hunt with this fall were designed to stay lit after launch, and the 2012 versions burn bright for 30 hours, medium bright for up to five days and then ratchet back to provide dim light for up to six weeks with a fresh Firenock standard (BR) battery. As I mentioned above, the target circuit shuts down after 17 seconds to save batteries and keep others from aiming off your arrows. Last year Dorge introduced an intermittent circuit option. That stays on steady for six seconds so you can track your shot, then blinks to conserve energy and attract attention. "It will blink for 7 days with a red LED, or 10 days with a green," he explained. "The red light takes more power, but is more intense, while the green LED I



Dorge enjoys the challenge of bowhunting public land, where you have to factor in the variables of hunting pressure to help determine where you may be able to ambush a big buck. He did try muzzleloading for a short spell, but said there was not enough challenge in it. "This isn't hunting, I told myself, this is groceries."

designed to last longer."

Why introduce a blinking system? "The blinking system is especially helpful for crossbow shooters, who typically only get one shot," Dorge explained. "Blinking lights are easier to find, but for the vertical bow users, I do not consider them ideal. That is because while most animals we hunt are color blind, they are not motion blind. The blinking light will make it less likely that the vertical bow user will be able to get a follow-up shot."

Before you start doing the math on how many combinations are possible once you factor in the three functional circuit choices, I should mention there are 11 sizes of nocks with which the circuits can be field interchanged within two arrow sizes. There are three choices for the replaceable batteries, optional shock end caps that keep batteries from pulling out of position on repeated hard hits, and inexpensive weights you can use to set up all your arrows so they fly like the ones equipped with Firenocks. (There are even bowfishing adapters under the Hydro line.) Still, this is far from a complete description

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of the Firenock options. "I have features most customers and dealers have a hard time understanding because the capabilities are so deep and rich," Dorge admitted. That was true of a dealer who came up to him at the 2011 Mathews Retailer Business Show. He had gone for three years thinking some of the Firenocks he received were defective, before finally paying attention to the step in the instructions about holding them still for six seconds as part of the shut-down procedure.

For 2012, Firenock introduced its 11th style of lighted nock at the ATA Show. "It is called the Firenock 0 (zero) because it is so light it is like nothing," Dorge said. This Firenock is to be used on arrows that are 0.166 inch internal diameter, like the Victory VAP and Easton Injexion. It consists of a nock, an ultra mini-extreme shock end cap, a circuit board, and a special tool to install the end cap. Dorge says the entire system should be about 18 grains with the nock, which makes it the lightest system they have ever made.

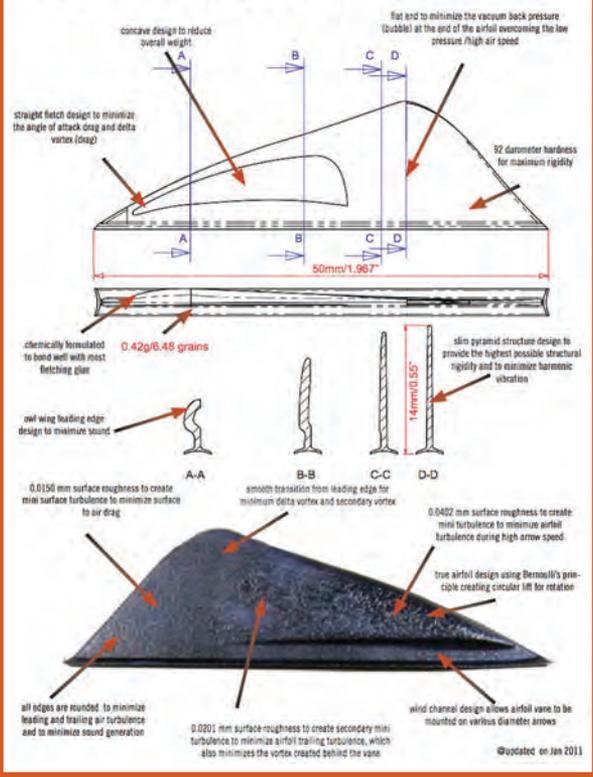
Launching The Aerovane

After nocks, Dorge turned his creative energies to fletching. "Every single vane I could find to shoot was noisy," he told me. If he could choose, he wanted to be able to shoot a fast, quiet arrow so he could get a second shot in if needed at an animal he missed, or drop a second doe if he had two antlerless tags. Dorge figured the best way to achieve silence in flight was to study those who are famous for it, owls. The original Aerovane was an attempt to mimic the curved surfaces of an owl's wing structure that help them achieve such stealth. Dorge freely admits his own design for Aerovane I was flawed.

The Firenock founder did much better once he started working with Professor Michael Selig of the Department of Aerospace Engineering at the University of Illinois Urbana-Champaign campus. Professor Selig is an expert in low speed airfoils at the university's Applied Aerodynamics Group, and is a consultant to GE in the design of wind turbine blades. "He helped me design Aerovane II, which significantly changed everything I knew about vanes," Dorge said. "Arrows equipped with these are not just quiet, they spin up to 29 times faster than arrows equipped with ordinary vanes. If another vane spins an arrow three times in the first 20 yards, I can approach 90 rotations, with no loss of speed."

That's possible because the Aerovane II works like an aircraft wing, not like the drag-inducing rudder that most vanes function as. Air moving over the curved surface thins and creates lift, imparting rapid spin. "The second thing we did was introduce multi-zone micro texturing," Dorge told me

Technical Aspects of Aerovane II



This diagram lays out the features of the Aerovane II and helps explain how it differs from more conventional fletching. The wing-like profile is designed to create lift and impart plenty of spin with minimal drag.

excitedly. The precisely placed texturing helps eliminate the vortex of swirling, energy-robbing air that would normally follow the tiny wing. You can study the accompanying illustration to learn more about how Aerovane II does what it does, but don't think that's the final word in fletching from this gifted design team. Dorge is hard at work on an Aerovane III that will factor in what Dr. Selig has taught him about "aerodynamic elastic memory."

Bird wings change their shape in flight and it's that similar change of shape the new Aerovane is designed to take advantage of. "We're trying to teach plastic to behave like an animal," Dorge said. "The lift affects the shape of the vane, and we've had to change the design so the faster it turns, the faster it turns more. For 2012 our Aerovane III will spin an arrow about 50 times faster than a conventional vane. In the first 20 yards, it may approach 150 revolutions." Faster spinning arrows are more accurate arrows, Dorge said, particularly in crosswinds. "You can



At the 2012 ATA Show, Dorge demonstrated how the laser alignment option for the Aerovane Jig could be used to precisely replace a single fletch without stripping the entire arrow.

now shoot an animal where there is a wind, as if that wind didn't exist. That's a big deal. I believe with the Aerovane



A solid stainless steel neck for the Aerovane jig may be the best option for retailers who want to mount several on a turntable. Above, you can see a helical Bitzenburger jig in use.

III we'll be able to cheat wind up to 30 miles per hour at distances up to 50 yards. That's with a vertical bow. Now that we've got crossbows shooting 425 fps and going to go higher, this could revolutionize what is an ethical hunting distance for a crossbow."

If there's a downside to the Aerovane, it's that these little wings have to be perfectly aligned to each other for the arrow to be as accurate as possible on high speed setups. If your present fletching jig and technique of applying vanes gets you within a degree or two, sorry, but Dorge said that's not acceptable. "With the Aerovane, I need



something better than half a degree, minimum." The Aerovane inventor tried working with existing fletching jig manufacturers to see if they could offer a high precision alternative. "No one was willing to upgrade their system. I tried for three years, and that was enough. So I came out with an Aerovane Jig in 2011."

Dorge designed his jig to be machined from heavy aluminum and brass, with stainless steel fasteners. The jig index is titanium hard-coated and it mates with ceramic ball bearings to provide not the "better than half a degree" precision he said was called for, but precision of up to 1/72nd of a degree. The clamp he designed for it is straight, made of stainless steel with a 1/16 inch square bar which allows for the space for the air channel, since that is how Aerovanes must be applied. "You can use other clamp brands if you care to apply angled or helical fletching for lower speed arrows," Dorge explained.

Archers typically buy the unit with a 4-axis adjustable neck so they can set the angle of the arrow at what's

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most comfortable whether they are working on the height of a coffee table or work bench. Firenock also offers a solid machined stainless steel neck for production environments. A dealer could need up to five interchangeable chucks and hooks to accept the nock end, or for 2012 the company offers a “fit’s anything” adjustable chuck. It works like the chuck on a lathe, though in miniature, and if you’re a Carbon Express dealer Dorge said you’d find it works on everything from the little Nanos to the big X-Busters.

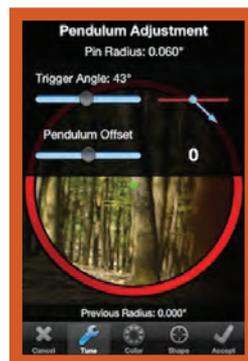
“A lot of dealers are buying the Aerovane jig,” Dorge said. “I recommend they fletch with Aerovanes and charge \$5 to \$10 more per dozen. A few dealers have told me they earned the cost of the jigs back in three months. Now they’ve got something to offer that most people can’t do in their own homes, and once they pay back the



Dorge came up with his own formula for a fletching adhesive. The high clamping power of the magnets in the Aerovane Jig helps the adhesive set up in 9 seconds. The 1 ounce bottle should do about 30 dozen arrows. Note the manufacturing date visible under the bottle. Dorge recommends use within a year.



These are screen shots from the iPhone 4(S) running in the iBowSight application. At left you can see different aim points that can be selected. At right, the alignment ring is being adjusted. At far right the sight is being set up to function as a pendulum sight accurate to about 30 yards. It can be set so when you lower your bow to a prescribed angle, the sighting system switches from fixed pins to pendulum.



seinitial investment the up-charge for fletching this way is pure profit.”

Dorge designed a labor-saving accessory for dealers and announced it back in December of 2010, and it is finally available for purchase this year. The laser re-alignment tool allows a single fletch to be replaced when one is damaged, typically by an impact from another arrow. You align a remaining vane with the laser, click the index holding the nock end over to the next setting, and you should be within 1/4 degree in perfect spread from the other vanes once the new one is applied. “With this tool, when one vane is lost or damaged, you only need to put that one back instead of stripping the rest,” Dorge said.

The Aerovane jig in its most basic form sells for about \$140, but you won’t need a whole turntable full of them if you also buy the company’s instant adhesive. “I’m a pretty good organic chemist,” Dorge said about the firm’s AGO600 adhesive. “I developed an entire procedure for fletching arrows and if you follow it, the last vane will be fully attached with a peel force of 680 pounds and you can be shooting that arrow in 12 or 15 seconds. One dealer told me if you have just two of our jigs you can have a customer walk in the shop and within 12 minutes you can fletch a dozen arrows for him. The chemistry is based on acetone, so if you use that to clean up the arrow for re-fletching any residue just melts away.”

Dorge hopes to have a new, thinner, instant adhesive on the market by mid-2012. It will be so thin that instead of applying it to the base of the vane before it is set in place, you’ll

set the vane in place and then touch the applicator tip to one end of the vane. Capillary action will then suck the adhesive into place, leaving a film of adhesive just a few molecules thick. This new approach to fletching adhesive is designed to be used with the arrow pointing down. This is why you’ll find bubble levels and a water leveler available on the 2012 Aerovane jig, as perfect alignment of the clamp and arrow becomes extremely critical before the clamp is adjusted to point downwards.

Optical Sight

With the iBowSight he introduced late in 2011, Dorge is expanding beyond helping customers build better arrows to helping them aim their bows better. In a nutshell the iBowSight is a bracket you mount to the bow, a lens correction system and an “app” or program you buy through the Apple iTunes Store. That allows you to mount the iPhone 4(S) you already own to your bow and to use it as an advanced optical sight.

“I thought of this project back in 2007,” Dorge said when I interviewed him in late December. “I wanted to be able to offer a see through, head’s up display or HUD as a bow sight. But I knew from my work with the Department of Defense that even the simple display I needed for bowhunting would be too expensive.”

In 2009 a friend at the bowcountry.com website suggested he adapt an iPhone to use for the display, but Dorge said the iPhone 3 didn’t have the needed resolution. “It could have been a toy, but not a tool.” His views changed

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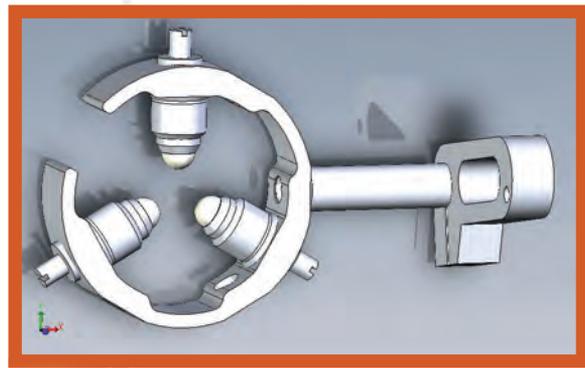
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with the introduction last year of the iPhone 4(S), which at arm's length has a screen sharper than the reality around it. Dorge wrote the flow chart for how the program would have to work, and Justin Zito did the programming for the application.

Designing a bracket that would safely hold the iPhone 4(S), easily release it and return it to exact zero every time you put it back

on the bow "was an engineering challenge and a half," Dorge said. Since customers would typically be using their own cell phone, and not one purchased just for the bow, the goal was to have them be able to mount it or remove it in 15 seconds. "The sight had to be plus or minus 0.003 of an inch every time you put it back in place," Dorge said. "If it's a sight, and the tolerance is more than that, you can no longer rely on it."

It's essential that you pair the iPhone with an optical correcting lens, either the one Firenock will build or others on the market, or the image will be so tiny "it's like looking through

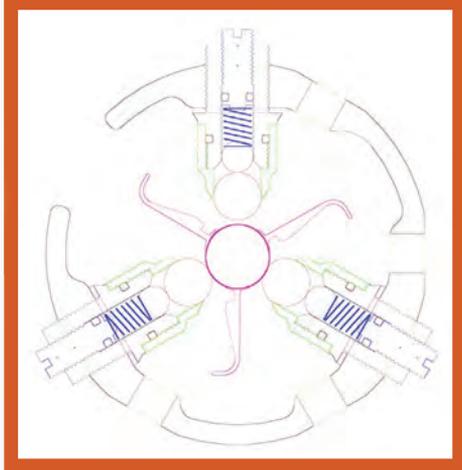


The new AeroRest uses ceramic-like ball bearings, one visible, one inside each of the three housings. Touching on their tangents, inside a hard anodized cup, these bearings are free to spin as the arrow is drawn and fired. The arrow contact point is so minimal on these small spheres that Dorge has calculated it at .0000012 of a square inch, total for the three. At top left, we photographed a sample at the ATA Show to show how the top guide can be removed by a tournament archer that doesn't want or need the full containment aspect.

the wrong end of a binoculars," Dorge commented.

As is typical from Firenock, the range of flexibility with this new sight is stunning. You can have from one to seven pins set up on the view screen, in sizes from .012 of an inch to a beefy .240. The pins and the alignment ring that surround them can be set up in a rainbow of colors. The size of the sight ring can be adjusted so it fits the peep sight perfectly when in full draw. Sighting in the fixed pins is very similar to using a conventional sight, except you then store the settings in a profile. Since the iBowSight program lets you store hundreds of profiles, even an archer who uses the sight on three different bows with five different arrow weights for each, would only have to recall the correct profile to put his pin settings right back on target. A large water level visible at the bottom of the screen helps to eliminate bow cant, and you can adjust the level to the bow just like you would with any fine sight that offers 3rd axis adjustment capability.

If your customer wants to hunt with a pendulum sight, that's already in the programming. The same motion sensors that help people play games on their iPhones can sense when the bow is lowered to a pre-set angle, then change the screen over to pendulum sight mode. Customers who buy the \$99.95 application from the Apple Store will be entitled to free upgrades, Dorge said. (While retailers can stock and sell



the mounts and lenses, Apple's policy is to sell all software for its iPhones through its own network.)

Firenock's First Rest

The 2012 model year should raise the profile of the brand considerably, as in addition to the unique bow sight the company is introducing an innovative AeroRest. From a distance you might mistake it for one of the capture style rests that support the arrow on plungers or brushes. Up close you'll see the arrow is being guided by three balls formed of a ceramic-like super-hard zirconium dioxide (ZiO2). Inside each cup is a smaller ball bearing of either silicone Nitride (written Si3N4) or silicone carbide (SIC) suspended above a beryllium copper spring. You can adjust spring tension for each of the three plungers with a flat blade screwdriver. Additional mounting holes drilled in the round housing mean you can set the rest up to shoot with the cock feather up, down or to the side.

The cups that hold the ceramic balls are machined from tough 7075 aluminum alloy and then receive the same type of Level 3 hard coating that Dorge uses on some components of

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his Aerovane Jig. Where other rest manufacturers are using brushes or relatively soft Teflon plungers to guide the arrow, this designer has opted for super hard contact points. "When you have something so hard, it's difficult to have friction and even harder to produce sound," Dorge explained. "Based on the wear factor with these materials, you should get 20,000 shots before you notice any wear. It weighs just 1.47 ounces with the screw. The material for every component, including the titanium washer and titanium fasteners, was chosen with the idea of building a rest that will last a lifetime. Based on what we know now from our component suppliers, we should be able to ship this rest by the end of February. I think it's going to shake up a lot of people."



The basic Arrow Preparation System from Firenock looks like a heavier, more precise version of what is already on the market. You can square up the point end and nock end, and spin arrows with their broadheads or bullet points installed to watch for any alignment issues. An extra long track is in the works for the arrow builder who wants a sturdier 36 inch base with six micro adjustable feet you can use to level the base. At right, Firenock Pro Staff Member Robert Welsch sets an arrow spinning against the sanding block with just a light brush of his fingers. The quality of the bearings should lighten the load, and prevent cramped hands, for retailers who do this work on a regular basis.



More Breakthrough Products

"This year we have so many new products, and every one of them is a breakthrough," Dorge said. The iBowSight and AeroRest are going to grab a lot of attention, but dealers who understand that precision shooting also rests in the details will want to know what else Firenock has developed. Having just about exhausted

what he could to improve the nock end of arrows, Dorge is starting on the point. His new AERO System includes new style AeroPoints and AeroInserts. The points are precision field points



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equipped with twin O-rings that Dorge said produce much better alignment with the arrow shaft. "AeroPoint uses two O-rings that are positioned on the neck of the arrow point and just above the thread, so as to concentrically align the entire point as it is screwed into the arrow insert. Another benefit of the use of two O-rings is the prevention of the arrow tip from loosening during repeated use."

"This technology will also be licensed to other archery manufacturers where concentricity is critical, as for broadheads," Dorge said. "You will see a few examples in the market shortly. They will have the Firenock logo on the back with FACT, which stands for Firenock AeroPoint Concentric Technology."

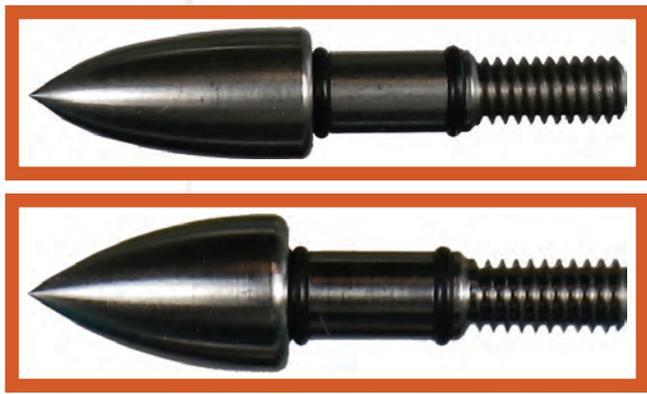
The AeroInsert-D was designed to strengthen the point end of crossbow shafts, preventing mushrooming when bone or another hard material is struck. Made in both stainless steel and aluminum, these inserts taper down to the diameter of the carbon shaft, protecting it with a strong metal shoulder. Their inner shaft is much longer than typical inserts, providing increased area for bonding. The rear of this one-piece insert can be fitted with an extension that accepts carbon shafts matching the bolt's interior dimensions. Say you extend the 1 inch insert to 10 inches that way. "Now you've just jumped the gluing surface by 1,000 percent," Dorge said. You can also increase the concentricity of the finished shaft: if each component is concentric within .003 of an inch, sliding them together should

round things out to just .0015 of tolerance. Want to shoot a light and fast .250 spined crossbow shaft with a stiff, .065 spine on the front end? With the AERO System you can build it yourself, or you can buy a complete Aerobolt 2 that comes with those specifications. "This Aerobolt 2 has the flexibility and impact resistance to allow you to shoot it into a concrete wall," Dorge promised.

While Aerobolt 2 has a uniform outside diameter the brand new Aerobolt 3 has the first section of the bolt thicker while the second part is thinner, Dorge said. "This allows the bolt when used with the AeroRest to behave like a full containment rest, but also to behave like a drop away rest as there is no more contact on the latter part of the shaft where it is thinner in size."

Dorge hasn't just been working on crossbow components. The AeroInsert-A was designed to strengthen the point end of a shaft that is thinner than 0.240 inch, slender shafts like the Carbon Express Nano that are favored for FITA style competition. Made in 7075-T5 aluminum, these new inserts are hard anodized black. As Dorge explains, "The front end of the arrow shaft is cut at an angle, the same angle we have machined into the collar of the insert. That way it can mate with the shaft end, so pressure from impact is confined. This eliminates the mushrooming effect of standard style inserts and arrow shafts that are cut off perpendicular to the length of the shaft.

You can create the needed angle on the arrow shafts or square larger shafts for conventional inserts with the APS or Arrow Preparation System. It consists of high grade ball bearings mounted on custom shoulder bolts. The twin supports let you spin both ends of the arrow against a sturdy sandy block you replenish with easily-available adhesive-backed sand paper. "Now you've got strength, precision and repeatability at that critical junction of the arrow building process,"



The twin O-rings on the new AeroPoints are said to provide better alignments with the shaft. They also keep the tips from loosening. The 8mm size (top) works with most hunting arrows, the 9mm is intended for crossbow bolts.

Dorge said. The high grade ball bearings make squaring shaft ends much easier, particularly for high volume arrow builders. "Your hand will not hurt from forcing the shafts to roll against friction," Dorge said.

Summary

If you've ever talked to Dorge for any length of time you can sense his excitement about archery gear and the opportunities he sees to make it more precise and reliable. He readily admits that people who like to keep things simple may be turned off by the level of sophistication Firenock products incorporate, and by their relatively high price. "My web site reads like a technical manual," he said. "My products are the most expensive, but you get what you pay for."

When I asked Dorge if he is having more fun now than in his previous business careers, he said "You bet. I was a millionaire once but I had my share of headaches and heartache. Plus what I did nobody knew about. Now I'm using every single facet of science and technology that I've learned. And I'm not doing it for money. Now I work because of the passion I have for archery. I think that's why the Firenock products are excelling like they are."

Author's Note: *If you're the type of retailer that enjoys carrying sophisticated products and explaining their features and operations to customers, the Firenock line may be right for you. For more information about stocking products from Firenock, call the Illinois firm at (815) 780-1695.*



This new AeroBolt II model uses a distinctive insert that is glued to a length of carbon shaft before being glued inside the bolt. The result is a crossbow bolt with a stiff, strong, weighted front end. Dorge said part of the key to this approach is using an adhesive that can take flexing and impacts without breaking down. The inserts come in both stainless steel and aluminum, weighing 50 or 17 grains, respectively.

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Strother Strengthens Management

Prior to the ATA Show, Strother President and Owner Brian Park announced two additions to his management team.

The first, is Dan O'Hare as vice president of marketing and brand management. "Dan comes to us bringing a deep resume of experience, ranging from Corporate Global Sales and Marketing from a billion dollar company, to owning his own business and working as a Territory Manager for several companies in the archery industry," Park said. "Not only does Dan have tremendous experience in sales, but he is extremely creative in how to reach our customer through promotional approaches to promote our brand. Dan's responsibilities will include creating and managing a marketing and advertising campaign that is intended to catapult Strother Archery to become the most recognized brand in the archery industry," Park said.

"Dan is also responsible for our international sales and distribution programs to grow our sales outside of the United States and enable Strother Archery to become known world-wide. He will be working very



Charles Reath

closely with our sales teams to aid in their efforts. Dan's appointment is a key component to our sustainable growth," Park said.

"The second addition to our team is Charles Reath, as vice president of sales," Park continued. "Charles comes to us with a diverse background in retail sales, sales management and most recently held a position as national sales manager



Dan O'Hare

for Sure-Loc Archery Products. An important ingredient that we were looking for from this position was experience managing different points of distribution, working closely with dealers and overseeing the efforts of our independent sales staff. This is a critical element in our overall strategy in order for Strother Archery to reach our sales targets and satisfy the expectations of our dealer community."

Parks added, "Another area that brings added value, we think, is Charles' knowledge and understanding of the technical aspects of the competition archer and the demands they have for today's archery equipment. Charles shot competitively for over 20 years and we are excited to have someone to focus on the relationship between our dealers and our variety of customers."

"In summary, we feel the addition of these two key positions will help advance our business to the next level," Park emphasized.

Outdoor Group Acquiring Scott Archery

On January 9, 2012, the Outdoor Group, LLC announced that an agreement had been reached with Scottech Archery, LLC to acquire the assets and business of well-known release manufacturer Scott Archery and Custom Bow Equipment, the sight making division of that Kentucky firm.

"This is a great fit for our company," said Peter Crawford, president of the firm that produces the Elite line of bows. "We admire that Scott Archery has remained a family run business and operates under values

similar to ours. For us to integrate that excellence into our own growing operation is a win for both companies and especially for our customers."

"We know Scott Archery will be in good hands," said Melanie Scott Jones of the business founded in 1982 by her late father, Bill Scott. "We feel comfortable knowing our legacy for industry-leading products, as well as our dedication to our customers, will be well preserved by the people behind the Outdoor Group."

Second Generation Leads CX Brand

The Board of Directors of Eastman Outdoors, a leading outdoor lifestyle manufacturer, announced December 21 that it has named Rob Eastman as Chairman and Chief Executive Officer and Erik Eastman as Vice President.

Recognizing the successes Rob Eastman has achieved as President of Eastman Outdoors for more than 10 years, the Board of Directors expanded his title to Chairman and CEO to reflect the depth and breadth of his ongoing corporate responsibilities. As Chairman and CEO, Rob is responsible for leading the company and building the value of Eastman Outdoors, Carbon Express and Gorilla Gear brands.

Rob Eastman has a Bachelor of Arts from Ohio Wesleyan University, a Master of Business Administration in Management from the University of Michigan Ross School of Business and an Owner/President Management degree from Harvard Business School.

In another vote of confidence for the direction the company is taking, the Board of Directors appointed Erik Eastman as Vice President of

Eastman Outdoors where he will be responsible for managing revenue growth through oversight of the sales organization and trade marketing initiatives. Prior to returning to Eastman Outdoors, Erik Eastman was VP Merchandising at Beacon & Bridge Markets where he spearheaded the branding, sales and merchan-

dising efforts for 25 convenience stores. Erik was awarded a BA from Ohio Wesleyan University.

Eastman Outdoors is a privately-held company with globally-recognized brands and offices in Flushing, Michigan, Chicago, Illinois and Shanghai, China.



Rob Eastman

An advertisement for Pape's. The background is a brown cardboard surface with several hole punches. Three stacks of US one hundred dollar bills are shown, each with a hole punch at the top. The bills are slightly offset to show depth. The text is overlaid on the image in white, bold, sans-serif font. At the top, it says 'This is no time to tie your money up in excessive inventory...'. At the bottom, it says 'when PAPER'S has 20,000 products ready to ship today.' Below that, in smaller text, '(and, in most cases, you'll have your order the next day)'. At the very bottom, the Pape's logo is shown in red, followed by the text 'KEEP YOUR CASH: CALL 1-800-PAPEINC'.

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in excessive inventory...**

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Bonnier Acquires Four Hunting Expos

Bonnier Corporation announced prior to the ATA Show in January the purchase of four of the largest deer and turkey hunting public expos in the country, aligning them with its Field & Stream and Outdoor Life brands. Bonnier acquired the series from Target Communications, which ran it for 27 years under Glenn Helgeland's leadership and which publishes outdoor-related books.

The events will be re-branded the Field & Stream Deer & Turkey Expo. "The power of these top brands, Field & Stream and Outdoor Life, increases our ability to position them in many different arenas in the media world. We have opportunities to increase our audience beyond magazines, websites and digital apps," said Terry Snow, CEO of Bonnier Corporation.

The 2012 event schedule will kick off in Lansing, Michigan, February 17-

19, followed by stops in Columbus, Ohio, and Peoria, Illinois, before the premier event of the year, the show in Madison, Wisconsin, March 30-April 1.

"We're pleased to have our deer and turkey expos in Wisconsin, Michigan, Ohio and Illinois become a part of Bonnier's outdoor operations," said Glenn Helgeland, the longtime owner of Target Communications. "This is a significant step upward in the maturation of such focused expos as a valuable element in marketing programs for outdoor products and services. We



By a sign announcing the change in ownership, Target Communications President Glenn Helgeland talks with Don Castrup (center) and his wife Jody about the new rep group the industry veteran has formed. Castrup told ArrowTrade he is still looking for sales professionals to handle the far west, east and New England states for the nationwide group. Interested candidates can send resumes to castrup@aol.com or can call (812) 453-1591.

look forward to working with Bonnier in growing the expos' marketing effectiveness and influence."

Bowhunting Show Proposed for Indy

Stan Chiras of Full Draw Productions, which brought the archery industry its first bowhunting trade show back in 1990 and operated it for several years, is proposing a new consumer show. Dubbed the Bowhunting Supershow, it is scheduled for April 20-22, 2012 at the Indianapolis State Fairgrounds.

"The fairgrounds offers 300,000 square feet of exhibition space and most importantly, parking for 20,000 vehicle," Chiras said, pointing out that 2.6 million licensed bowhunters live within a day's drive of that location. "Motels in the surrounding area are far less expensive than downtown high rise hotels, providing savings for both the exhibitor and consumer."

Chiras said the new show would be for archery manufacturers to display, and if they want, to sell, their

equipment. "Most shows leave exhibitors lacking in sales, often-times because attendees are a mix of various types of sportsmen. But like the original Bowhunting Trade Show (which was focused solely on archery and bowhunting, virtually every person who walks in the doors will be a serious customer for your

product. And in early Spring, they're ready to buy."

For a more complete description of the proposed show, along with marketing plans and display booth exhibit costs, contact bowhunting supershow@gmail.com or call the Whitwell, Tennessee office at (423) 658-1050.

Rage Acquires Nockturnal

Rage Outdoors, LLC, announced in January that it has acquired Nockturnal lighted nocks and associated technologies from DoubleTake Archery, LLC. This includes the full-line of Nockturnal lighted nocks for bowhunters.

"We are very excited about the opportunity to add the Nockturnal products to our portfolio of innovative hunting brands," said Richard Krause, president and CEO of Rage Outdoors, LLC. "Nockturnal fits right into our strategy of bringing innovative value added brands to our consumers and our customers, and we plan to continue to acquire and develop leading products and technologies for bowhunters. At Rage Outdoors, we are leading the evolution in lethal technology."

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Paul Tinch
Regional Sales Manager
 125 Lost Valley
 Lucas, TX 75002
 Email PaulT@ParkerBows.com
 Cell 540 • 292 • 6694
 ■ TX, LA, OK, KS, AR



Jerry DeMeyere
Regional Sales Manager
 1352 Tanglewood Dr.
 Lapeer, MI 48446
 Email JerryD@ParkerBows.com
 Cell 540 • 292 • 6639
 ■ MI, OH



Terry Thomas
Regional Sales Manager
 24898 Brookwood Hills Rd.
 Athens, IL 62613
 Email TerryT@ParkerBows.com
 Cell 540 • 292 • 6662
 ■ KY, IL, IN, MO, TN



Byron Thompson
Regional Sales Manager
 1111 Rose Dr.
 Watkinsville, GA 30677
 Email ByronT@ParkerBows.com
 Cell 540 • 292 • 6618
 ■ AL, FL, GA, MS, SC



Jim Wynne
Regional Sales Manager
 PO BOX 105
 Mint Spring, VA 24463
 Email JimW@ParkerBows.com
 Cell 540 • 292 • 6429
 ■ WV, VA, NC



Paul Beck
Regional Sales Manager
 199 Red Schoolhouse Rd.
 Johnstown, NY 12095
 Email PaulB@ParkerBows.com
 Cell 540 • 292 • 6585
 ■ NY, NJ, New England



Greg Petersheim
Regional Sales Manager
 511 Furnace Rd.
 Birdsboro, PA 19508
 Email GregP@ParkerBows.com
 Cell 540 • 292 • 6455
 ■ PA, MD, DE

Parker Bows
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*—Bob Errett Founder & CEO,
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Parker Fields Factory Direct Sales Team

Parker compound bows, crossbows and crossbow accessories are being represented by a new factory-direct sales team. The team includes eight highly experienced salesmen.

“We are very excited to be fielding a world-class, factory-direct sales team to represent the Parker brand and our product lines,” noted Rob Mason, president. “Without question, Parker has the most skilled, highly trained and dedicated salesmen in the industry, which will allow us to strengthen our relationships with customers, conduct more in-depth training for retail associates, support more retail promotional events and overall work with our retailers to grow the Parker brand.

According to Bob Errett, Parker’s founder and CEO, “We are continuing to build on the remarkable success that Parker has enjoyed over the past 17 years, and fielding a top-notch sales team will allow us to better serve our customers.”

The sales team and states they will be responsible for include:

Jim Wynne will be in charge of managing WV, VA, and NC. Jim brings to Parker an extensive 30 year career in the archery and outdoor industry. For the past eight years, Jim has been working with Parker Bows in sales management and customer service. Jim graduated with a BA from Campbell University. When Jim is not working, he manages over 5,000 acres

of deer management leases in Virginia. Jim is married with three grown children and one granddaughter. His hometown is Charlottesville, Virginia.

Jerry DeMeyere will be in charge of OH and MI. Jerry brings to Parker an extensive 35 year background in archery and a 15 year career in sales. Most recently, Jerry worked as a Regional Sales Manager for SBI Software where he consistently ranked as a top salesperson. Jerry is no stranger to Parker. For three years, he has been a Field Staff Member, exhibiting excellence in his ability to educate and demonstrate Parker products to multiple dealers and customers. He, his wife Barb, and two kids live in Lapeer, Michigan.

Greg Petersheim will be managing PA, MD, and DE. Greg brings to Parker an extensive 30 year background in archery and a 17 year career in sales. Most recently, Greg worked as a Senior Operations Manager with a pharmaceutical company where he managed the scheduling, operation and maintenance of manufacturing rooms and equipment. Greg has spent 30 years archery hunting and enjoying the outdoors. He has shared his passion of the outdoors with his three sons (Brendon, Shane, and Bryce) and daughter (Sonya) who are active in hunting, sports, and the outdoors. He, his wife Krista and youngest son Bryce live in

Birdsboro, Pennsylvania.

Terry Thomas will be in charge of MO, IL, KY, IN, and TN. Terry brings to Parker an extensive background in archery and a 16 year career in sales. Most recently, Terry worked as a Regional Sales Manager for Hudalla Associates, where he consistently ranked as a top performer. Terry earned a Bachelor of Science in Communications from Southern Illinois University. He has 13 Pope and Young whitetails to his name, and also enjoys teaching beginners the sport of archery. When he is not working or hunting, Terry enjoys spending time with his wife, Jackie, and two children, Becca, and Brady. Terry’s home is Athens, Illinois.

Byron Thompson will be managing AL, FL, GA, MS, and SC. Byron brings 20 years of experience in archery with a 12 year career in sales. Most recently, Byron worked for Clean Air Technologies as a Direct Sales Representative. For the past 10 years Byron has participated in tournament and target shooting on a national setting and is an active member of the ASA and IBO archery associations. His proven success and knowledge of the archery industry propelled him to hold managing and sales positions in several archery shops over the past 10 years. He, his wife, and two children live in Watkinsville, Georgia.

Randy Timm will be in charge of



Jim Wynne



Jerry DeMeyere



Greg Petersheim



Terry Thomas



Terry Thomas

IA, MN, WI, ND, SD, and NE. Randy brings to Parker an extensive 40+ year background in hunting and a 20 year career in sales. Most recently, Randy worked for Pella Windows and Doors as their Regional Sales Manager, covering four states. Prior to joining Pella, he spent 15 years with Sturm Ruger & Co. as their Western, Central US & Canada Regional Sales Manager. Randy earned a Bachelor of Science in Geophysics from Western Michigan University. Randy is a family man who loves spending time in the outdoors. When he is not in the woods or office, he's coaching youth

baseball and hockey. He and his wife have three grown children and reside in Elk River, Minnesota.

Paul Tinch will be managing TX, LA, OK, KS, and AR. He brings to Parker an extensive 30+ year background in archery and a 15 year career in sales. Most recently, Paul worked for Truglo, where he assisted the National Sales Managers with sales and technical support. His achievements at Truglo advanced him further into sales and product training on a national level. Paul is married and has four daughters. Hunting and fishing are a way of life

for the entire family. Paul's other interests include training labs and raising quarter horses. He, his wife and four daughters reside in Lucas, Texas.

Paul Beck will be in charge of NY, NJ, and New England. Paul brings to Parker an extensive 30 year background in hunting and a 20 year career in sales. Most recently, Paul worked for Great American Opportunities and Century Resources, a school fundraiser company, as a Regional Sales Manager. Paul has been an avid hunter and fisherman for over 30 years including 22 years in archery. He enjoys cooking and is well known for his secret venison chili recipe. He owns a farm in Johnstown New York, in the foothills of the Adirondack Mountains with horses and a developing apple orchard. Paul has been married to Erika for 16 years and has two children, Caroline and Jason.

To get in touch with the salesman for your area, see the map on page 27 and call Parker at (800) 707-8149.



Randy Timm



Paul Tinch



Paul Beck

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Antler King Moves to New Plant

Antler King, the Wisconsin firm that provides food plot seed, deer attractants and mineral is at home in a new plant in Black River Falls, Wisconsin. Antler King's Todd Stittleburg said the firm has had to expand a structure or move to a larger one three times in the past five years, and decided it would be better to build a new facility from the ground up.

Construction started in August of 2011, the firm's 25th year in business and a year where Stittleburg said sales increased by 20 percent over the prior year. The building was designed with a premium geothermal heating and cooling system, which added to the cost but which will pay for itself many times over in energy cost savings. "This is the first structure in the Black River Falls industrial park to utilize a geothermal package," Stittleburg said of the system that circulates fluids through loops of piping buried in the soil, extracting either heat or cold, as needed, throughout the year.

Stittleburg said the new facility is four times the size of the prior location, sized to warehouse and ship products sent both by UPS and by pallet load on trucks. Food plot seeds for Antler King are grown in both the U.S. and Canada, and are packaged at four different locations. The current top products on that side of the business include Honey Hole, Trophy Clover, No Sweat and Red Zone.

Mineral products, food blocks, protein pellets and other feed products are actually manufactured for Antler King at over 20 different plants across the U.S. Many times those products are then sent directly to stores and distributors in that region, to minimize transportation costs and speed delivery. Top sellers in that category for Antler King include Trophy Deer Mineral, High Protein Big Buck Block, Final Feast and Energy Plus Wildlife Block.



The new, expanded quarters of Antler King during construction and on completion.



The company's new address for both mail and shipments is 811 Red Iron Road, Black River Falls, WI 54615. Reach the firm by phone at (715) 284-9547 or by fax at (715) 284-7665.

Providence Picks Up Pradco

The hunting brands under the Pradco umbrella are now working with the Providence Marketing Group. The Pepin, Wisconsin firm headed by Jeff Bergmann now counts Summit Treestands, Moultrie, Code Blue and Knight and Hale among a list of client brands that has grown to 14. The current PMG client roster also includes Big Green Targets, Carbon Express, Carry Light, G5 Outdoors, Gorilla Treestands, Quest Bowhunting, Record Rack, Redneck Hunting Blinds, Strut and Rut and Sitka Gear.

Bergmann said Providence specializes in media planning, public relations, marketing consulting, social media, and event management – services that it provides for each of their clients depending on the individual needs. "Not only has PMG acquired more clients, but we continue to attract companies that are at the top of the hunting industry," he said.

With the increased client base, Bergmann was pleased to announce the promotion of Glenn Walker to Senior Marketing Specialist "Glenn has been with Providence for two and a half years now and has played a critical role in their growth and development. Within his new role Glenn will be handling the development, execution and management of their client's print media plans. In addition, he will handle the day to day interaction with the outdoor writer community. "Glenn has played a critical role in our growth and success. His attention to detail and follow through is second to none," commented Bergmann.

PMG has also hired Brandon Wikman to assist with the management of social media. An experienced outdoorsman, and advertising major, Brandon joins the PMG team as marketing coordinator. He is the former host of Bass Pro Shops Next Generation TV.

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Hunting Family Earns Tall Man Award

Each year Muzzy Products Corporation bestows its prestigious Tall Man Award to someone who "stands tall" among his or her peers by contributing to the community and going above and beyond to promote and protect the future of archery and bow hunting. This year, Muzzy presented the award at the 2012 ATA Show in Columbus, Ohio to the Cianciarulo family.

Muzzy Products noted that Ralph and Vicki Cianciarulo host two of the top-rated hunting television shows, Archer's Choice and The Choice, which air on the Outdoor Channel.

"The Cianciarulo family is the real deal," Michele Musacchia-Eichler, Muzzy CEO, says. "Known as 'North America's Favorite Hunting Couple,' Ralph and Vicki have worked from the bottom up to earn a reputation that is second to none in the hunting industry. Their company, Archer's Choice Media, is a family owned and operated business

dedicated to promoting hunting and the outdoors through their hunting TV shows. They represent the hunting industry with such class and dedication, always giving back and always with an eye on the future and protecting our hunting heritage. It's our honor to recognize them with this award."

Ralph says that hunting and archery are their lives, and they have been blessed in so many ways.

"We are honored to be recognized by Muzzy, a company who gives back to this entire industry in so many ways," Ralph says. "This means so much to our family. We can't say thank you enough to Michele and everyone from Muzzy."

Ralph also thanks his family for their support, especially his mother Arlene Cianciarulo who does her fair share to keep the family and business running. She helps out in the production studio and with Ralph and Vicki's son RJ when the couple is on the road or in the field. She's also



Barbara Musacchia and her daughter, Michele Musacchia-Eichler, joined in the presentation at the Muzzy booth to Ralph and Vicki Cianciarulo.

been there for encouragement.

"As long as I can remember, my parents have encouraged me to do the best I can no matter what I did in life," Ralph says. "The best way for any of us to compliment our parents is to always remember actions reflect leadership. Thanks Mom and Dad."

Baldies Raises Funds for Cancer Research

The annual Baldies event, a fundraiser for cancer research held each year at the ATA Show, took a multi-layered approach January 11. First five ladies had their hair shorn short so the locks could be used to make wigs for cancer patients under the Locks for Love program: Kandi Kiskey, Angie Denny, Vicky Cianciarulo, Nicole Jones and Michele Eicher had also collected pledges to aid Dr. Leonard's cancer research.

The ladies shaved the head of tiny Drake Taylor, a teenager affected with a rare form of dwarfism who is shown with them at right. ("Little D" is also a jewelry designer whose products filled one of the show exhibits, and he provides the voice

for the Pod character for the Huntin' is Good organization.)

The adult "Baldies" took the stage next. Having their heads shaved to satisfy fundraising pledges were Randy Ulmer, Del Delmastro, Brooks Johnson, Keith Beam and Tammi Gregory, the woman who is shown in the inset photo.

This year's Baldies were dedicated to the memory of Tommy Pack, father of Tammi Gregory, Joseph LaCorte, father of Nikon's Jon LaCorte, and Joel Ellis Beam, the son of Keith Beam. Entertainer Colton James provided songs honoring cancer patients and American troops, and by evening's end \$55,000 was raised to fight can-



cer. Next year's event at the 2013 ATA in Louisville, already has five celebrities signed on to do their part in fighting cancer.



Bow International Publisher Acquires The Glade

Blaze Publishing, the publisher of the United Kingdom's Bow International, has now acquired The Glade. With a strong slant towards traditional archery, The Glade will now be incorporated as an extra section within Bow International, further expanding its offering to readers and advertisers. Bow International will now increase in frequency to eight issues a year. "The inclusion of The Glade within our pages is set to bring an extra element to what we already do, and we're looking forward to adding to our selection of expert writers during 2012," says Bow International's Editor James Folkard. "And with the Olympics coming to London this year, what a great time to be developing our magazine."

A high-quality, glossy publication, Bow International reaches the sport's committed participants with a regular selection of material across disci-

plines including global coverage of FITA target, field, crossbow and now thanks to the inclusion of The Glade, more traditional archery content too. Event previews and reports are set alongside informative articles of practical value to beginners, improvers and top-flight competitors alike, drawing on a team of experts for up-to-date advice, tips

and technical expertise.

The magazine is distributed through archery shops and newsstands in the UK as well as to a growing global subscriber base. For editorial inquiries please contact James Folkard by email, james@blazepublishing.co.uk. For advertising opportunities please contact Ruth Burgess via ruth@blazepublishing.co.uk.

Pape's to Host On-Line Show

Pape's is pleased to announce it will again be having the on-line dealer show for 2012.

"We have decided to hold our show July 8-15 this year," a company spokesman explained for the large Louisville, Kentucky distributor. "This move will allow our dealers to be much aggressive on purchases since their selling season is only a weeks away as opposed to seven or eight months. This only makes sense to allow our dealers a much better chance at seeing where the trends are moving as opposed to just guessing on what products will be hot for 2012."

"All the dealers we talked with agreed they see this timing to be much more beneficial to their overall selling season," the spokesman explained. "All the dealer will need to do to participate is go on line to www.papesinc.com and click on Pape's Dealer show, again no more travel expenses or being away from their shops."

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Industry Surges Ahead at ATA

The 2012 ATA Trade Show – featuring a record 513 exhibitors for the second straight year – attracted more than 2,700 retailers from 49 states and more than 30 countries during its January 10-12 run at the Greater Columbus (Ohio) Convention Center.

A half-hour into the show's first day, over 1,000 of those retailers gathered at BowTech's booth where the company launched its new Insanity compound bow. The launch helped set the pace for the show itself. "It's exciting to see companies unveil new products at the show," said Jay McAninch, ATA CEO/President. "It builds excitement on the show floor, and gives dealers a heightened reason to be there and see the latest innovations and new products."

The Insanity's launch went off with a bang, literally, and then the bow rose from beneath the explosion's smoke cloud. Lance Andrews of Redneck Booda Outdoors in Texas said, "Product launches like this are a lot of hype and they raise a lot of curiosity. Customers complain about being teased, but once the product is unveiled, they forget their impatience.

It creates a great buzz for us."

Samuel Coalson, BowTech's director of marketing, said the ATA Show is the perfect venue for unveiling product. "All the other manufacturers unveil their bows at different times, but we look at the ATA Show as part of our organization and one of our top partners," Coalson said. "For orders, if things continue the way they've been, we'll break every record BowTech ever had for sales. Compared to last year, this year's show was bigger and better for us."

The 2012 exhibitors rented a show-record 180,836 square feet of booth space, up nearly 8 percent from the previous record 167,550 in 2011 and a 17 percent increase from the 154,320 rented in January 2010 at Columbus. Exhibitors also reserved all 73 of the show's shooting lanes, which covered 20,100 square feet. That was the highest number of shooting lanes ever seen at the show. Meanwhile, the 2012 show in Columbus attracted a record number of 408 journalists with media attendance spiking upward by about 7 percent from last year, giving the show and its new products increased exposure and a stronger delivery from industry

companies to consumers.

Internationals were also well represented at the show by 315 individual attendees and 16 exhibiting companies.

"The best thing about this show for Toxonics is the customer base it brings from Germany, Estonia, Italy, New Zealand, Canada and Australia," said Dave Coldwell, President/CEO of Toxonics Manufacturing. "We do a lot of order writing (here) and it's the perfect show for me to see our foreign customers. That's the thing that makes this show so valuable for us. No other show can deliver the foreign markets like the ATA Show."

In addition to the 513 exhibitors on the show floor, 57 manufacturers occupied all available space in the Innovation Zone. The Zone is open only to start-up companies not yet ready to rent full-size booths on the show floor. The show feature benefits companies like Quick Draw Bowfishing. A couple of years ago, this arrow rest manufacturer wanted to bring their product to the show, but couldn't afford a booth on the main floor. The Innovation Zone allowed them to make those first contacts with

TABLE 1. 2003-2008 counts individuals who registered for the ATA Trade Show. 2009-2012 counts individuals who actually attended the ATA Trade Show.

Badge Type	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Dealer/Buyer/Distrib.	3,052	2,875	3,405	2,640	2,582	2,937	2,661	2,753	2,985	2724
Sales Rep.	325	340	219	215	178	169	152	185	204	206
Visitor	111	45	108	41	35	58	178	14	176	150
Media	258	267	321	362	325	321	368	387	379	408
Exhibitor	3,564	4,042	3,909	4,476	3,939	4,262	2,653	3,281	3,838	3,818
Manufacturer	39	43	45	172	154	132	140	149	103	94
Supplier										34 ³
Sales/Service	30	39	54	70	96	145	109	221	400	425
Non-Profit ²	161	31	68	52	14	61				
Staff/VIP/Volunteers	101	110	70	6	86	99	43	53	95	74
Registration Total	7,641¹	7,792¹	8,199¹	8,034¹	7,409¹	8,184¹				
Verified Attendees							6,304	7,043	8,180	7,933

Footnotes

1. Counts included all preregistered and onsite registered individuals. These are not the number of verified individuals who actually attended each Trade Show.
2. Since 2009, non-profit attendees were placed in categories based on their purpose for attending the Show.
3. Supplier badges were included in exhibitor and manufacturer badge counts previous to 2012.

dealers, distributors and other manufacturers and those networking opportunities have since snowballed. "When we came back (to the show) the next year we met with some manufacturers again like PSE and Cajun Archery. They were still thinking about our product, and they both picked us up, and so did Cabela's," said Pennie Montgomery, co-owner of Quick Draw Bowfishing in Jonesboro, Louisiana. "All that came from the contacts we made at the ATA Show. It also put us in distributor catalogs, and into more dealers' stores than we ever would have gotten into on our own. We've met a lot of dealers here and made orders here that will allow us to get onto the main floor in 2013."

On the retail side, while retailer numbers fell slightly from 985 shops to 947, a decline of less than 4 percent, the numbers remained within the show's historical attendance averages. ATA staff cited the Tuesday-Thursday show format, which did create some scheduling problems for part-time retailers who work second jobs. There are also more shows for dealers to choose from today including buying group shows like the Western NABA, NBS and Sports Inc. shows and the shows hosted by Mathews and Kinsey's.

"We understand that dealers have multiple ways to connect with manufacturers and whichever means is cost effective for each dealer to work their accounts, is what that dealer must do," said McAninch. "Yet, the consistent increase in exhibitor participation and their commitment to the show is telling: there remains great value in having that single, large show. The quality of dealers attending is high and the volume of business done is substantial."

Monte Bennett, regional sales manager of Summit Treestands, noted the value of a single, broad-reaching show, "This show always does good for us because it gives us the opportunity to see our good, quality dealers, all in one location."

John Burgeson, president of Wildlife Research Center, a well-established company and longtime show attendee said, "We had good traffic, and we had the right people coming into our booth. (This) show is always important for us, it puts us in touch

with the right people."

The overriding feeling that dealer quality, optimism and order writing was up emerged as a common theme throughout exhibitors' accounts of the 2012 show.

"Traffic seemed down for us in our booth, but orders were way up," said Doug Springer, president, Copper John Corporation. "I didn't get the feeling the aisles were as full, but I know we had just as many total orders in terms of order forms. The size of those orders, though, was bigger. The dealers

we talked to seemed more optimistic; they seemed real optimistic."

Blake Shelby, marketing director for venerable bow-manufacturer PSE, said, "It seemed like a lot of people sat down with our sales reps and wrote orders. I don't have the totals yet, but it's been looking pretty good. ... The dealers who were here were writing orders."

"This is the best ATA Show we've ever had," said Dave Robb, vice president of marketing for industry stalwart TenPoint Crossbows. "We had

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record-breaking sales. Our booth space was filled throughout the show, except the final few hours the third day. It wasn't just people walking around kicking tires."

Don Dvoroznak, VP of marketing, Ripcord Arrow Rest, said, "I noticed on the floor that (retailers) were very eager to get back to doing business the way they had been doing business in the past. Instead of just ordering 2s and 4s and saying they'll call you later, a lot of people sat down and wrote their program for the entire year."

Michigan DNR Director Meets State ATA Members

If Michigan approves its first increase in hunting license fees since 1997, the Michigan DNR would work to provide grant money for state conservation groups to do habitat-improvement projects on state-owned hunting properties.

That was one idea proposed by Rodney Stokes, director of the Michigan Department of Natural Resources, when meeting with ATA-member dealers and manufacturers January 10. In a Q&A session arranged by Mitch King, ATA's director of government affairs, Stokes spoke with manufacturers such as Greg Sesselmann, founder and president of Scent-Lok; Larry Griffith, president and owner of Bohning Inc., and several Michigan archery dealers.

Sesselmann encouraged Stokes to look for ways to make Michigan a destination for deer hunters, instead of a source of hunters traveling to Wisconsin, Illinois, Iowa and other



Emerging as a common theme throughout exhibitor accounts of the 2012 Show was the overriding feeling that dealer quality, optimism and order writing was up.

states. Sesselmann believes Michigan can produce far more quality deer if hunters realize all it takes is better habitat and self-restraint on shooting young bucks.

Stokes agreed Michigan has that potential, but worries that the DNR no longer has the funding to do necessary habitat work on many of its public lands. "I don't know any household anywhere that can get by today on an income level that hasn't changed in 15 years," he said. "We are not preserving the quality of habitat on state properties the way we'd like."

Griffith said the Michigan DNR has a poor reputation in his area, sometimes because conservation wardens are rude and disrespectful to citizens. Stokes agreed that could be a problem if wardens make law-enforcement their number one priority, not customer service. "I want our wardens to understand that hunters, anglers and campers provide 96 percent of the DNR's operating funds," Stokes said. "If our customers go elsewhere to hunt and fish, or quit visiting our parks to camp because they feel harassed, our people could find themselves out of a job."

U.S. Fish & Wildlife Service Director Talks Wolves

Daniel Ashe, director of the U.S. Fish and Wildlife Service, discussed the status of wolf management during a breakfast meeting January 11 with several ATA Board and industry members and Miles Moretti, president/CEO

at Mule Deer Foundation; and David Allen, president/CEO of the Rocky Mountain Elk Foundation.

Mitch King, ATA director of government relations, moderated the meeting. Ashe said he's optimistic environmental groups won't file a lawsuit to halt the wolf's removal from the federal Endangered Species List in the Great Lakes states, which will take effect January 27.

By de-listing wolves, the federal government allows state wildlife agencies to take over wolf-management work, which can include hunting and trapping seasons. Allen said it's important for hunters to seek aggressive wolf-control plans while stressing they do not favor eliminating wolves. "You don't want to get the wolves below the state's population goal or else they'll go right back on the Endangered Species List, and then you'll lose state control again," Allen said.

Ashe said that while it's important for states to manage their wolf populations, he doesn't consider wolves the biggest challenge to healthy populations of big-game animals in the United States. "Predators exist for every game species we hunt, whether you're hunting ducks, geese, elk or deer," he said. "The bigger threat to all game species isn't hawks, eagles, wolves or mountain lions. The biggest threat is declining habitat, loss of habitat and fragmentation of habitat. Habitat protection must be our number one goal if we're to enjoy healthy wildlife populations far into the future.. ←



The 2012 exhibitors rented a Show-record 180,836 square feet of booth space, up nearly 8 percent from the previous record 167,550 in 2011.

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Introducing the new Brunton Icon Series Optics...the most efficient optical systems in the field. Featuring the best components available for increased light transmission and optical clarity, the new Brunton Icon Series Optics are committed to backing you all the way; from unmatched field performance to lifelong support with our unconditional Halo warranty.

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Riverton, Wyoming USA

2012 ATA Show-Columbus, OH

Mild weather helped boost the turnout for the annual ATA Show, which took place this year from January 10-12 at the Greater Columbus Convention Center in Columbus, Ohio. An Archery Trade Association report detailing participation appears on the previous pages. We're starting our show floor coverage here with scenes from the ARRO Show, the popular buying group show that traditionally precedes the ATA Show by two days and which took place in one of the large ballrooms at the convention center.

That's where we found **Brunton's** Joel Bell (lower left) talking to independent retailers about the Real Deal Hunting Partner Program designed to make them more profitable. Bell started his 30-year career in the archery industry as a pro shop owner, and when he joined the Wyoming firm this past year as a National Sales Manager, he started work on a program to give more pricing support to the speciality retailers Brunton needs to carry its products. Bell established a new pricing floor, called Minimum Retail Pricing or MRP. About 70 percent of the company's products have an MRP, and they're only available to Real Deal Hunting Partners who sign an agreement to sell at or above that level. Retailers have to commit to a \$5,000 opening order, but that can be any mix of Brunton and Primus products. They get free freight on that opening order and net 180 day terms. A package of merchandising support products valued at \$1,702 is sent free to the retailer including displays, banners and metal signs. Dealers also receive a \$400 credit toward local advertising costs, redeemable after they show the advertising invoice. However, the most important thing retailers receive, Bell said, is healthy margins. They'll earn 40 points if they price Brunton optics, portable power, lights or

navigation aids at Minimum Retailer Price, Bell said, a full 50 percent (sometimes called a keystone markup) if they price them at MSPR. Brunton partners can reorder from the factory and get free freight at the \$1,000 level, or they can order Brunton merchandise along with their regular orders from Pape's, Kinsey's, Jake's and Lancaster Archery Supply. Those four archery distributors get a weekly update from Brunton listing dealers who have been accepted into the program, as well as any who are being dropped because of violating the agreement they signed.

To encourage more hunting retailers to carry the compact backpacking stoves, lanterns, cutlery and mug sets, the Brunton Group has developed a Primus Adventure Center Display. When loaded the 73 inch tall display measures just 31 inches across. The display is free when you order the merchandise it carries, and the merchandise itself is priced at a hefty discount under normal dealer cost. Like the Brunton brand, Primus has more than a century of tradition behind it. For more information, reach the manufacturer at (307) 857-4700.

BIGshot is introducing big range targets in 36, 41 or this 48 inch size. Like the little 14 inch square Crossbow Discharge Target owner Al Perilli is holding, these targets are stuffed with a long-lasting synthetic material. The range targets have a corrugated plastic frame and a duramesh nylon screen on the front to help keep arrows in place for scoring.

Don't think UPS is going to bring you one of these: The 48 inch model weighs 450 pounds and three of them can fit on a pallet for trucking. The heavy weight is part of why these targets last so long, Perilli said. "That's the key to all of our targets, we put more inside them."

Though it is known for bag targets, BIGshot got its start with foam broadhead targets and is returning to that arena with the introduction of the BIGshot Transformer. It uses planks of three different foam densities so you can rearrange the layers and adjust them to arrow speed. You



can also buy replacement planks to renew the target's shot up layers, Perelli said. Reach his firm at (888) 651-0029.

GhostBlind has new extenders for its original Predator blind. Chet Burdette showed us how the scalloped mirrored panels slide in place easily to give more coverage for the tallest hunters who are using the big four panel Predator. The extenders are sold in sets of two.

We asked Greg Thieman (at right) to demonstrate how the Predator blind can be easily carried on the back in an optional carrying case. In his hands he has the Runner, a much smaller six panel blind intended for turkey and coyote hunters who typically will be seated on the ground rather than on a stool. This compact blind weighs just 8 pounds and can be carried in the rear pouch of a turkey vest

Reach Ghost Blind at 877-751-Hunt.

This big display of **Buck Wear** designs is just a small part of the company's total. Bob Bryson (shown at far right) chose these top sellers to give



ARRO dealers a sampling of what's available in garments that range from T-shirts to hats to "hoodies," or hooded sweat-shirts. The Maryland firm does work with distributors such as Pape's and Kinsey's, who do a good volume. But Bryson said with so many styles to choose from distributors can only stock the best sellers. Buck Wear makes it easy to order direct by requiring a minimum order of just \$100. You can reach the manufacturer at (800) 813-7708.

The value of face-to-face contact was well illustrated at the **Wright Blind** display, where roomy two-person blinds were demonstrated to fold up into compact, easy to carry units. Paul Wright (shown above) prefers to use this two-person blind when bowhunting from a treestand, since it provides plenty of room to draw a bow. This large blind and a smaller single person blind mount to the tree on its own folding hardware, so it's easy to switch from tree to tree or to adapt for use at ground level. The mounting brackets are also sold separately, so a customer can easily transfer the two-ply, rubber backed blinds between multiple treestands. Email your inquiry to russell@zoominternet.com.

Stacey Adair was at the ARRO Show in the Columbus Convention Center to represent **Xtreme Hardcore Gear**. This new accessory brand was introducing premium accessories that are all designed to be lightweight and to give the bow better balance. Adair is the sales manager for the new brand and drew our attention to new quivers made to fit within the profile of the Z-Series bows from Mathews. Innovative mounts let you mount them in a position that's behind and in from the typical quiver position. Naturally they are outfitted with Harmonic Dampers from Mathews. Stabilizers from this firm





can be mounted conventionally or on offset mounts that help to balance the weight of quiver and sight. There's also a new V-Twin Arrow Rest where the arrow glides on Teflon guides. Reach Adair (shown above) and his colleagues in Idaho at (208) 746-7065.

Scott Parrish came to the ARRO Show and the ATA Show that followed it with new packaging from **FirstString**. The large package he is holding at right is a complete set, holding both string and cables. The three smaller ones are new single item packages, holding either a string or a cable. They are 1-7/8 inches wide, this former retailer said, so they fit perfectly on pegboard holes that are typically spaced at 2 inches.



Parrish said the accessories from his firm are also selling very well. The company makes peep sights, super-durable string silencers and cable slides that have a hole and a set-screw so they easily accommodate the cords from fall-away rests. To reach the ordering department for this Indiana firm call (972) 774-0300.

At the nearby **30-06 Outdoors** display, Kevin Polish was talking with Mark Wagner of Archery Field and Sports in Des Moines, Iowa about the company's Ladder Stand 2nd Man. The company is better known for its cases and the Snot line of lubricants and waxes, but Polish said sales were strong in recent months for this unique treestand accessory. The kit includes leg anchors with pivots, a sturdy ratchet and



plenty of heavy duty webbing. With it one man (or woman) should be able to safely erect a ladder stand. Polish (above left) said not only does it take the sweat and hard work out of placing a stand by hand, you are safer with this approach because you leave the unit in place, holding the stand against your chosen tree,

until the stand's own anchoring straps are in place and tightened. The same accessory is useful for hanging and butchering game.

For dealer pricing on the Ladder Stand 2nd Man and information about the company's new Fletch Weld and Insert Weld adhesives, reach the Ohio firm at (614) 409-9300.

Pine Ridge Outdoor Products keeps developing new archery accessories that it can produce in the same 40,000 square foot Illinois plant that is a big supplier to the model airplane market. The firm is already a big user of silicone tubing for fuel lines, so now it's U.S. vendor is also supplying the silicone tubing used in the company's new wrist slings. Unlike woven or fabric slings, the tubing won't absorb odor and the eight bright colors let hunters and target shooters dress up their bows. Pine Ridge has another local vendor machine an aluminum bracket for the sling in a way that you can adjust both sling angle and length with ease, and the tubing has enough body to hold its shape while the bow hand slips inside it.

Brian Bychowski said the single most popular item right now is the company's combo pack. It includes a 1/4 inch peep sight with silicone alignment tubing, a kissers button and premium string loop. Everything is color-matched, and the package includes a spare piece of tubing even though this silicone

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tubing won't rot the way older rubber tubing did. While the suggested retail price for the package is \$13.95, a lot of dealers install the accessories and charge \$19.95 for the set.

The company's ability to mold colorful plastic components is reflected in new Nitro stabilizers in 5-1/2 and 7-1/2 lengths. The multiple components are all isolated by shock reducing 0-rings and plastic accent rings are included in multiple colors so a person can choose a personal color scheme. Flexible Shock Blades project from the end and those too can be purchased in a range of colors. The main body of the stabilizer is available in Tactical Black, Lost Camo or Next G1 Vista. In the photo above, Jim Broberg is holding the Combo Pack and one of the new Nitro Stabilizers, while Brian Bychowski has a bow decked out with many of the firm's American-made accessories. Reach Pine Ridge at (877) 746-7434.

Bohning is also taking advantage of its manufacturing experience to build, rather than import, archery hard goods. The quiver Karen Abrahamson is holding lower left is the new Chameleon model, available in three or five arrow models. Its components were all molded at the company's plant in Lake City, Michigan and the molds were made in the company's own adjoining tool and die shop. The quiver uses a skeletal stem of tough polycarbonates, which offers the strength of metal and lower weight. Chameleon is named for the ability you have to match a customer's bow camo by replacing the snap off panel from the hood. Each of the eight camo choices comes with a replacement panel in a carbon fiber pattern, for times when the customer prefers



a "blacked out" look. Replacement camo plates are also sold individually. Next to Bohning's director of administrative services is a five arrow Chameleon in the Lost Camo pattern, then at the right is the same quiver converted to a Mossy Oak pattern.

Abrahamson said Bohning is building the tooling now for a new Chameleon designed for mechanical heads, a quiver that has a slimmer hood to fit tighter to the bow. Like the original, it will use vented, dual "angle load" arrow retainers that securely handle all shaft sizes. Find out more by calling Bohning at (231) 229-4247.

Below, **Delta/McKenzie** Sales Manager Jacob Stark had his hands full explaining that Iowa firm's new products. He's holding the BulzeYE, which looks like a painted slab of log set up against a stump. The two-piece molded foam target was designed for knife-throwing, hence it's rustic design, but you can easily flip up the lower portion of the package if you prefer a modern colored archery target. On the table are two new Kill Zone targets. These compact and affordable targets represent just the kill zone of common game animals. The Deer Kill Zone was introduced last year and this year there are boar and turkey models, with the boar having bear vitals molded into one side, hog vitals on the other. That's a new deer target as well, a Cross Buck designed for corssbow use that has the easy-pull, self-healing foam that had been reserved for the higher end





McKenzie 3-D targets in the past.

Stark said the company has finished merging the Delta/McKenzie brands and will present them as a single line now. "That should give us some more horsepower for advertising," he said.

For more information about all the targets and decoys from this Iowa firm, call (800) 708-0673.

Skip King of **Apple Archery** (at left) was set up near other brands under the Field Logic umbrella, since Apple Archery was acquired by the Wisconsin

firm toward the end of December. Apple's two largest presses were still being built at the former Apple Archery headquarters in Pennsylvania, but King said the long-range plan was to move all the production to Field Logic's facility. King helped develop much of Apple's existing product line, and said the sale should be a plus for the Apple brand. "I think Field Logic will be able to grow Apple to where it should be. They have a great engineering department and the marketing is very strong."

That's King holding the Apple Archery Bowsmith tool that is handy for the home workshop and in-the-field repairs. Reach the new home of Apple Archery by calling (800) 745-8190.

Vapor Trail's Jarrod Fondie used a bright pink bow to help demonstrate what bowhunters and competitive shooters like about the Limbdriver Pro V arrow rest. As the name implies this full clearance rest is driven by the limb. That bright pink cord that's relaxed at full draw has allowed the rest to come full upright, where it will stay to guide the arrow for 60 to 70 percent of the shot cycle. While the rest is in this up position, it still floats to cushion the shot, unlike most "fall-aways" that are rigid in the up position. That forgiveness contributes to accuracy, Fondie said, and that's why VaporTrail advertises that this rest can extend your customer's effective range. The fact that there's no cord tugging on cables means there's no chance of affecting the timing, another accuracy advantage for the Limbdriver rests. The Pro V in the product name refers to the launcher style, a deep V shape that most hunters prefer because it holds



the arrow so securely. For more information, you can reach Vapor Trail's Minnesota headquarters by calling toll free to (800) 310-8110.



the arrow so securely. For more information, you can reach Vapor Trail's Minnesota headquarters by calling toll free to (800) 310-8110.

Sherri Bay was introducing dealers to the Spot-On products from **Clean Shot**. The company builds target points, broadheads and now fish points, all containing powerful lasers that can be used for sighting in and aiming. The advantage of a laser-sighted bowfishing arrow is that your customers can aim "spot-on" without trying to calculate how much below the fish to aim because of the diffraction that occurs at the surface of the water. The new Laser Bowfish Assassin will have a quick release point so you can remove the tip and clear the center hole with a cotton swab or other tool. In the works is a broadhead-style Gator point for bowfishermen who need to penetrate the hide of an alligator or the thick scales of an alligator gar.

Powered by a single lightweight battery, the lasers used in the broadheads and fish points had no trouble projecting the beam across the length of the large ballroom where the ARRO Show was conducted. They activate as they are drawn to within an inch of a riser-mounted magnet, and go off the moment the arrow is released. A single button battery lasts for about 100 shots, and replacement batteries are sold in sets of four. Set screws in the ferrule allow you to sight the laser to the desired impact point.

Clean Shot also sells its Hollow Point Broadhead without the laser components, for states where customers can't hunt big game with a targeting aid like this one. The company has plenty of testimonials about the kind of blood trail its core-cutting broadhead produces. New this year is the company's Lock-N-Load inserts. Designed to replace conventional glue-in inserts, these inserts expand and lock in place as you turn a screw inside them, and are easy to reposition so you can get the broadhead blades lined up with your fletching. There's no waiting 24 hours for the epoxy to dry: Your customer can use his new arrows immediately with this system. We're showing Sherri Bay in the photo above with the new bowfishing package, which includes an extension mount for the battery so your line can stay safely in front of the riser. Reach this American manufacturer at (800) 242-9023.

Over at the **A-Way Hunting Products** display, Greg Abbas told us about new scents in the Scent-Web line. These



material that you can apply to brush or ground. To the scents in the deer line Abbas added Testosterone Fever, which he said is good for all season use. There is also a new Hog She-Heat. Package size has increased to carry about 25 percent more, and each can should provide about 50 applications.

A-Way got its start in the market with hands-free grunt calls. Now the firm has been licensed to apply the Lost Camo pattern to the Bowgrunter Plus and the Dual Grunter that Abbas is holding above. The Dual Grunter is a call that converts from hands-free to hand-held in just moments. Reach the Michigan firm at (989) 435-3879.

The last display ArrowTrade checked out during the ARRO Hot Show was from **Lakewood Products**, maker of the Bowfile hardside cases. In the photo upper right, Ron Hartlund was attracting attention with samples sewn in the striking Realtree AP Pink Camo. Many of the firm's bow and accessory cases are available in that attractive pattern. To the left in the photo is a Mathew's branded Tall Series case in Lost Camo. The Tall Series models fit Z-Series Mathews bows from the 2010, 2011 and 2012 model years, Hartlund said, and you can opt for a 37 inch case or a 41 inch case with more room for accessories. "We're just back from the Mathews Retailer Business Show," he said, "and that was probably the best show we've ever had."

The Bowfile cases open at the top and are designed to accept bows with quivers still attached. That's something customers may not realize unless you demonstrate one or order one of the company's display cases. Those display cases have a clear panel on the front and if you'll load them with a decked out bow, Hartlund said it will definitely increase you sales of cases from Lakewood Products. Reach the Wisconsin case manufacturer at (800) 872-8458.

If you're a manufacturer or retailer interested in joining the ARRO buying group, more information is available



cans spray out a string of long-lasting, environmentally friendly material

were on the floor before the retailers were admitted to get an early start on the main show coverage. An old friend, Jay Robert, welcomed Tim to the big **Tenzing Outdoors** pack exhibit adjoining the Plano bow case displays. Jay was lured away this past March from Blacks Creek Guide Gear, the Idaho firm he co-owned with Sandy Caster, by the chance to lead Plano's entrance into the premium pack category under the Tenzing brand name as the director of product development. (Blacks Creek continues in operation, and going forward plans to return pack production to the U.S.)

The Tenzing line is launching with 10 packs for 2012, from the TZ 930 Jay designed to hold everything the average whitetailer needs, to the big TZ 6000 VP of Marketing Bryan Emrich holds and could recommend for an extended wilderness hunt. The packs are designed to retail from \$99 to \$399 and they're loaded with smart designs and smart fabrics. For instance, the grid-like fabric used in high stress areas of the pack is Spectra, which is reinforced with the high strength Dyneema fibers used in bowstrings. All access points to the main pack compartment are marked with yellow pulls and yellow zippers. That lightweight pack also shown above left fits just about anyone, thanks to a waist that adjusts from 24 to 48 inches and plenty of vertical adjustment to the suspension. Bryan's



from the ARRO headquarters in Wisconsin by calling (608) 835-9060.

ATA Show Coverage

Tuesday, January 10 was the opening of the annual three day ATA Show, and ArrowTrade's team of Mike Raykovicz, John Kasun and Tim Dehn

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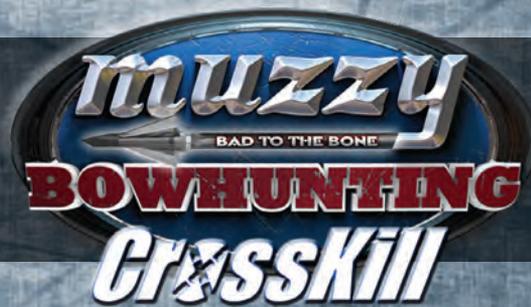
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big pack has a rifle or bow carrier, a rain cover and a detachable fanny pack. There's a roomy meat compartment hidden within the TZ 6000 that expands when you need it, and fluted aluminum stays that are three times stiffer than the flat metal stays commonly used in packs of this type.

Plano will also be introducing upgraded hard cases, Emrich said, and the pinnacle of that program can be seen in the lightweight carbon fiber held here by Pro Staff Member KaCey Struckman. Due out in April, the hand-built carbon fiber cases are expected to retail around the \$700 mark and will have metal name plates that can be removed for engraving.

For more about the Tenzing Outdoors line, contact the Illinois firm at (630) 552-3111.

Miles Fedinec helps **Crooked Horn Outfitters** design and market products, but in his other life he's a guide and outfitter for Atkinson Expeditions. His experience with how gear can help or hamper hunters in stressful situations led to the new Rangefinder Hookup, a rangefinder holster that can be used alone or in conjunction with the Bino-System the California firm already had in the line. The RF Hookup carries the rangefinder on a short tether connected to a clip that slides along a strap. When adjusted properly, you can use and replace the rangefinder without taking your eyes off the game animal, as demonstrated below.

Fedinec likes to wear ballcaps so the headlamps some hunters prefer never worked for him as the bill shades what you're looking at. He also finds headlamps spook far more game animals because of the bobbing motion of the light, something hand-held flashlights do to a lesser extent in the



backcountry tests he's conducted. The Backpack Trail Lights this company sells clip to the pack straps and have a shield above the LEDs to keep the glare out of your eyes. Because they're on your torso, the light stays steady on where you're walking or working. The dual LEDs adjust for angle, so when it's time to climb you can have one illuminate your hands, another your feet. A spare pair of batteries come in a speed loader, so it's easy to switch them even in complete darkness. The Backpack Trail Light comes with green or white lights, while the Trail Light Navigator lets you switch between white and green. For a catalog detailing these products, bow and rifle carriers, packs and shooting sticks, call toll-free to (877) 722-5872.

Over at the **Big Dog Treestands** booth, VP Korrey Varwig (lower right on this page) showed us a popular upgrade on ladder stands like this two-person Stadium Series XL. As the BDL-1050, it's sold with a dual rail ladder construction that provides reassuring stiffness as you climb to the 17.5 foot height. With the included blind, the box weight will run 105 pounds.

You can save about \$30 in dealer cost and 23 pounds in weight by ordering the companion model Stadium Series XL, designated as the BDL-1045. It has the same 500 pound weight capacity but uses a conventional single rail ladder.

Both stands have a curved padded seat and curved platform that wraps around the tree, and they come with padded back-rest cushions and padded arm rests and shooting rails. For a look at many other choices in fixed position, ladder stands, tripods and quad pods, reach the Illinois firm at (309) 263-6800.

Hunter Safety Systems has a new vest that should be popular with tree-stand hunters, a Hybrid that has elements of Pro Series and the Ultralite X-Treme that was introduced last year. Jerry Wydner of



HSS said the Pro Series is the firm's most popular vest since the multiple pockets mean most hunters won't need an additional pack. The Ultralite X-Treme is a minimalist design that was much cooler for warm weather wear, but offered zero pockets. This year's Hybrid looks like a Pro Series on the lower half, where the firm has layered two handwarmer pockets, two security pockets and two large quick access pockets. But the upper half is the cool Ultralight style, with slim camo support straps carrying bino straps. Included in the vest is an adjustable suspension relief strap that allows you to keep blood from pooling in the legs if you are left hanging. That same strap makes a handy deer drag: we're showing it being attached to the rear anchor point. That's Jerry Wydner in the lower photo, by the new HSS Hybrid, the latest in life-saving products from this Alabama firm. Call (256) 773-7732.

Over at the **Lone Wolf Portable Treestands** booth, Bob Reggin detailed some of the improvements made in the Lone Wolf stands after the owners



brought manufacturing from overseas back to the firm's base in Edwards, Illinois. The quiet aluminum base and seat support are still made of cast aluminum, but a sophisticated reverse pressure system is now employed. The molten metal flows in from the bottom of the mold, minimizing the skin that forms on contact with air and resulting in stronger, more finely detailed castings. Look at Lone Wolf's current products and you'll see the webbing is thicker in the center, tapered at both top and bottom. On the top slip-resistant grippers are built in. A wolf's head is incorporated into the design, along with a bow holder.

Lone Wolf stands have no welded components, Reggin pointed out, and every moving component is silenced by Teflon washers. We photographed him by the company's Wide



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The mechanical advantage (let-off) of compound wheel technology makes sense for vertical bows where the archer enjoys lower holding weight. **But**, for crossbows, where holding weight is not a factor, wheels become a mechanical disadvantage.

The "mechanical advantage" of recurve limbs.

Let-off, the mechanical advantage afforded by compound technology, is important to "vertical" bows where the archer must physically hold the bowstring while shooting. With crossbows, because there is no such holding, this mechanical advantage becomes a mechanical disadvantage. The "wheels" represent only more parts to break or things to go wrong without offering any substantive function. In fact, it's just the opposite, the time-tested and proven recurve limbs on an **Excalibur** Crossbow offer numerous advantages over wheeled counterparts.

RELIABILITY—Those who shoot crossbows for a living choose Excalibur and recurve limbs for their reliability and durability.

If you want to know how a product performs over the long haul, ask those who use it in the most grueling situations. In the case of crossbows, ask killer whale researcher Bob Pitman, who uses a crossbow day after day to tag killer whales...

"We work off small boats in Antarctica and use crossbows to attach satellite tags to killer whales for scientific research. We need a crossbow that we can rely on; one that can take a pounding in the launch and stand up to the salt spray and freezing cold, every day, for weeks on end. We have tried several different brands over the years, but only Excalibur has been up to the task."

Bob Pitman – Protected Resources Division,
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ACCURACY— Three times more wins than all other brands combined.

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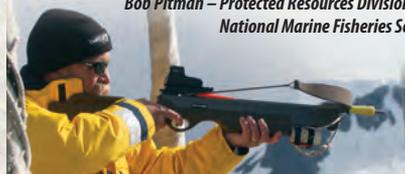
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Sit & Climb Combo II with this new optional shooting rail. He is carrying one of the compact Lone Wolf hang on stands along with the new Ladder Stick, a combination that will let customers quickly hunt up to 16 feet high. Reach the manufacturer in Illinois at (309) 691-9653.

Tom Miller (at lower right) and Biscuit Smith are the owners of **Thunder Valley Archery**, and that Louisiana source for classic bow building and arrow building supplies is also the new home of Snuffer and the Magnus classic styles. The screw-in Snuffers Miller is holding (along with a bamboo stave for bow-building) come in four weights and are spin tested for precision before the heads go in the package. Miller and his partner plan to actively market these cut-on-contact heads to crossbow users, feeling their heavy weights (up to 185 grains) may improve flight and penetration with short crossbow arrows. Meanwhile they'll continue to offer supplies for building longbows and recurves, and hard to find items like jigs for inletting self nocks into wood arrows. Reach Thunder Valley Archery by calling (337) 463-6420.

Robert Donohoe of **Full Flight Technology** developed the Velocitip Ballistic System as a way to help bowhunters and archers find their most efficient arrow. Tiny electronics in the field tip



record performance for up to four shots and once the point is placed in the hand-held docking station, it transfers data such as speed at launch and impact, kinetic energy at those two points and retained energy. Once you connect the docking station to a computer, you can develop graphs that let you chart how changes in arrow spine, weight or fletch configuration are affecting drag and the arc of the arrow. The original Velocitip incorporates its own target point, but the firm has also developed this adaptor that lets you mount the electronics behind your choice of broadheads. Reach Full Flight Technology at (617) 448-7806.



Cranford Manufacturing keeps capitalizing on the firm's ability to produce accessories that mount easily to the hardest trees. Built on its own proprietary machines, the screw threads run right to the tip. Dennis Hartsell showed us how you can press an EZY Climb Tree Step into a recess in the bark of a tough hickory tree, and the step pulls into the trunk as if you'd already drilled a pilot hole. Cranford makes 11 styles of steps, as well as bow and crossbow holders. It has trail camera holders equipped with ball mounts so you can pivot and pan at will. "We also have a second operation camera mount. A lot of hunters and videographers like a second fixed camera that can look over their shoulder, or that they can





turn around and look back at," Hartsell explained. One of the newest accessories built around that EZY screw is this compact holder (left) for the popular ThermoCELL insect repeller. Reach Cranford Manufacturing in North Carolina at (704) 209-1817.

While the ATA show was an opportunity for **Burt Coyote** to promote its reliable lighted nocks for bows and crossbows, the first day of the show was also an opportunity for the Illinois firm to support the Pink Arrow Project headed by Mary Hale. A cancer survivor herself, Hale started the Pink Arrow Project back in 2006 as a way to gener-

ate funds for breast cancer research and for programs that aid breast cancer survivors. At present about 30 manufacturers are devoting a portion of sales from selected products to the Pink Arrow Project. "I also wanted to give the men whose loved ones are battling cancer something to do besides worry about their wives," Hale said. "This way they can go out and kill a deer with a pink arrow and say 'This one's for my wife.'"

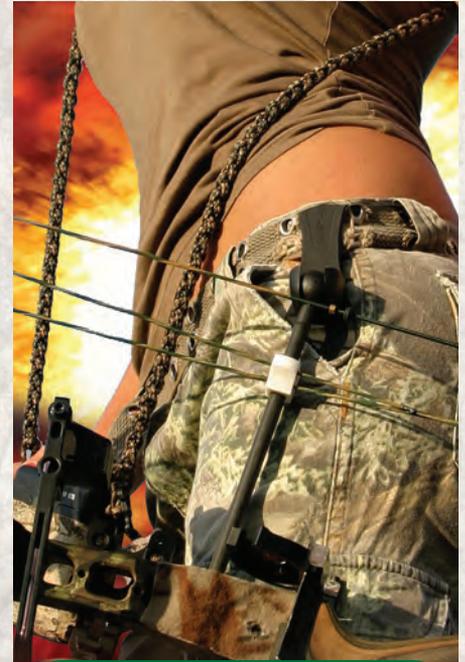
Eric and Curt Price of the Burt Coyote Company began working with Hale at the start of 2011, devoting a portion of sales on the firm's new Pink Lumenok to this cause. During that single year the product generated \$15,085 and a symbolic award of the check was made during the 2012 ATA Show. Joining in the presentation were



(left to right in the photo below) Terry Drury, Eric Price, Mary Hale, Curt Price, Jim Crane and Mark Drury. The Drury brothers have been using the Pink Lumenok on their televised hunts. For more information about the red, green or pink Lumenoks from Burt Coyote, call the firm at (309) 358-1602. If you'd like to know more about the Pink Arrow Project, Mary Hale's phone number is (608) 449-4306.

The growing popularity of game cameras keeps attracting manufacturers to that market segment. One of the newest camera suppliers is **Big Game Treestands**, which is introducing an Eyecon camera line. We photographed Zach Barrett by the Storm, an upper end unit that boasts a fast .3 second trigger speed. The Storm can be set to capture 5MP, 7MP or 9MP images and its flash and detection range is a hefty 60 feet.

As you can see in the photo upper right, it contains a viewer so hunters can check and delete images right in the field, without removing the memory stick. Get more information about the Storm, the mid-priced Black Widow and entry



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level Quikshot by calling the Minnesota firm at (800) 268-5077.

At right, **G5 Outdoors** Brand Manager Joel Harris holds the new Havoc broadhead, a big twin blade design that uses the firm's Posi-Lock blade retention system so there are no O-rings or rubber bands to contend with. That screw visible on the side of the cut-away illustration is what you'd remove to replace the hardened steel point, the blade retention clip or the cartridge that holds the stainless steel blades which cut a 2 inch swath. Like the fixed blade Striker, this Havoc uses blades of costly Swedish steel that have been processed by Lutz of Germany. Unlike the three blade T3 mechanical, the blades on the Havoc can pivot forward freely after deployment, so there's no concerns about using it in states that consider the T3 a barbed head. For more information about this premium head from the Michigan manufacturer, call (866) 456-8836.



Archer Xtreme (AXT) has been using costly carbon fiber for its quivers and sights, and now is working in titanium as well. This Titanium Xtreme sight Mark Garcia was displaying in the photo below uses that costly metallic element for both the slotted housing and the bracket. This sight adjusts for 2nd and 3rd axis and the pins are microadjustable, helping to justify a price in the \$300 range. Also new is a two piece version of the super-light Carbon Vapor quiver that AXT had last year. "This quiver sits in close to the bow and it weighs less than the five arrows you put in it," Garcia said.

The Montana firm has also introduced a mid-priced Hard Core Triad stabilizer to complement the Carbon Triad that was in the 2011 line. The triangular design is much stiffer than a round stabilizer, Garcia said, yet has the same polymer filled damping chamber in the body and a damping cone with Flex Plate Technology killing vibration that reaches the stabilizer tip. You can reach this accessory manufacturer by calling (406) 924-6113.

Excalibur Crossbow Co-Founder Bill Troubridge was



at the ATA Show primarily to stay in touch with friends in the industry, saying he's been happy to turn over some of the design and management duties to a younger generation of employees. Troubridge said Engineer Ben Blosser and Rob Dykeman, who heads sales and marketing, are mainly responsible for the company's newer models like the Ibox SMF with its synthetic main frame, and the new Eclipse XT with its blacked-out, tactical finish.

Blosser is at left in this photo, holding the 200 pound draw weight Eclipse XT where a baked-in carbon fiber finish covers thumbhole stock, aluminum main frame and recurve limbs. With a 15.5 inch power stroke this 6.3 pound crossbow shoots a 350 grain arrow at 330 fps. The Shadow-Zone scope that comes with this model adjusts for arrow speed and can be illuminated with either red or green reticles.

The grid-like polymer main frame of the Ibox is teamed with a shorter 14.5 inch power stroke that also reduces the draw weight to 175 pounds. The overall length is also reduced by an inch over the Eclipse XT, to 36.4 inches. The lightest Excalibur crossbow is held at right by Josh Coffman, an employee of the U.S. firm Excalibur set up to smoothly handle the excise tax payments on product sold to U.S. retailers.

Reach Excalibur at its headquarters in Ontario by dialing (519) 743-6890.

Steve Huntsman of Absolute Archery in Butler, Missouri had no reservations telling *ArrowTrade* what he thought of the **Scorpion Venom** line of products. Shown at left below with John Logalbo of that company, Huntsman said he is a big fan of the Polymer Bowstring Wax because it is easy to



apply and it gets deep into the fibers, even on 70 pound bows. Someone who shoots a lot of arrows should be using the fluid every other time they put their bow away, Huntsman said, because it will dramatically extend the life of their strings and cables. "When a set of custom strings costs \$125 to \$135, you don't want to neglect taking care of them. If they don't buy a bottle when I install a set of custom strings, I'll give them the first bottle. I keep one by me on the workbench and I lube the strings on every bow I work on. I also use the Scorpion Venom string wax: That waterproofs the strings but it's the Polymeric Bowstring Fluid that really cares for the strings."

For more information on these and other Scorpion Venom products for bows and crossbows, call the New York firm at (631) 553-8609.

Hamskea Archery is a collaboration of Andrew Munzell and Shawn Greathouse, with additional design and testing input from Tim Gillingham. That's Munzell with a leveling aid and the company's extremely rugged, twin bearing rest. He's in front of a display that highlights how dominant this brand has become with top



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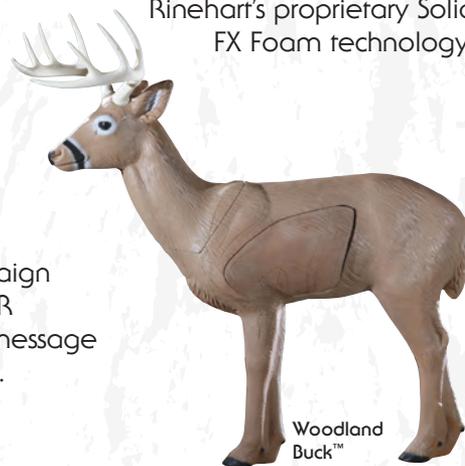
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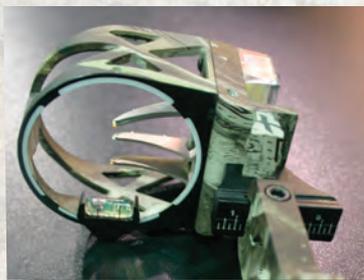
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competitors. The brand is all about increasing the accuracy of archers and their equipment, starting with sight leveling aids and instructional DVDs you or your customers can use to make sure every pin is on target, no matter the distance or angle of the shot. Hamskea's Versa Rest is aptly named, since it can be set to function seven different ways. They range from a fixed position blade style rest for target shooting to the top limb actuated full-clearance rest most hunters will choose. Rather than anchor the non-stretch Halo spring directly to the limb, Hamskea makes tiny torsion springs to buffer the connection and prevent limb overtravel from loosening the cord or damaging the rest. This firm is also the supplier for the Break-Thru release developed by James Loesch, a pull through design pictured with the rest that releases when you overcome the spring tension. The newest product is the AroJac, a compact, lever action puller that let's anyone easily pull arrows from even cold, hard 3-D targets. Not only does this product prevent customers from getting frustrated, it means there's no need to twist the shaft to break it free and that can prevent damage to costly arrows. Retailers with indoor 3-D ranges could sell a lot of these just by letting customers use a demo unit. Reach the Colorado firm at (970) 978-8490.

Mikel Willis started developing the sights sold by **Xtreme Sighting Solutions** six years ago. He spent many evenings in a treestand in his yard, testing to see which optical fiber lengths were the most efficient at light gathering as natural light faded. Willis settled on 24 inch fibers in alternating green and yellow, which he feeds through tiny eyelets on the back of these super-strong Viper Fang pins. The pins are a key selling point with many of his customers and at the ATA Show he



was gaining new dealers by inviting them to try to bend or break the pins. "We feel it's the strongest sight pin in the industry," Willis told *ArrowTrade*. You can order these American made sights in 2, 4 or 6 pin styles by calling 337-463-3545.

Limbsaver keeps finding ways to employ the forgiving Navcom materials that revolutionized vibration damping for the archery industry. The firm has already been building slings for long guns and crossbows, now its added a new Kodiak Bow Sling where the soft polymer forms the hand grip and keeps the sling from slipping off your shoulder.

Mike Sutton of Mad Sporting Goods and Outdoors in Williamstown, West Virginia, got a look at the new sling on the company's Proton compound with the aid of Steven Sims, right. This bow's draw weight can be dialed to any of seven precise settings, which on this model spans 58 to 70 pounds. The carbon fiber finish was added at Limbsaver's Washington factory, which now does its own finishing of bows and accessories to eliminate production delays. Behind Sutton

and Steven Sims you can see some of the firm's colorful additions for 2012. The popular limb dampeners and string leeches are available in red, green, pink, purple and blue, as well as the black and camo you've seen before. Limbsaver's 60-page catalog is full of American made products, including new snap on recoil pads for the popular AR-15 and M4 tactical rifles. Reach this firm at (360) 427-6031.

Add a broadhead tipped arrow to this photo below, and that's the last thing many deer may see. Don Priebe of **Hind Sight** demonstrated how the rear ring and crosshairs of his sighting aids help get you on target fast, without the need for a peep sight. From the archer's viewpoint, the alignment rings are sized to work perfectly with the highlighted round pin guards of today's sights. Priebe sells complete sighting units such as this Eclipse, a Twilight Eclipse, Ghost Riser and Dead Ringer. However, if your customer already has a sight he's comfortable with, he can add one of the eight models that provide just the rear sighting element on an adjustable bracket. Either way, they have the advantage of glow in the dark crosshairs and Hind Sight's Circle Alignment Technology, a patented feature that reveals even minimal hand torque. Reach Hind Sight in Michigan by calling (734) 878-2842.



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Over at the **VaneTec** booth, Chris Metzgun (left) was talking about changes made inside and outside the firm's instant fletching adhesive. VT-2000 is faster setting and stronger than the VT-1000 the firm had been selling, he told Tom Bell of Bowcase Archery Shop, Follansbee, West Virginia. The bottle it comes in is softer and the tip is just the right length so you can rest your hand on the fletching jig as you run the bead of adhesive down the vane. The bottle comes with a needle plug cap, so adhesive doesn't dry in the tip between uses.

You can buy VT2000 alone or as part of a new ArrowSmith arrow builders adhesive kit. That kit also has the V-Tough insert adhesive and an UnderCoat primer designed to provide faster, tougher bonds with both vanes and inserts. VaneTec also includes a HeadLock threadlocker for field tips and broadheads.

Reach the Oregon firm toll-free at (866) 428-9067.

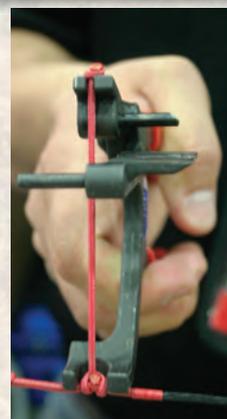
Copper John's Doug Springer (at left below) talks about the Dead Nuts sights and the firms release aids with Jared Schneider of Smith Point Sports, Patchogue, New York. The Mark 1 three and five pin models all include a blue light as part of the package this year. These sights have a couple unique features. First, the pin adjustment washers are formed in such a way that they can't be crushed by over-tightening, so neither the washers or the tracks they ride in get chewed up and rough to adjust. Second, most models can be upgraded with an easy-to-install micro adjust for both windage and elevation. Reach the New York manufacturer at (315) 258-9269.



Ben Blosser and Sean Gordon are former bow company engineers who struck out on their own to form **Outer Limit Archery**. We saw retailers (left to right) Blake Endsley, John Kammerdeiner, Jim Brown and Duane Kelley of Bow Outfitters getting a demonstration of the inexpensive Moto and Serving Jig that is powered by the shop's own portable drill. "Apple sells jigs that are great for making thousands of strings," Blosser said, "but for a local pro shop that may only do hundreds in a year, this is an excellent product." The MAP is just \$124.95.



Blosser demonstrated the firm's D-loop pliers at right, and at the show he and his partner introduced the Blood Vane fletching system that uses a slip on, pre-formed tri-fletch that may be the speediest approach to refletching yet. Reach Outer Limit Archery in Indiana at (812) 598-8597.



Indiana retailer Darrin Wagler of D&L Archery likes doing business with the **Burr & Company** insurance agency because he said the people there understand archery. Wagler (at right below with Tom Burr and Cathy Koning) said he first



approached a local agent, whose reaction to being asked to insure a pro shop was "Archery, that's scary. People get hurt." The premium that agency wanted to cover a single outdoor shoot make his annual bill from Burr & company seem like a bargain, since he now has liability insurance, range coverage and theft coverage. If you'd like to talk insurance with Burr & Company, call the Michigan firm at (800) 878-2877.

LeRoy Hershberger was using video to good effect in the **E-Z Outdoors** booth, showing how the firm's E-Z Drag gets the head, feet and shoulder of your deer off the ground so you can drag it with ease and even slide it up into the bed of a pickup without assistance. The length of the drag adjusts so someone who has shot a deer they'll mount can keep the cape portion from dragging on the ground. A basic and deluxe model are offered, in green or orange, with the deluxe going around the hunter's body for added ease. Complete with a draw-string carrying bag, the American-made E-Z Drag retails for \$19.95 or \$39.95, depending on the model. Reach the Ohio manufacturer at (330) 231-9906.

Kwikee Kwiver has the ideal Kwiver for crossbow users, the lightweight Kwik-3. Since the crossbow user rarely gets a follow-up shot the three arrow capacity

is no handicap, and the quiver's light weight and slim profile will be appreciated on a unit that already is bulkier and harder to handle than the typical vertical bow. We photographed Kwikee's Shirley Gelinas with loaded Kwik-3 displayed on an Excalibur Ibox.

For compound bow users, Gelinas recommends stocking the firm's Kwikee Combo, so named because it works equally well with fixed blade or mechanical broadheads. Choose from black or nine camo patterns when you order these quivers through a distributor or direct from Kwikee Kwiver at (231) 267-5685.



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Tru-Fire Sales Rep Johnathan Coggin (in white below) has Sean Mahoney of Mahoney's in Johnson, Tennessee try the action of the Hardcore Max with the help of a practice aid. The Hardcore has been one of the firm's two top sellers and this new Max version gives you more adjustment in both trigger travel and tension, using two separate set screws. You can set the tension from 2 to 16 ounces for pressure. The jaw of these Hardcore releases is fashioned like a gooseneck, putting the sear in the center of the strap and the jaw in line with the center of the nock. The Evolution II buckle strap is now wider and has more than twice the padding, for additional comfort. It has also been given a couple additional adjustment holes this year, so it will fit a wider range of hand sizes.



Tru-Fire releases are made in a state-of-the-art manufacturing plant in Wisconsin. Reach the firm at (800) 757-7586.

That's not a fish in Kevin Sullivan's hand (below), it's the decorative bracket of the **Sullivan Industries** bowfishing sight. The sight includes a oblong pin guard with two sturdy crosshairs and aim points along the vertical blade. Your customer always has that windage reference and can sight in by hitting a target on the surface with the lower crosshairs. For fish under the surface, he can use the top crosshairs and be at the approximate hold-under point caused by light diffraction. Learning to shoot with a sighting aid like this one is much easier for the average archer than developing instinctive shooting skills for bowfishing, Sullivan said.



Sullivan's other hand holds the Hydrostrike bowfishing bow. Its unique cam can be set for no let-off, for the archer expecting to do lots of snap shooting, or at normal let-off, for the customer who prefers to pull to his anchor point.

The Georgia firm equips it with a line pull, a spool you can wrap the line around when you need to pull your arrow free from the bottom or a log. It also carries a bowfishing arrow, as you can see, on built-in clips.



Reach the home of Innerlock Broadheads at (706) 782-5863.

Good ideas come from a variety of sources. **New Archery Products** President Andy Simo said Quikfletch was developed from an inspiration an employee had while applying shrink wrap

decal to Easter eggs. Today many pro shops and individual archers are applying three vanes at a time, on sturdy, bright shrink tubes that double as high contrast cresting for the arrow shaft. NAP uses sophisticated machinery at its Illinois plant to apply the fletching to the tube in more than a dozen versions and then it adds a heat sensitive glue to the interior. That glue is designed to be easily stripped, Simo said, so re-

fletching is far simpler than if you'd glued the vane directly to the shaft.

A bowhunter can apply Quikfletch by simply heating a tall glass of water in a microwave, but for dealers NAP suggests its cool-to-the-touch induction heating plate, a stock pot and rack that lets a retailer do a dozen arrows in just a couple minutes. The system is free with a volume order of 500 tubes. Although Quikfletch is available carded for retail sale, retailers who build arrows can order it more economically in bulk packs of 100 or 1,000.

You've probably heard this firm worked with Easton to develop a family of Deep Six Broadheads to work with the smaller Deep Six inserts for

Easton's slender Injexion shafts. You'll find D6 versions of the Bloodrunner, Spitfire Maxx, Thunderhead Razor as well as a new Big Nasty. That one piece stainless cut on contact head rides over the shaft of the arrow with a rear collar, to provide better blade alignment (see below).

Too new to make the 2012 catalog was the Killzone we photographed Andy Simo with below. This is a rear-deploying mechanical two blade with a 2 inch cut. The blades lock in place for transport

in a quiver, then deploy perfectly on contact with the animal, without the need for O-rings. You can choose from a D6 version (in red) as well as from conventional sizing equipped with either a Trophy Tip or cut-on-contact style. Reach the Illinois manufacturer at (708) 488-2500.



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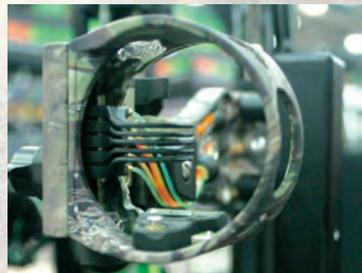
FPS 350	POWER STROKE 15.5"	DRAW WEIGHT 160
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Toxonics had a rapid prototype example of its coming sight on display at the show. President Dave Coldwell said the Fletch-Z5 and Fletch-Z7 sights are designed to complement Z-Series Mathews bows. As you can see, the Gridlock extension bar is designed to match the risers, and the pin guard is machined in the same fashion. A 1-1/4 inch Harmonic Damper will be included and Coldwell pointed out Mathews retailers will be able to sell pop-in replacements in bright colors. For information on the new sights and upgrades being made in the Wrangler line call (855) Toxonics.

The **Apex** line was introducing new Gamechanger Quivers and Sights on the show floor, along with a Versa Peep. The machined aluminum peep comes in a 1/4 inch diameter some hunters prefer, but can accept pop-in molded inserts to reduce that opening to 1/8, 5/32 or 3/16. The inserts come in black, orange and green, all included in the package with a tool for installing or removing them.

Tony LoRocco and his sister, Lorraine Hellinghausen, showed us the Gamechanger sight series that allows you to easily change pin colors, without changing pins. That's possible since the pin fibers are clear, while the five detachable light gathering fibers are red, yellow and green. It comes green, yellow, red, yellow, green, but you can easily rearrange the colors with the included tool or order replacement fibers to set it up a different way. The fibers feed their color to a new style of Tru-Zero pin that minimizes the pin gap and fully protects the clear fiber. The sight uses a big 2 inch inside diameter aperture and offers tool free micro-adjustments.



The new 5 arrow Apex Gamechanger Quiver uses a skeletal machined aluminum frame carrying a rubber lined hood and twin arrow grippers. What makes this quiver a game changer is the camlock mount shown below left that allows the quiver to tuck in behind the sight. The mount lets you pivot the quiver, move it up and down, and move it as tight as possible against the bow. The phone number for Apex is (877) 701-APEX.

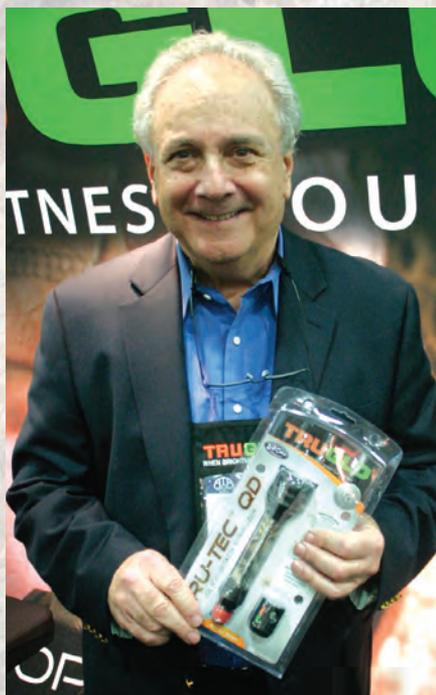
Paul LoRocco, founder of the parent company **Truglo**, took a moment to show us the Tru-Tec QD stabilizer. QD stands for Quick Detach and in this case that's accomplished with a collet that expands as you thread the tapered shaft in. It's a light, fast way to mount or remove Truglo's new stabilizer, which has a tri-foil shape that is much stiffer than a round tube. "People have questioned the light weight of just 4.8 ounces," LoRocco said, "but on these light efficient bows you don't need a heavy stabilizer, you need a rigid shaft to conduct the vibration to the dampers on the front." For more information from Truglo call (972) 774-0300.

Eric Griggs now heads sales and marketing for **Brownell & Company**, as the Scott Archery veteran took the opportunity to move back home to his native New England. Griggs used to have his own string building firm so he knows how demanding dealers and bow manufacturers are about their string materials. The latest from the Connecticut-based Brownell & Company is XS2. "This is a 100 percent HMPE (high modulus polyethylene) material. We have a proprietary process we use to enhance the material," Griggs said. "Through that enhancement we are able to eliminate most of the creep and elongation usually associated with a HMPE to come up with something closer to a Vectran blend. Essentially, we get all the attributes of a blended material in terms of creep, elongation and stability, yet you also get all the attributes of a Xcell or Ultracam, which are two examples of a blended material."

Griggs called Brownell XS2 a stringmaker's dream because of its extremely high tensile strength. You'll need 20 to 24 strands of it for the typical compound bow string, and it's available in the company's many colors and in spools of 2 ounces, quarter pound or pound. Reach Griggs and Brownell by calling (860) 873-8625.

Over at the **Prois** booth, we were part of the crowd gathered to meet the 2011 Prois Award Winner. Prois is a women's hunting clothing line which this year is introducing a new Intuition line with the aid of HECS. Those garments will be equipped with a grid of carbon fiber designed to block the electrical fields from muscles, overcoming the "sixth sense" many game animals seem to have.

Prois President Kristie Pike said the contest was designed to recognize extreme women hunters, and over 70 were nominated. Voting took place both on-line and by a panel of seven judges from the media and NRA. After the photos and essays submitted by the women were reviewed, Andrea Fisher was chosen and will receive a prize package





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2"



4"



2"



2" TEAM REALTREE



3" X-BOW



SILHOUETTE PEEP



1/8"



3/16"



1/4"



Silhouette peeps are machined from aircraft aluminum and have increased string angle for today's short axle to axle bows



with
Dave Watson



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300-19LT



100-19AT



TX-BANDS



4"



6"



6"

TITAN

Models shown with optional Titan "X" bands and Harmonic Dampers available from your Mathews dealer

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of hunts, clothing and gear valued at \$25,000. She is holding the microphone in the photo with Pike. You can read her qualifications at www.proishunting.com/Proisaward. To contact the Colorado clothing firm, call (970) 641-3355.



Swhacker Broadhead fans hear a characteristic "swack" as the big two blade head opens and the actuating "wings" slam against the ferule. "One of the key benefits of this head is that the long tip is well into the animal before the wing hits," Rick Forrest said, "so it will guide it through even on a steeply angled hit." That's Forrest (at right) with Don Palmer, who works with Vista in Poncho Springs, Colorado. Swhacker also bypasses the traditional rubber bands with these retainers sliced from military grade polyolefin tubing, the type of tubing used to protect wiring harnesses in fighter jets. "It has enough strength to keep the blades shut even on arrows from the fastest crossbows," Forrest said. "It's not affected by ozone or UV. Yet because it doesn't like to stretch fast, it snaps right away when the broadhead contacts the game animal."

If you care to torture test a Swhacker head, you may find another difference. "Our blades are not made from a strip grinding process," Forrest said. "If they were they'd have to be brittle enough to snap off the stamped strip after grinding. We've gone with a different type of blade, a Japanese steel alloy that I can bend 90 degrees without breaking."

If you'd like to learn more about Swhacker and the Broadhead Science DVD the firm has just produced with the aid of Wade Nolan, contact the Louisiana firm at (866) 644-8600.

Beth Lauderdale of **Moultrie Products** could show

retailers five new cameras with motion freeze technology, which speeds up the shutter so images taken at night with the IR flash are noticeably sharper. "We cut the shutter speed from 1/8 second to 1/20th to cut down the IR blur," she explained.

Top of the line is the M-80 Black IR, with the "black" indicating the infrared emitters are screened back to 950 nanometers so there is no visible glow to the human eye. That helps protect cameras from theft and can be important if they're being used for security purposes. This camera can be set to capture up to three images per second when a target is detected, and it can function in a time lapse mode during daylight hours to record action across a large food plot. Suggested retail price is \$199.99. At the other end of the range is the LX-30 IR, a basic model that's a snap to set up by simply setting three switches (see photo) that you can sell for \$79.99. Reach Moultrie Products in Alabama by calling (800) 653-3334.



Get ready for Scent Killer products with a new look from **Wildlife Research Center**. The Minnesota firm already had laboratory proof that its spray stopped 99 percent of human odor. The new Scent Killer Gold spray can make that claim even after it's been dry on the hunter's clothes for 10 days. That means your customers can treat their clothing well ahead of use, seal it up until use and get all the effectiveness (and more comfort) than if they had just sprayed them down.

Sam Burgeson (left) and Ron Bice filled me in on other products in the new Scent Killer Gold line. The clothes wash is



ultra concentrated so you get double the loads from the same volume of product, and it has built-in stain fighters. The body wash has a new powerful anti-odor formula, and is fortified with aloe to keep from drying your skin. "It cleans better, it fights odor better and it leaves your skin feeling even nicer," Burgeson said.

In line with the "golden" theme the pair were promoting with gold foil wrapped chocolate treats, they told *ArrowTrade* about a new Golden Scrape. A step above the Active Scrape product they have been selling, this 4 ounce bottle is a blend of premium doe urine with estrus secretions and premium buck urine. "It's enhanced with subtle earth tones and territorial musk," Bice said.

For a copy of the company's 30 page catalog or to place an order call (763) 427-3350.

BowTech created a lot of excitement around the unveiling of the new Insanity bow on opening morning of the show, and when Jeff Suiter sat down with us the next day we got the highlights of the new model. "We put all the features and new technology into one bow." The bow uses an updated version of the torque-reducing FLX-Guard, now outfitted with a damper. The seven layer limbs use the Center Pivot design that effectively shortens them to reduce oscillation. The Binary Cams rotate to the needed draw length without the need for a press, a real time-saver for retailers. "This is a 355 fps bow," Suiter said. "It's our most accurate bow to date and it's our smoothest bow with that kind of speed." There's actually two Insanities to choose from, the \$999 model we have been describing and a \$1,049 XL version that uses a 3 inch longer riser and can fit draw lengths to 32 inches.

In our photo, Jeff Suiter is holding the new Balance-X stabilizer in the Octane line, while his boss Sam Coalson holds the Insanity bow. The Balance-X uses a twist lock system to adjust the stabilizer length, and with the option of adding weights to the end you should be able to balance any bow and its accessory load to sit dead in the hand. Get more information on bows and accessories from this Oregon firm by calling (888) 689-1289.



HCO/Uway already has some of the most sophisticated game cameras on the market, and more innovation is in the pipeline. Designer Michael Li (at right with Chase Wendorff) pointed out these cameras use a Dead Silent IR filter to avoid spooking game. It switches once at daylight, once again at dark, unlike less sophisticated systems where the filter may be moving (and making noise) on each shot. You can view images with the camera's sharp, plasma-style screen. By this summer the firm will be selling wireless cameras that operate on the 3G networks of all the major phone carriers, so the customer isn't tied to a particular phone service. Like the current versions that work with the ATT and T-Mobile networks, these cameras will condense the big 8mb images to save bandwidth as they transmit them to your customer's cell phone, e-mail or both.

Chase Wendorff showed us a photo of a buck that had come to his cell phone. "I called my buddy, told him he better get out there and he shot it the next morning," Wendorff said. If you have a group of friends with a lease, you can set the cameras so everyone receives the images. You can also reset the cameras without disturbing them, by sending a text message to them. These wireless cameras and many stand-alone versions are detailed in the company's visually stunning 32 page catalog. To request a copy call (770) 582-0004.

At the **Opti-Logic** booth, CEO Sam Harper helped us compare the merits of four rangefinders, all made by their firm in Tennessee. The tiny Micro 1 slips easily into a shirt pocket



and with a 100 yard range is all most archers will need. It has the ballistic range compensation feature that OptiLogic pioneered, to take the guesswork out of shooting from trees-stands or up or down slopes. Like all Opti-Logic units, the Red Dot technology it employs means you can use it with both eyes open, the way Harper (at right on the previous page with Mike Hammel) said his dad taught him to shoot a gun.

Since there is so much overlap between gun hunters and bowhunters, the firm sells more of the Micro II units which offer a true 400 yard range. If you've got a varmint hunter or target shooter that wants to reach out beyond that, the new Recons have a 1,000 yard range. Patterned after rangefinders the firm builds for the Israeli defense units, these slightly larger units meet military requirements for ruggedness. A Recon Tac (for tactical) will also be immersion proof, not just rain resistant.

Learn more about all four Opti-Logic rangefinder series by calling the firm at (888) 678-4564.

Tradtech Archery is a good name for the Lancaster Archery division that combines the look of traditional bows with the latest designs and materials. John Wert is holding a metal-risered recurve in this photo, while retailer Jim Mabry has a wood-risered longbow. But in a few moments they could trade limbs, as the hunting bows from Tradtech are set up with ILF limbs and risers. In fact Wert said more components are sold than complete bows, as dealers find customer enjoy mixing and matching riser and limb styles to find out what works best, or just looks best, to them. Bows from Tradtech



retail from \$380 to about \$1,000. At present you can choose from seven different risers and at least eight limb sets. Reach Tradtech Archery in Pennsylvania by calling (800) 829-7408.

One of the best photo opportunities for hunters at the show was this full mount of the world record moose shot by Real Langlois, known as The Rack Man, on his show for the Sportsman Channel. Real's

courage is larger than life: When we asked if he had any fear in shooting this behemoth from 8 feet away with a longbow, he said his only fear was that the two inexperienced cameramen with him would panic and spoil the effort. We asked Real to hold the Black Watch camo that **SportChief** developed at his request. In thick cover this dark pattern is as dark as the body of a moose, exactly what he said you want to lure them into



close range as you beat the bushes with a paddle to mimic their own behavior.

Black Watch is a darker version of the Deep Forest pattern the Quebec clothing manufacturer has been selling for years. David Cote of SportChief said the firm now has five of its own patterns, as well as using a total of six more between Mossy Oak and Realtree styles. "We sell about 85 percent of our garments in our own patterns now, because for the same price we can give you a higher quality garment."

Reach SportChief by calling (800) 567-1729.

For having a modest booth, **Trueflight Feathers** was attracting plenty of interest. During the ATA Show the Wisconsin fletching supplier repeatedly demonstrated how easy it was to create spiral wrapped flu-flu arrows, provided you use the firm's specially prepared full length fletch. Trueflight's Bob Link explained on normal feather fletching the base of the fletch is ground to between .032 and .034 inch. "Our spiral wrap fletching is ground to less than .010 inch. That's how we can wrap it around the shaft without pinning it or tying it in place."

Tom and Amy Wilcox of Wilcox Bait and Tackle, Newport News, Virginia are shown admiring some of the attractive flu flu fletching. Link and his colleague showed dealers how to brush Weldwood Contact Cement all around the shaft portion to be fletched. They waited for the adhesive to become tacky, then hand wound the feather around



it. The process is much faster than doing a traditional flu flu with four or five full height fletch, and the firm's high speed photography shows the natural feather fletch is tough enough for shooting from compounds even in this form.



Trueflight also has a new mini-barred pattern and new camo feathers (in photo) this year. Reach the firm at (715) 543-8451.

Skull Hooker makes a handy metal base for displaying European style mounts and animal skulls your customers may have collected or bought. The bases are sold in two sizes. A center finger fits in the spinal cord column and two additional prongs steady the skull on either side. The Skull Hookers use a pin to adjust the angle vertically and they pivot from side to side so they display your trophy to the best effect. The small works for deer, bear, hogs and the smaller African antelope. The large, used on this bison Rob Shaw is standing next to, is what you'll need for cape buffalo, moose and elk. "Some people don't like the bulkiness of the wood mounts, so this showcases the head in a cleaner way."



Dealers should display a head on the Skull Hooker to help spur sales, Shaw suggested. You can get pricing information by calling the firm at (541) 887-8622.

During a luncheon hosted by the Media Direct agency, we photographed Bowhunting World's Rick Combs with Doug Mann (at right below) of **GSM**

talking about the game cameras in the **Stealth Cam** and **Wildview** lines. New Drone compatible cameras from this manufacturer will be able to upload images through cellular networks. As Mann talked in Columbus, he pulled up images from a camera he has near San Antonio. "You can tell the camera when to upload the images, say four times a day. We send them as a batch in low resolution. If you decide you want to view one in high resolution, you call it out of the camera that way. Many of the cameras in the 2012 line are Triad Equipped, meaning they function as still cameras, as video cameras, or as a time lapse camera for watching food plots (or watching a flower grow for your kid's science project.) Reach the manufacturer in Texas at (877) 269-8490.

X Tag stands for **Xtreme Tactical Archery Gear**. Byron Champagne originally developed aluminum stabilizers studded with polymer picatinny rails so he and his hog-hunting friends could go afield with lights and lasers on their bows. He calls them "Taculizers" and equips them with



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one Harmonic Stabilizer at the tip and a Harmonic Damper for every inch of length. The rails work well for the firm's action camera mount: The dual one he is holding can accommodate twin cameras so you can record both the action and your reaction. For bowfishing, the firm offers hollow solid aluminum Taculizers: "We attach a real seat to that for any kind of bowfishing reel. Plus, with three more rails, you could mount a camera, a light and a laser."



X Tag has become a source for compact accessories like grips and bipods as well as for these unique stabilizer/mounting platforms. That tiny unit in the hand above combines a laser with a 200 lumen LED light. Adjustment screws built into the base allow you to sight it in once it is mounted to the bow. Reach the Louisiana firm by calling (504) 415-7750.

Can you spot anything unusual about the blinds behind Mark Nelan and Billy Wong (at right in photo below), or about the camo trimming on the backpack they're holding. That's good, because the new RevCon (for Reveal and Conceal) process from **Nelan & Wong** only shows up when you shine a light directly at the fabric in dark surroundings. Then treated portions reflect light, like a safety vest on a highway department worker. Nelan said he and his partner worked long and hard to perfect the process, and finally got the effect they were looking for a few days before the show opened. "We will sell the fabric. We can also function as a converter, taking your fabric and applying this effect. Plus we will be selling ground blinds and accessories like packs and fanny packs with this fabric. And we're working to be able to take this process to hard goods."

A hunting blind with the RevCon feature should blend in as well as any other, Nelan said, but stand out like a beacon



as the approaching hunter shines his flashlight on it. The effect works best on browns and grays, so on the fabric we photographed you can see how it's been applied to the branches.

Nelan & Wong has several styles of hunting blinds to choose from. For more information on them or the patented RevCon process call (814) 272-5424.

Mark Ambrose has 20 years of experience in the crossbow business, and now has founded **SA Sports LLC**. The Vendetta is the top-end crossbow in the line, a 200 pound draw weight compound model with machined riser, 3.5 pound trigger pull and recessed foot stirrup. A rope cocker is included with that

and each of the four other models, since it's so common for people cocking without one to pull back unevenly and end up with accuracy problems. Just including the rope cocker will eliminate most of the consumer calls to the Allentown, Pennsylvania service headquarters, Ambrose said.

At the other end of the price range is the Fever, an entry level recurve model with a MSRP of \$199 and a easy to handle mass weight of 5 pounds. We photographed the Fever with a new All Terrain Video that comes with a fully waterproof case and a variety of mounting options. In this case, it's been clamped to the crossbow scope but it could as easily be on the handlebars of a mountain bike or personal watercraft. Reach Ambrose at (484) 294-2257.

While visiting the **Gerbing's Core Heat** booth, we learned the firm's heated clothing is already popular with motorcycle riders and those who work in the outdoors, like construction workers and linemen. They may gladly shell out \$199 for a pair of heated sock liners that come with twin rechargeable



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lithium batteries that will power them on low for about eight hours. The package includes all three wiring options. You can clip the batteries to the top of your boots, wear them in a pouch above the calf or carry them at your hip. Replacement batteries with built-in microprocessor controllers sell for \$39.95, Gerbing's Colby Wright said, for days when you'll need longer or higher heat.

We photographed Wright behind a table with the firm's top selling product, soft shell heated vests. You can get camo or solid colors in vests and in the firm's popular heated gloves. The Stadium Seat he is also holding works great in blinds and treestands because they provide both cushioning and welcome warmth. Reach Gerbing's in Tumwater, Washington by calling (866) 371-4328.

Kevin Faurot said **Cobra** is introducing a new line of lightweight aluminum sights, to be made in the firm's Bixby, Oklahoma plant. "We had sourced some of our products overseas, but for 2012 just about everything will be made in the U.S.A. It costs us a little more money but we're having guys tell us they'd rather buy our American made sights than a competitor's imported sights."

The Buckhead 3 pin, 5 pin and 5 pin toolless models in front of Faurot will come in black, Lost Camo or Realtree AP. Standard equipment includes a rheostat adjustable light. These sights are smaller than some previous models, as the high grade aluminum allows the use of smaller dovetails. "People like a small, 'techy' sight," Faurot said. "And everything will come with stainless fasteners. We made the decision that anything over \$50 retail will now come with stainless steel screws." The Buckhead 5 Point Toolless, model C-706, is pictured here. Reach Cobra by calling (800) 352-6272.

If you're one of the minority of archery retailers still using a paper inventory system, **Pivotal Payments** can ease your



transition into the electronic age. This electronic cash register and scanner Dale Bergman is using are part of a turn-key Point of Sale system available for \$2,995 to ATA member retailers. If you can itemize your existing inventory on a spreadsheet, Bergman said Pivotal's staff will download it and you'll be off and running. From that point you can scan bar codes as you unpack shipments and as you make sales, and the computerized cash register will generate reports in as much detail as you wish. "You can know what your sales are by vendor, by category, by individual product. This is information that's essential to running your business more profitably," said Bergman from the perspective of someone who has been serving the archery industry for a decade.

Pivotal Payments also offers credit card processing services at competitive rates, and can show you how to increase holiday sales through the use of custom-printed gift cards. Reach Bergman at (773) 278-8902 or by e-mail at dbergman@pivotalpayments.com

Another service provider reaching out to archery retailers on the show floor was **Nation's Best Sports**, better known as NBS. Begun in 1956, NBS is the largest volume sporting goods buying group in North America. More than 280 retailer members operate a total of more than 800 retail stores in the U.S. and Canada, with a combined annual sales volume of over \$2 billion. NBS has been the buying group of choice for the larger multi-line sporting goods retailers and most of the established manufacturers in the archery industry are already participating in the NBS Show held each February in Fort Worth, Texas. "Over 90 percent of the people exhibiting at this show, will be at our show," Maurice Potvin told *ArrowTrade* in the Columbus Convention Center.

Potvin said NBS has recognized that archery pro shops typically don't do the sales volumes needed to qualify for NBS membership, so the buying group has a new associate membership for them. If you focus on archery you need an annual sales volume of \$1 million, along with good credit, to apply. "If they also sell guns and ammo, then they have a \$1.5 million threshold," the outdoor store recruiter said.

For more information about how NBS can let you buy at the best prices, reach them at (817) 605-2207 or check out the website at nbs.com

Todd Leidall, senior vice president and general manager at **Robinson Outdoor Products** showed *ArrowTrade* the latest in the Tree Spider line of safety harnesses. The new Tree Spider Micro Harness was designed to be the lightest full-featured harness available, at just 1.7 pounds, and carries a suggested



retail price of \$99. Like the Speed Harness and Speed Vest introduced a year earlier, the Micro Harness clips inside the company's camo jackets, speeding up the process of donning your safety gear. The tether feeds out of a built-in slot. Liedell said Robinson is offering 24, 30 and 36 inch tether lengths to accommodate different hunting styles. These shock absorbing tethers take out 30 to 40 percent of the shock the body would otherwise receive as it's brought up short.

If your customer also purchased the LiveWire descent system, they'll next be lowered slowly to the ground. "Some of our retailers are selling this as a package with the Tree Spider," the general manager commented about that safety device which fits between tether and tree.

Pat Hudak (above) heads up marketing for Robinson, and we photographed him by a couple of the new clothing series from that Minnesota firm. The ScentBlocker Triple Threat in his hands is a step up from the Outfitter Series the company has been selling, because not only is it warm and waterproof, but now it is windproof as well. "It stops wind, rain and scent," Hudak said of the garment which carries the firm's top SPF 60 rating for scent control. "We're sewing it from a lighter micro tricot fiber that makes the garment light, soft and quiet, but the great thing is this jacket retails for about \$149 so there is exceptional value for the customer." The same features are being sewn into a ScentBlocker Sola Triple Threat jacket and bib sized for women.

The new ScentBlocker Protec jacket to Hudak's right is for the hunter who prefers super-quiet non-pilling fleece garments, and who doesn't need the waterproof breathable aspect. That jacket will sell for about \$119.

Reach Robinson Outdoor Products at (507) 263-2885.

Over at the **Hunten Outdoors** booth, Chief Operation Officer Terry Missey showed us some of the company's feeders and accessories. He's standing by a 70 gallon capacity



"Short Man" feeder, meaning it's designed to be filled from the ground. The company also makes Tall Man and Ladder Man styles, all of which can be ordered by UPS since they are packaged before assembly. Missey is holding a digital scale good for up to 300 pounds, and this firm sells accessories for maintaining and upgrading feeders. Hunten Outdoor is also a game camera company, and Missey said it has what should be the lowest cost black flash camera on the market this year. This upper end model at right is the GSC-22-70IR, with a fast 1/3 second trigger speed, generous 70 foot black flash nighttime range and a handy slide-out LCD screen. Missey said you can use the screen to customize the settings but also view video so you can see just where the camera is aimed. Reach Hunten Outdoors in Oklahoma at (877) 994-4454.



Hunt Comfort is a 16-year-old firm that uses the slogan "best seat in the woods." David Robinson stands by a display of the different cushions the firm sells, all made using three different foams as well as gel-filled pads. You have to try one of these seats to understand why customers gladly pay \$49 to \$89 for them. Robinson invited dealers visiting his booth to sit in comfort, then lift the seats to see the rocks and sticks below, fairly large objects that were undetectable to the user. "If you've got a root, a rock or an acorn you just sat down on, the biggest guy at this show can't compress our seat enough to feel it."



Robinson is holding the new Scout, a model compact enough to clip to your belt. For more information about the products and this dealer display unit call (888) 757-3232.

Trophy Taker has revised its popular Smackdown arrow rest for 2012, slimming it down to make it 35 percent lighter through a metal injection molding approach. You can see the dramatic difference in this photo. The new version at right shows the full containment option where arrows are pushed through a Bristle Gate. You'll be able to order this slim new Smackdown in red, camo or black by calling (406) 826-0600.



Sebastien Gagnon is wearing muffs because **Spypoint** is introducing four new styles from its Canadian manufacturing base. "We have regular muffs for shooting, and three models with amplification, offering either 6, 8 or 10 power amplification." Naturally the amplified models also function as hearing protectors, cutting out any muzzle blasts. Mikes on each side of the head adjust independently to allow you to balance hearing even if you've lost some hearing in one ear, Gagnon explained. The top rated EEM4-25 also comes with an external microphone you can mount outside a blind.



Spypoint has been in the game camera side of the market for eight years. In 2011 it was offering a Tiny W which sent the photos to a hidden black box receiver up to 50 feet away. Now it's doubled the range for the 2012 Tiny-W2 model.

The HD-12 Gagnon is holding is a black flash surveillance camera with a separate wireless detector you can set along a trail to trigger the camera when the subject is outside the camera's normal 50 foot maximum detection range. Additional detectors are available so you could monitor multiple trails to a food plot with a single camera. This model records up to 12mp images and has a built-in 3 inch viewing screen. Like all Spypoint cameras, the unit can be held in your hand while reviewing images, switching batteries or SD cards, then you simply return it to the protective case. Many customers opt to buy a charger and two rechargeable lithium battery packs, Gagnon said.

Spypoint cameras range up to \$499.99 in suggested retail price, well above the average in the industry. "We don't produce them in China. We do all the assembly and quality control in Quebec, which is why we had a return rate of just .6 percent in 2011. Our buyers really like that," Gagnon said. "We are the number one game camera brand in Europe and Canada. Even with all the competitors we have in the states, we increased our sales in the U.S. by 38 percent last year." While these are Canadian-made products, retailers south of the border are served by a sales and distribution office in Vermont, so there are no customs issues to deal with.

If you'd like to learn more about what Spypoint has to offer a retailer, call the Canadian headquarters at (514) 868-1811 or the U.S. sales office at (888) SPY POINT.

Justin Lowry was photographed behind a display of the distinctive zebra-striped Ted Nugent arrows from **Gold Tip**. The new green one is a Ted Nugent Special Forces Edition where part of the proceeds go back to support the military similar



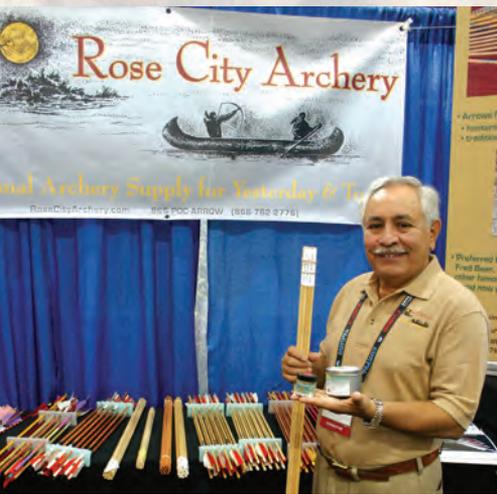
to how the pink arrow contributes money to breast cancer research.

The banner behind Lowry is a reminder the Orem, Utah firm is also the source for B Stinger stabilizers. That line has more hunting models this year including the Sport Hunter Xtreme we photographed in 6, 8 and 10 inches, all with three independently removable 1 ounce end weights. Reach Gold Tip at (800) 551-0541.

At the **Arizona Rim Country** booth, Randy and Gladys Phillips had been explaining to retailers the advantage of cupping short, high profile vanes. The three arms on their EZ-Fletch Mini and EZ-Fletch Bolt jigs are formed in a way that the top end of the vane is cupped as it faces the wind, making it far stiffer than a straight or helical alignment. "When it's cupped, that fletch can't lay down," the designer said. "The cup also adds to rotation, so you end up with less drag and flatter shooting arrows." The benefits are particularly significant on short crossbow arrows, he said, which otherwise have a tendency to drift at long ranges. Reach the couple at their Chandler, Arizona headquarters by calling (480) 961-7995.



Rose City Archery was "green" before that term became fashionable. It has been producing Port Orford Cedar arrows for 82 years and its factory is set up to get the maximum amount of good shafts from every block of wood. Co-owner Ramo Ocequera told us all the shavings and sawdust are first steam-processed to remove the fragrant cedar oil, which goes



into products like the insect repelling candle and aroma therapy oil he's holding. Finally that processed sawdust is taken by farmers for livestock bedding that seems to retain antibacterial properties, keeping their dairy herds healthier.

To learn more about Rose City Archery's bare shafts, fletched arrows and cedar-oil products including pet shampoos, reach the Oregon firm at (541) 572-6408.



Industry veteran Chuck Nease invited ArrowTrade into the Carbon Tech booth, a firm that now produces its bows and arrows with the aid of Win&Win. That Korean based firm is earning a great reputation with top recurve shooters and it's method

of forming carbon risers is behind the Phantom Carbon Compound from Carbon Tech. The bow combines a carbon internal frame with carbon overlays, and as part of the process standard inserts are molded in. It's available in a 34 inch hunting model that weighs 3.4 pounds, or a 38 inch version favored for competition that is just 3.65 pounds. The suggested retail price for the shorter version is \$1,095.

This year Win&Win is producing a compact Lightning XP hunting bow with a machined riser and great margins, Nease said. "We're allowing the dealer to take a good 50 percent margin and still be in the lower to mid-range on the retail price." Nease is holding the Phantom and standing next to the Lightning XP.



Also new from Carbon Tech is this big Orca line-cutting carbon arrow, shown above the riser. Reach the firm at its new offices in Arizona: 549 E Silver Creek Rd, Gilbert, AZ 85296. The toll free number is (800) 951-8736.

At right, Paul Lawson of Hedog Archery

introduced this Armourdillo, a lower cam protector, at the 2012 ATA Show. The molded piece attaches to the lower limb and is tough enough you can use your bow like a walking stick or a monopod for glassing with it in place. For more information, call the Tennessee firm at (520) 329-7790.

Outdoor Prostaff has added Mathews slings to its already wide collection, Sandi Krause told us. These soft, wide slings are easy to wash and as you can see, they come in a rainbow of styles. You can order as few as you want, but the firm has package specials when you start with a quantity of 18, 25 or 32. Reach the Indiana firm at (260) 312-8297.

Iron Mountain Products brought the Game Vector to market, a tracking aid for deer that starts with a lightweight barbed transmitter designed to pop off the arrow and stay with a deer. The 35 grain transmitter doesn't come on until it comes off the arrow, so you can leave it in your quiver for weeks at a time. That's Dennis Steinman holding the tracking unit, which with transmitter should retail for \$249.99. The transmitter has a 48 hour battery life and shuts off with the aid of a magnet: Additional barbed transmitters are designed to sell for \$39.99. Reach Steinman at (866) 535-8009.

Fred Eichler and **Outdoor Edge** Founder David Bloch have been very gratified by the reception to the Fred Eichler Pro-Guide knife. This premium knife has a mirror finished German stainless steel blade and a classy tapered tang handle that puts more of the



the weight toward the blade for better control. The hand tooled leather sheath is designed for side carry at your waist, just like this guide, outfitter and TV host prefers, because it's right at hand and yet out of the way when you're climbing on and off vehicles or horses.

The Colorado firm has five other new products for 2012, including a Blaze n' Bone kit were's showing here that rides at your waist as you're processing game with the boning knife, gut-hook Skinner and carbide sharpeners. Reach Outdoor Edge in Colorado at (800) 447-3343.

Don Bell is using the "one deer, one bottle" approach he pioneered for Code Blue for his **Top Secret** deer scents. He said his scents are collected and bottled in an oxygen free environment, guaranteeing even better freshness. That's not wine he's holding, it's a 26 ounce bottle of Reserve Doe Estrous, designed to retail for \$100, provided your store is on the allocation list. Top Secret also sells liquid scents in 3 ounce bottles and foaming scents in 8 ounce cans. Reach Top Secret in Alabama at (251) 746-2609.

Shown lower right, retailer Jason Greenstreet of 3G Archery Supplies, Walker, Missouri offered an endorsement to **Hot Can**. "It's hot and it's good," he said after sampling soups and beverages from the firm's self-heating cans. The cans mimic 12 ounce beverage cans but hold 7.1 ounces, since they are doubled layered with a chemical heating element in between. You push the bottom of the can and shake to activate the 3 minute heating cycle, which raises the temperature 70 to 75 degrees. Paul Sewell (behind counter) suggests hunters keep their Hot Cans in their jacket in cold weather, so they get a hotter finished product. Four soups and seven beverages are in the plans, and you can get more information at the California office by calling (855) 446-8226.



"Hunting is all about freedom," said Steve Graham, marketing manager for **Rocky**. "Freedom means mobility and that is why we are so excited about Rocky's Athletic Mobility apparel which is new for 2012. The Athletic Mobility line is innovative, quiet and made from rugged yet lightweight material that reduces bulk and provides a slimmer profile which allows for ease of movement. Topping off these features is built-in anti-microbial scent elimination resulting in the perfect bow-hunting garment."

The Mobility line comes in a Base Layer, Ultralight, Midweight and a Maximum Protect outer layer. By combining the various layers the hunter can "layer-up or layer-down" to suit the often quickly changing weather conditions found during the bow season.

Also new for this year are Rocky's Military Inspired Ultralight L1, Midweight L2 and Maxprotect L3 boots which feature different levels of insulation and sole design ideally suited for the bowhunter. For the bowhunter who prefers high boots Rocky offers several new high boot models in rubber or a rubber neoprene combination. For additional information phone Rocky at (740) 753-9100.

New for 2012 from **Sure-Loc** is the Icon target sight with Gravity Drop Technology designed to put both the archer and the sight in the perfect natural position. The Icon has six axis adjustments consisting of sight bar length, windage, elevation, cant and third and fourth axis scope adjustment. This allows the shooter to match the sight to his natural and most comfortable shooting position and therefore shoot more accurately easier. Gravity Drop Technology allows the





user to micro-adjust the sight to match his natural hand cant allowing the shooter to assume the most natural position while assuring the sight is always in perfect alignment with the force of gravity.

Sure-Loc's Lethal Weapon hunting sight has been redesigned and is now available with or without Retina Lock Technology. Retina Lock Technology allows the shooter to detect bow torque at a glance by simply aligning a dot and circle built into the sight itself. The Lethal Weapon features totally enclosed pins, micro adjustable windage and elevation, a rheostat-controlled light and pin-lock indicators that show through the use of a red indicator if any sight pin is left unlocked after adjustment. Phone (812) 689-9926 for additional information.

Denny Coquette, a design engineer, was on hand to demonstrate the redesigned X-Press. The new design is safe with an increased speed of operation. Operating ratios have been changed to allow for quicker adjustments with quick spin wheels and a quick adjustment slide base which eliminated the need for pins. A built-in shelf allows for quick placement and support of the riser and quick ratcheting arms securely hold the bow. X-Press claims the new design allows for the pressing of a bow in less than one minute. Call (715) 395-9955 for more information.

Mark Whitt of Extreme Archery Products is shown here with one of their new bow sights and a variety of Shrink Fletch. Extreme Archery's Raptor bow sight comes in a tool-less design in both micro and non-micro models. The Raptor has a fixed

plate mount while the new Raptor DT is a dovetail model. The six inch adjustable dovetail allows for easy removal of the sight as well as a range of adjustment allowing the archer to properly fit the pin guard to the peep diameter for quick and easy sight alignment. All Raptor's come complete with a Purple Haze rheostat light. New for 2012 is the Diablo series sight below, a four pin model with extended fiber optics to ensure bright pins under all lighting conditions. The all aluminum sight includes a Blue Flame light for extra brightness when required plus a full lifetime warranty. Extreme Archery offers this quality sight at an affordable price to help the dealer meet customer budget demands.

For 2012 Extreme Archery has added new colors and new designs to its Shrink Fletch line including Tribal Flame and Realtree logos. Shrink Fletch is available in 2 and 4 inch lengths. It is also available in a 3 inch size for crossbows making the refletching of crossbow bolts quick and easy. For information on Extreme Archery's complete line of products call (606) 928-9447.



operate the redesigned X-Press. The new design is safe with an increased speed of operation. Operating ratios have been changed to allow for quicker adjustments with quick spin wheels and a quick adjustment slide base which eliminated the need for pins. A built-in shelf allows for quick placement and support of the riser and quick ratcheting arms securely hold the bow. X-Press claims the new design allows for the pressing of a bow in less than one minute. Call (715) 395-9955 for more information.



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Brandon Gerken, vice president of **Sword Sights** was on hand to show dealers their complete line of sights including the Maximus bow sight which is new for 2012. The Maximus is a five pin sight with tool-less micro adjustment windage and elevation. The sight is all machined aluminum with laser etched scales for a quick reference when making adjustments and includes second and third axis adjustments. Pins are available in .010, .019 and .029 diameters. A three stage adjustable LED light is built into the sight body. The Maximus is available with either a single mount three position mounting plate while the Maximum Pro features a six inch dovetail mount. Sword sights can be customized with a mixture of pin sizes, choice of color and number of pins. For information on the new Maximus as well as the complete line of Sword Sights phone (419) 956-0510.



Treelimb President Rodney Notestine holds up two **Treelimb** bow quivers, one a camo version from the Standard Series and the other a custom color version from the Premium Series. These quivers come in either three or five arrow models with a riser mount bracket available in three configurations to fit today's popular bows. New for 2012 is a Rigid Lock Mount that can be mounted straight or at an angle allowing the user to position his quiver to suit his personal needs. For more information phone (419) 658-2010.

Andrew and Janice Bogulski of **Black Widow Deer Lures** were on hand at the 2012 ATA Show focusing on educating the public on the properties of a quality deer lure. "Many people think that if a lure 'stinks' it must be good but that is simply not true," explained Bogulski. "It is critical that your lure be fresh and of the highest quality. Take color for example. A



fresh lure has a light amber color and is almost clear. If a lure is dark brown and stinks it is a sure sign it is of low quality and no longer fresh." Bogulski had samples on display to show the difference between a fresh and stale product. To order Black Widow Deer Lures and to learn more about its quality phone (352) 592-5340.



GamePlan Gear is well known for its line of specially designed packs and pack systems for the hunter. New for 2012 it has added the X-Bolt Sling. Demonstrated here by Sara Junk, purchasing agent for GamePlan, the X-Bolt sling is designed to make the transportation of a crossbow in the field easy by distributing the weight across both shoulders. It also features a quick disconnect on one end and a specially designed boot on the other end which will accept the butt end of any crossbow.



Also specifically designed for the crossbow hunter is the X-Bolt Quiver Pack. Based on GamePlan's innovative 'Spot-n-Stock' platform, the new X-Bolt Quiver Pack combines an easy to access pack with a quiver mount and includes a Truglo four arrow quiver. Phone (877) 544-6611 for more information on these products as well as GamePlan's complete line of packs and accessories.



Allison George of AJ's Archery located in Cazenovia, New York stopped in to talk to Curtis Jazwiecki, president of the **Outdoor Business Network**, at the 2012 ATA Show. "E-Information is a critical component of today's business climate," explained Jazwiecki. "The first place people turn for information when searching for a place of business or for information on a product is the internet. The retailer that provides their customers with the most information in a user friendly format will see the greatest results."



"Mobile shopping is on the increase as well," Jazwiecki continued. "Today a customer can stand in a store and if he sees something he is interested in he can actually search for other stores that also have the product, on his phone. If your business is on the web and structured properly they can find you. We have learned that hunters who are away from home, Goggle to find stores in the area in which they are hunting to buy the things they need. We are also seeing people who are traveling go on Google to check out an archery shop that may be on their route. It is important that retailers build into their web sites features that allow people to easily locate them and inform them about the products and services they offer. All advertising leads people to your store and in turn their business as well. It is important to have a complete web site to best serve the person using the internet to find the business in which they are interested." To learn more about how the Outdoor Business Network can help your business call (800) 699-0820.

Chris Sanford (right in photo below), president of **Sanford Innovations** points out the features of his broadheads to Big Bird, owner of Big Bird Bait and Bows of Maryland, Missouri. For 2012 both the ExpanDead shown here and the BloodShot have been redesigned. The blades on both heads feature increased sharpness and the ExpandDead can be shot as either a fixed blade or as a mechanical head. The BloodShot redesign has eliminated the need for a washer resulting in a better fit between the head and the shaft and improved arrow dynamics.



Now available from Sanford Innovations is the Missile, a three-in-one broadhead container which is ideal for carrying fully protected broadheads safely in your pocket or pack. The Missile not only safely stores a broadhead but has a built in broadhead wrench and sharpening stone. Contact (406) 669-4000 for more information.

Tom Brander, sales manager for **Pete Rickard's Scents and Lures** is shown here next to the display of some of the product line. Pete Rickard is the man credited with developing the original Indian Buck Lure in 1934. Indian Buck Lure is not only still offered by Rickard's but it is one of its most popular lures. New for 2012 are Buck Zone, Bucks Gone Wild and Indian Buck Spell. Phone (518) 234-2731 for additional information on Rickard's complete line of hunting and trapping lures as well as its hunting accessories.



Kenton Carruth, president of **First Lite** holds a Chama Hoodie with a quarter zip, new for 2012. First Lite's entire line has been redesigned for 2012 to better fit the needs of the bowhunter with articulated shoulders and arms for freedom of movement. Flatlock seams eliminate rubbing surfaces for maximum comfort. To its light-weight line First Lite added a short sleeve and quarter zip shirts. In its mid-weight line a hooded sweat shirt and a rip-stop merino wool shirt were added. All of First Lite's clothing is made from 100 percent

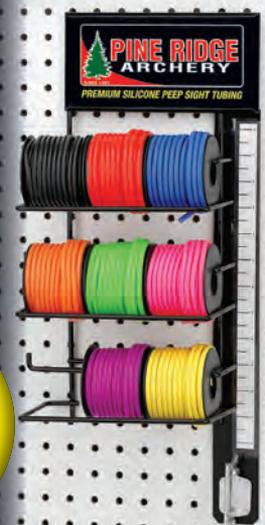


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Shadow Hunter

offers a complete line of blinds and blind elevator hardware. Cindy Teague of Shadow Hunter is shown here pointing out the features of the new for 2012 Octagon Combo blind to Ridley Elkins (right) and Doug Phipps both of Hobbs Archery in Douglasville, Georgia. The Octagon Combo



offers maximum shooting opportunities with no hidden corners or blind spots. It also features Shadow Hunters silent window system for noise free operation. Teague explained, "Shadow Hunter has 17 years of blind making experience. We are seeing a dramatic increase in the use of blinds among hunters due to added comfort and safety and they are excellent for introducing kids to the hunting sport. The new Octagon Combo comes in an archery model, with eight vertical windows; a gun version with four vertical and four horizontal windows and a crossbow version with four vertical and four large crossbow windows." For more information on Shadow Blinds phone (888) 446-4868.

Fred Settles, CEO of **Muzzy**, was kept busy talking to dealers and distributors about Muzzy's line of American made broadheads including some exciting new heads. With the growing popularity of crossbows, Muzzy has added to its line-up the CrossKill 125 grain three blade broadhead. Joining the CrossKill 150 grain Muzzy now offers the crossbow hunter his choice of several heavier weight heads. Settles said, "Both heads feature stainless steel ferrules and an ultra



compact design. With a 1-3/16 inch cutting diameter both heads offer field point accuracy with fixed-blade reliability even at speeds over 400 fps."

Also new for 2012 is Muzzy's Fred Eichler Signature Series traditional broadhead shown at the bottom of the page with a 150 grain four blade model and a 125 grain two blade model. These heads fill out the popular Phantom line of broadheads known for their penetration and durability.

Muzzy also introduced its DX-3 100 grain head which is Deep Six compatible and designed specifically for Easton's slender new Deep Six Insert System.

On hand to sign autographs and interact with the public was Joey Menegatti (right), professional hunter and a TV talk show host for Muzzy. For more information on the company's complete line of products call (770) 387-9300.

AIM Outdoors (Accuracy in Motion) is now offering all versions of the Whisper Peep and the Whisper Buddy string silencer in bulk packages of 50 and 100 in answer to dealer demand.

The Whisper Peep comes in three popular sizes with or without a tube but this is where all similarity with a conventional peep ends. The Whisper Peep does not need to be served in and will not move which is a real time saver for the dealer. It has an oblong hole for maximum light transmission yet presents a perfectly round hole to the shooter when at full draw. In addition the Whisper Peep's unique material also absorbs vibration.



AIM Outdoors promotes Whisper Buddies as very effective string silencers for both compounds and crossbows. The secret behind the Whisper Buddy is the high tech material that absorbs the vibration and dissipates it in the form of heat. That is not to mean that the silencer gets hot but it is the way the material functions. Initial testing of the Buddies indicates they are extremely durable as well. For information on Whisper Peep and Whisper Buddies call (908) 735-6111.

The **October Mountain Products** line of traditional archery products and archery accessories continues to expand. Matt Smith of October Mountain is shown here with the new Sand Shark, a traditional bow





complete with bowfishing line and reel that will help satisfy the growing demand for gear in this area. Added for 2012 is a Deluxe XB-1 Crossbow Case which features quiver and accessory compartments to provide maximum storage. Its raised-rear design allows for use with scoped crossbows, while double-pad construction provides protection in travel, and storage. October Mountain's new Crossbow Rail Lube and Wax Combo is specifically formulated for today's modern, high-performance Crossbows; String Love Rail Lube provides protection to center-servings, while BlackHeart Wax extends the life of the

string and cables. The first of its kind, BlackHeart String Wax was chemically composed specifically for high-velocity crossbow shooting. Although black in color, the wax becomes clear when applied to the bowstring. For more information phone (717) 653-9074.



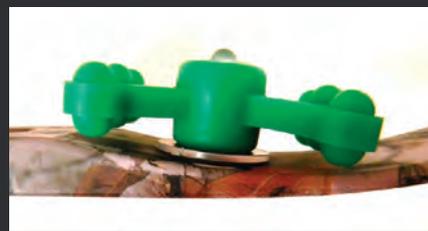
Gene Price (right at left) and Todd Nemelka of **Trophy Rock** claim the "Rock" helps to develop bigger bucks naturally. Trophy Rock is a natural mineral source containing over 60 trace minerals and is mined in Utah by American miners. Used year around the Rock builds the health of the overall herd and is an attractant to bucks, does and fawns. Entering its 10th year on the market, more and more dealers are becoming aware of the product and its value both to the herd and as a reoccurring purchase among their customers. The Rock makes a logical companion for trail cameras when taking a deer census in any given area. For more information call (937) 377-3030.

David Milazzo and Paul Petrino were on hand demonstrating the **Tree Stand Buddy** which is a two piece mounting system where one half (the bracket) attaches to the user's stand. The second half (the receiver) mounts to the tree. This system allows for quick and easy removal of the treestand eliminating theft and rodent damage while allowing the stand to be reinstalled in minutes. A built in hoisting loop makes it easy to lift the stand up the tree eliminating the dangerous practice of carrying a stand up or down a tree. Purchasing additional receivers and placing them in various locations allows the hunter to quickly change his stand to suit changing wind conditions or deer activity. Milazzo said, "Not only am I proud of the quality of our product but also the fact that it is totally made in America." To learn more about the Tree Stand Buddy phone (877) 987-2723.

Big Green Targets CEO Danny Little said, "Big Green Targets are durable, long lasting and very economically priced. They are designed to stop today's high speed bows and carbon arrows but do so utilizing 100 percent recycled materials. Big Green's heat bonded broadhead



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targets are designed to take shot after shot without slivering or coming apart while our field tip targets feature high density foam exteriors that are filled with recyclable fabric, (see photo) with our crossbow targets rated for speeds up to 350 feet per second."



New for 2012 is Big Green's Gamer target by Little in this photo, with a dart board on one side and a deer skull and various size dots on the other. The rules and regulations for these targets are left up to the imagination of the shooters who can invent a multiple of shooting games and challenges. Phone (888) 390-5548 for more information.

"Watson AirLock is a one stop shop for the best way to store and transport clothing and gear," said Chris Watson, president and designer of Watson AirLock products. "The Watson Airlock gear is designed by a bowhunter for bowhunters. When I could not find exactly what I needed I came up with my own design."

The company offers three different size duffels designed to both store your hunting clothes and gear as well as transport them to the field. All duffels have built in accessory compartments and some of them are removable depending upon the model. All duffels use AirLock technology to lock out odors and are constructed of Back2Back fabric coating

technology for water repellency and abrasion resistance. Also built-in is a changing mat that provides a dry surface on which the hunter can stand while changing boots or socks in the field. AirLock duffels are filled with innovative features such as a contrasting colored interior to make it easy to find your gear under a variety of light conditions. To learn more call (412) 877-3619.



Mossy Oak, a name well recognized in the world of camouflage, is celebrating its 26th year as an industry leader. Mossy Oak's Break-Up Infinity was one of the first patterns to introduce six individual layers of depth with realistic detail and sharp definition. The digitally photographed elements have superb detail, accurately proportional dimensions and accurate colors to help the hunter blend in with his surroundings by creating a multiple dimension image. For more information on all of the patterns offered by Mossy Oak contact them at (662) 494-8859.

Buck Stop is in its 59th year of family ownership. The present owners are Brian and Bonnie Johansen, shown here with daughters Jill (left center) and Kelly. Brian explained, "Buck Stop was the second known company to offer buck lure and the first company to offer doe estrus lure in 1971. After the development of a special collection process in 1984 Buck Stop offered 200 Proof scents."

"For 2012 we have repackaged our scent elimination packages to increase the amount of product while pricing for greater dealer margins," Brian continued. For details on Buck Stop's complete line of scents and lures phone (800) 477-2368.



Kirk Clark (left) and Keith Dvoroznak of **Ripcord Technologies** hold two different models of the Ripcord Arrow Rest. Ripcord's fall-away rest gives the advantage of both fall-away design and full arrow containment. Ripcord's built-in Drop Dead brake system eliminates launcher bounce back ensuring contact free arrow flight. Ripcord features a soft, red over-molding on the launcher





and containment arm that eliminates the need to add additional moleskin. The "football clip" used for cable attachment allows for easy installation without the need for a bow press. New for 2012 is this new Launch Pad Holder which they claim will fit on any shelf riser from flat to curved. The Launch Pad will catch and cradle the arrow on let-down for silent operation. Call (406) 683-0100 for more information.



Aaron Smith, sales and marketing director for **Allen** said the company has the largest manufacturing facility in the US for the production of gun cases. Allen also produces a large variety of quality bow and crossbow cases along with a complete line of accessories for both the gun hunter and the bowhunter. "Allen's tag line is 'Gear Up - Game On,'" said Smith. To learn more about Allen's complete line of hunting accessories including an extensive selection of archery gear call (303) 469-1857.

Forrest Carter was kept busy by dealers wanting to learn more about **Carter Enterprises'** newest releases. New for 2012 this company has introduced the Whatever, the Easy 1 and 2 Moons. The Whatever is an index finger release aid with a closed jaw system for the confidence of those preferring a completely enclosed loop. The Whatever at left features Carters new Dowel Interchangeable Tension System (DITS) which allows the user to customize the trigger tension from approximately one pound to 10 pounds with the use of the enclosed spring kit.

The Easy 1 shown here in red has combined the top features of two of Carter's popular releases. The Easy 1 has the one-push self-closing Dead Jaw of the Simple 1 and the ergonomic fit and comfortable finger feel of the Target 4. The Carter 2 Moons is a back tension release that incorporates a revolutionary clicker system with a fine adjustment that the user can use to micro adjust the length of the clicker in .005 inch



increments from .0 to .030 inches. For additional information call (208) 624-3467.

Jason Yopp, national sales manager for **Schaffer Performance Archery**, showed off Schaffer's new, redesigned Opposition arrow rest. The weight of the rest has been reduced by approximately 20 percent through the removal of material within the rest arms without compromising the strength of the rest. For 2012 a Lost Camo finish is now available which complements the finish on the Mathews bows. Two mounts are available for Hoyt bows for either carbon or aluminum risers, a Mathews mount and a universal mount are available for all other bows.

Schaffer's Opposition sight which has featured a pivot lock mount is available for 2012 with a solid mount at a reduced price. The solid mount is ideal for those archers that do not remove their sight to case the bow. Phone (952) 894-6169 for more detailed information on Schaffer products.

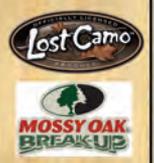
Trent Keller, marketing manager for **Dead Down Wind**, had a host of new products to discuss. Among those new products is a SpeedStick Bow Wax which the company claims is great for bows, crossbows and firearms. Using a blend of all natural ingredients and a totally odorless oil the SpeedStick water-



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Dustin Wardell, national account manager for **Black Gold**, is shown here holding the Vengeance and the new Ascent. Black Gold offers its popular Vengeance hunting sight in a five or seven pin model. Both the Vengeance and the Rush sights are available with either 1-3/4 inch or 2 inch diameter pin guards allowing the user to better match his pin guard with his peep size. The Vengeance is available with either a solid mounting bar with several optional mounting holes for positioning or with a 6 inch dovetail bar for easy removal and more flexible positioning which is new for 2012.

Also new for 2012 is this Ascent sight available in both a hunting model and a target model. The hunting model comes with either a single pin or multi-pin head and incorporates a single knob vertical adjustment system which gives target sight accuracy to the bowhunter. The Ascent's target model is complete with a vertical adjustment speed dial plus micro windage adjustment and a dovetail extension. The target version accepts all manufacturers 10/32 scope housings giving the user the flexibility to choose the sighting system that best suits his needs.



For information on these sights as well as all of Black Gold's sight products call (406) 388-9060.

Rob Smollack, president of **ASAT** (All Season, All Terrain)

camo, showed off some new items in the ASAT clothing line which include an Extreme Layer Vest and a Lightweight Bow Hunting Jacket. ASAT offers a complete line of clothing including base layers, mid weight, heavy weight and three dimensional camo outer wear. The ASAT system allows the hunter to easily layer up or down to suit changing conditions. All clothing is produced in the ASAT camo pattern which has been field tested to work in all seasons and all terrains. For complete information call (406) 563-9336.

Sam Newsom of **Shrewd Archery** was on hand to explain the complete line of grips, stabilizers and scopes this company offers. New for 2012 is a fully CNC machined V-bar, available in either a single or double model, with built-in disconnects and stainless steel fasteners. The V-bar features tapered locks which tighten down securely with enough force to handle the increasing heavy stabilizer weights which have become so popular.

Shrewd also offers a scope in which the lens can be mounted front or back. The scope accepts sunshades either front or back as well as allowing mounting in both locations at once if desired. The housing has a fiber slot built in to protect fiber optics and has eight multiple locations for the sight pin. The scope is drilled and taped to accept a light system. Phone Shrewd Archery at (540) 387-2922 for more information.

Swivelimb's Brett Will enjoyed a great reception to his Multi-Position treestand. New for 2012 is a seat cushion that slips over the existing seat on both new and older Swivelimb models. Needle bearings have also been installed in the seat slide for smooth, quiet and effortless operation.

Also new for 2012 is Swivelimb's TreWinch which can be used for multiple purposes including installing ladder stands, hoisting feeders and hanging tree stands. When used for hanging stands install the TreWinch above the desired location selected for the stand and simply winch the stand to the correct height. The winch holds the stand in position allowing for quick, easy and safe installation. To learn more contact Swivelimb at (405) 316-8924.





Brett Fulton, designer and manufacturer of the **Ramcat** broadhead, is shown here with his wife Chris. "We have made several design improvements on the Ramcat making a great broadhead even better for 2012," explained

Brett. "New innovations include changing the body ferrule from a 300 series stainless steel to a 400 series and heat treating it for additional strength. We also are using a new blade sharpening process that makes the blades even sharper and we added the AERO Insert Technology by Firenock which is a 2 O-ring system (licensed to Ramcat Broadheads) which will guarantee that the threaded shank will be absolutely centered in all inserts and will prevent the broadhead from loosening on the shaft. We have also added new left hand blade screws to tighten blades into the loaded position more easily and we have increased the Allen socket on the blade screws from .050 inch to 1/16 inch for easier, more consistent tightening. The blades have also been revised so they will rotate forward further for easier arrow extraction (back cut) in game or targets. The threaded shank length has been increased by 1-1/2 threads to accommodate all inserts." Call Ramcat at (412) 519-5352 for more information.

Trisha Bower of **Victory Archery** holds a variety of shafts available from that company. Victory utilizes VAP (Victory Armor Piercing) technology on its hunting shafts. The use of a tapered insert insures a larger entry hole reducing the friction on the shaft as it passes through the animal thus increasing penetration. Tod Boretto, general manager of Victory Archery said, "New for 2012 is Victory's ICE coating. ICE is an Integrated Ceramic Exterior that makes up the shafts exterior. The coating reduces the pull force required to remove an arrow from the target by 60 percent, increases arrow speed by approximately 3 fps and by reducing drag, increases penetration. Also because ICE is integrated into the shaft's surface and is not simply a coating it never wears off and never needs to be reapplied."

"Also new for 2012 is Victory's VooDoo Bolt for crossbows," continued Boretto. "The VooDoo is a VAP shaft for crossbows which has rail rider sleeves on the shaft to allow the thin shaft to align properly with the crossbow string. The reduced contact area of the rail rider sleeves combined with the ICE coating provide increased speed and penetration."



Because the shaft is actually raised from the rail it allows for increased helical to be applied to the fletching. The VooDoo bolt is fletched with a 6 degree helical for increased accuracy." For more information call Victory at (858) 513-1801.

Josh Varner, senior engineer for **Trijicon**, holds a Scorpypd crossbow on which is mounted a Trijicon ACOG Crossbow Scope. The ACOG Crossbow Scope reticles feature Bad River Outdoors patented ranging system for elk or whitetail deer and corresponding yardage indicators. This combination allows the hunter to range in the distance to the game and immediately switch his focus to the yardage indicators without removing his eye from the target. The scope is speed sensitive and comes in three models to suit slow, medium or high speed crossbows. The scope fits directly on the scope rail of Scorpypd Crossbows without the need for sight rings. However it can also be mounted on crossbow scope rails as well. To reach Trijicon phone (248) 960-7725.



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Gary Cooper (left center) and Rick Rismer of **Slick Trick** were kept busy with a constant flow of dealers placing orders and checking out Slick Trick's new broadheads. Cooper said, "For 2012 Slick Trick introduced this Viper Trick, a cut on contact traditional head with a bleeder blade available in both 100 grain and 125 grain. The head features Slick Tricks replaceable .035 inch thick Lutz custom knife grade Mercedes blades sharpened with a 20 degree angle for superior sharpness. The blades can also be easily resharpened. The Viper Trick has Slick Trick's famous field point flight and Alcatraz blade locking system."



"Also new for 2012, Slick Trick introduced a 150 grain XBow Trick with the same custom knife grade Mercedes blades used in the our legendary Magnum," Cooper continued. "The additional weight and the aerodynamic shape of the 150 grain XBow Trick aids in stabilizing the short crossbow bolts for greater accuracy and stability." Call (870) 934-0131 for more information.

Cajun Archery, a manufacturer and supplier of bowfishing equipment added the Hornet Lite to its line for 2012. According to David White, president of Cajun Archery, the Hornet Lite is not simply a shorter bowfishing arrow but it is specifically designed with a softer spine to fly best out of bows of 40 pounds draw weight or less and for archers with short draws.



The Hornet Lite is made from a special proprietary material weighing approximately 27 grains per inch as compared to a conventional fishing arrow which averages 40 grains per inch. The Hornet Lite is available as a shaft only or with a Piranha point and AMS Safety Slide installed or in a kit complete with drum reel. Call (800) 551-3076 for more information on all of Cajun Archery's bowfishing products.

David White, president of **Hot Shot**, is shown below explaining to a dealer the logic behind his new Hot Shot releases. New for 2012 is Hot Shot's Nano shown here which is a full 30 percent smaller than the flagship index finger release, the Infinity. By trimming the fat the Nano results in a compact,



user friendly design that's not only aesthetically pleasing but that's also less obtrusive in the field. Using Hot Shot's "Lever-Link" trigger the Nano affords less trigger creep for a crisp shot and precise trigger pull. This stronger and more reliable actuating mechanism features less friction than traditional roller bearings and provides little opportunity for dirt and debris to enter the release and affect function. As with all Hot Shot index finger release aids the trigger and internal components are comprised of a proprietary alloy that is essentially "self lubricating," a feature that further promotes ultra-smooth function. The Nano's trigger tension and travel is easily adjustable by way of a single allen-head set screw.



Also new for 2012 is Hot Shot's Eclipse shown above. With its enhanced handle curve, the Eclipse is secure and stable during the draw allowing a rock solid anchor and exceptional leverage while squeezing off the shot. Available in three and four finger models the Eclipse offers dual-locking screw adjustment for trigger travel and trigger tension, while a multiple axis thumb post permits exceptional adjustment for projection, tilt and distance adjustment for an exact fit to any hand size or shooting style. For complete information on all of the Hot Shot releases call (800) 551-3076.

Darton Archery's President Rex Darlington (left in photo below) and Sales Manager Ted Harpham were all smiles as they showed off Darton's new bows for 2012. Ted is holding Darton's new FireForce crossbow featuring oversized Quad Ball Bearings and wide, stronger laminated Quad limbs. Its compact front riser mounts on a redesigned stock with intergraded forearm flange to protect the shooter's fingers. It features a Dual Sync Cam System and Dual String Suppressors with an additional Barrel Suppressor to reduce further shock and eliminate excessive noise. Darton reports the speed of the FireForce shooting a 400 grain arrow at between 395 and 400 feet per second.

Weighing in at an even 8 pounds is Darton's new Terminator Crossbow. The Terminator was specifically designed to offer the dealer a quality crossbow at an entry level price.

While Darton's popular flagship DS-3800 remains in the line it is joined in 2012 by the DS-3900. The DS-3900 has a new, lighter riser and is compact at 32-7/8 inches axle to axle. It features dual string suppressors and a new limb angle designed to increase the pre-stress on the limbs to maximize performance. The DS-3900 is a well balanced muscle bow with a small valley for maximum control.



For details on Darton's complete line of bows and crossbows phone (989) 728-4231.



Scott Krause holds an assortment of **Nockturnal** for lighted nocks. For 2012 Nockturnal has added a line of crossbow bolt nocks as well as several new colors

including blue and white. Phone (888) 779-0092 for additional information.

Josh Butcher of **ACU Archery** is showing a dealer the ACU Lok. The molded Econo ACU Lock is the answer for both dealers and individuals who want their bows protected from accidental dry-fires. Dealers find it a great way to protect bows

in their show rooms or ranges when unattended for a minimal cost.

The ACU Lok is available in either a plastic model with a key insert or in an all aluminum mechanical keyed version shown. It works on compounds and compound crossbows and can be used to lock either the string or the cam. To learn more call ACU Archery at (260) 563-6097.

New from **Rage** for 2012 is this gold 100 grain X-Treme two bladed broadhead with a 2.3 inch cut and a cut-on contact tip. Also new for this year is the new red Chisel broadhead for those preferring a bone smashing chisel tip. The Chisel is available in either a two bladed head with a 2 inch cut weighing in at either 100 or 125 grains and a 100 grain three bladed model with a 1-1/2 inch cut. For the turkey hunter Rage has added the Turkey which is a two bladed broadhead with a 2-1/4 inch cut weighing in at 100 grains. A three bladed Turkey is also available in a 1-3/4 inch cut at 100 grains. Some of the models from Rage are different colors for quick identification and for more attractive displays.

Also new for 2012 is the Rage Cage Quiver which

weights in at only 8 ounces. The Rage Cage has a two point contact system for holding mechanical broadheads. Once in place the arrow can be rotated slightly to lock the head in place so the broadhead blades cannot open in the quiver yet can be easily removed. An adjustable cam-lock release system allows the user to silently remove the quiver when in the stand if he so desires. Call (888) 779-0092 for additional information.

Mark Hall, senior sales manager for **Greatree Archery**, is shown holding the latest addition to the traditional bow line, the Outdoorsman. With the growing interest in traditional equipment this bow was designed as a quality bow at an affordable price. Also new for 2012 is the X-Cursion take down that accepts ILF limbs which allows the archer maximum versatility when matching risers and limbs. Greatree has expanded its accessory selection with the addition of its Carbon Pro line of carbon arrows plus carbon hunting and target stabilizers. To learn more about Greatree's complete line of traditional equipment contact them at (860) 643-7344.

Bear Archery Product Manager Steve Dalp (above) took a quick break from talking to dealers at the ATA Show to pose for ArrowTrade with Bear's new Anarchy bow. "Bear Archery raised the bar again by listening to customer demand," said Jason Pickerill, marketing manager for Bear Archery. "With an axle to axle length of 35 inches and a 7 inch brace height the all new Anarchy (143A) is a hunting bow that shoots like a target bow. It looks good and it shoots good."

"The Anarchy features a unique cam system with a flat top cam that



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provides a solid back wall and greatly improvesnock travel. The hand grip is easily removed allowing for the installation of slim panel grips which permit the user to customize the grip and the integrated string stops have been redesigned for a smoother flow from the riser."

"Bear is here and we are not going anywhere," laughed Pickerill. "Bear Archery and Trophy Ridge have been a sleeping giant for many years. We are alive and well." For more information on Bear's complete line call (800) 694-9494.

Brian Adams, product manager for **Trophy Ridge**, explained to *ArrowTrade* the advancements Trophy Ridge has made like these Cypher Series Sights which are new for 2012. The Cypher is available in three and five pin models with tool-less windage and elevation adjustment. Five and seven pin models are available with tool-less windage and elevation and micro adjustment. All models come with .019 pin diameters and a rheostat light and are available in either black or APG Realtree. The Cypher Sights are made utilizing Ballistix CoPolymer Technology which results in a material with the same strength as aluminum but which is 25 percent lighter. Adams said this material allowed the sight to be completely redesigned for maximum versatility resulting in a sight of the highest quality and the highest precision at an affordable price. The sight also has a soft quality feel.

Ballistix CoPolymer Technology is also used on Trophy Ridge's Power Shot Whisker Biscuit and its Beacon bow quiver. The Beacon quiver has dual arrow grippers to securely grip any arrow size and holds both fixed blade or mechanical broadheads. The quiver includes three different mounting brackets to fit all bow risers and incorporates a quick detach system for easy removal. Built into the hood is a dual light system. One green LED is mounted inside the hood to aid in placement or removal of an arrow in the dark. Three green LED's are built into the exterior of the hood designed to light the way for a bowhunter going to or from his stand in the dark. Call (800) 694-9494 for more information on Trophy Ridge's complete line of accessory products.

Martin Archery's Arron Hamilton (left) of research and development and Drew Rogers, director of operations, are holding two different models from Martin's extensive line of bows. The new Fury XT cam is very dealer friendly with a built-in 20 pound weight



adjustment in the cam settings and an additional 15 pounds draw weight adjustment by using the limb bolts for a total weight range of 35 pounds. Also built into the cam is 6 inches of draw length adjustment.

"The Fury XT cam gives the dealer a huge advantage," said Rogers. "By offering a cam system with such a wide variety of adjustment it makes it much easier for a dealer to control his inventory while still being able to serve a wide variety of customers. Martin is offering more value to the dealer while making it easier for them to satisfy the customer."

This new cam system is available on several different Martin models including the Exile, Exile Pro, Prowler Pro, Bengal Pro, Pantera Magnum, Cougar FC Pro and the Silencer Pro. To learn more about the XT cam system and Martin's complete line of bows and accessories phone (509) 529-2554.

David Potts, national sales manager for **Axion Archery**, in the photo below holds two of Axion's newest products. The new Gridlock 6 inch Triad Stabilizer is available in either a 6.8 ounce model or a 4.8 ounce version. The Triad is triangular in shape and contains four Mathews dampers. It is fully adjustable for orientation with four locking set screws. The design complements the current look for the Mathews Helim bow and comes in black, tactical and Lost camo. The Triad is a Mathews licensed product.

Also new for 2012 is Axion's full containment Zone Rest. The arrow rides on a V-shaped brush for silent operation which is known as Hush Brush Technology. The rest features a cushioned rubber stop, windage and elevation adjustment, easy to replace launchers and adjustable spring tension for high speed bows. It also features cord lock technology that





enables the rest to be locked in the full up position for ease of tuning. For Mathews dealers a GLR Gridlock version is available with all the same features plus the addition of a Mathews Harmonic Damper and a Mathews riser mount. For information on all of Axion's products call (330) 343-0900.

Daniel Davis, mechanical engineering manager for **Barnett**, is holding Barnett's new Vengeance Crossbow which was first introduced at the 2012 ATA Show. The Vengeance is a reverse draw crossbow with a carbon riser. It features an 18 inch power stroke and shoots 22 inch long arrows with moon nocks and is rated at 365 fps at 165 pounds draw weight. The Vengeance is anti-dry fire equipped with a comfortable 3-1/2 pound trigger pull. It is available in both a carbon or camo finish. The pistol style fore grip is adjustable for comfort and shooting style. For more information on Barnett's Vengeance as well as the rest of its crossbow line call (727) 234-4999.

Tree Stand Up is a new and innovative product that makes the job of setting up a ladder stand safe, quick and easy. Anyone that has installed a ladder stand knows that it often requires a minimum of two people and sometimes three are necessary



to lift the stand into position while trying to keep the end from skidding across the ground. Tree Stand Up is a pair of ground stakes with pivoting heads which are made of a thermoset, lightweight and durable composite material. The stakes are inserted into the ground at a distance from the base of the tree as recommended by the ladder stand manufacturer. The feet of the assembled stand are then inserted into the pivoting top portion of the Tree Stand Up bracket. The feet of the stand are now anchored and cannot skid or slide as the stand is being lifted. To erect the stand simply lift up on the top portion of the stand and "walk-it-up". Tree Stand Up ground stakes are reusable and are an easy add-on sale for every ladder stand. For more information call (920)403-0061.

Anthony Carlston (left) and his father Marvin Carlston are wearing their **Protx Hand Guard**, an archery glove specifically designed to prevent hand injuries among archers. Although archery is a safe sport, accidents can happen and injuries to the



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bow hand can easily occur if an arrow breaks upon release or in the event the shooter overdraws an arrow and releases it. Either situation could result in a painful injury to the bow hand. To prevent injury the Protx Hand Guard has three layers of Kevlar built into the back of the glove to protect the hand in the event of an accident. The glove is light weight and flexible allowing the archer to assume his natural grip while reducing torque for increased accuracy. The Protx Hand Guard comes in right or left hand and five hand sizes. For more information call (801) 805-4710.

Chris Allen the national sales manager for **Wood'N Trail** is shown here holding a, new for 2012, soft shell garment. Wood'N Trail offers a wide range of both men's and women's hunting apparel in various weights and finishes, colors and camo patterns. Products are made from twill, fleece or wool depending upon the garment and intended use. Wood'N Trail designs quality garments for the hunter using four-way stretch material with articulated shoulders for ease of movement. Some garments also feature anti-microbial fabric for scent control. For complete information call (800) 992-6338.

Kelly Branch of **SpyderWeb Targets** was on hand with his complete line of targets for back yard and range use. The SpyderWeb is designed for field tips only and will stop arrows from today's fastest bows. The ST18XL and the ST14XL are also suited for crossbows with the ST14XL also making a great crossbow discharge target due to its small size and lightweight.

While SpyderWeb targets can stand up to the fastest bows and heaviest arrows when it comes to stopping power they turn into a real creampuff when it comes to arrow withdrawal. These targets allow any arrow, regardless of weight or speed, to be easily withdrawn with two fingers. For 2012 the faces have been redesigned with multiple aiming spots. These targets are weather resistant but for added protection three different size covers are now available. Phone (269) 982-8003 to learn more about these high quality targets.

New from **American Whitetail Target** is the HybriMat field point target in this display above. The HybriMat is comprised of a front screen mounted a short distance in front of a foam disk behind which is located a fabric filled bag. The mesh on the "wear-ever" front screen separates to allow the arrow to pass through the foam and is stopped by the filled bag. The arrow can be easily withdrawn with minimum resistance and the mesh closes up as the arrow is withdrawn. The bag portion of the target is easily accessible from the rear and can be rotated and "re-fluffed" for extended wear. The foam



disk can also be rotated or replaced as required giving the target an almost indefinite life.

The HybriMat is available in both 20 and 24 inch sizes and is crossbow compatible. Call (888) 233-1976 for more information on the HybriMat as well as American Whitetail's complete line of targets.

The **Cranky** trees step was introduced by Cal Niemela, president of Niemela Industries. This extra-wide, screw-in step with a wide, aggressive tread and handle hole for a secure grip is both a step and a handle. The Cranky has a built in heavy duty ratchet screw and comes in a handy carrying case that holds seven steps complete with wrench. The case clips onto the users belt for easy access.

Cranky also offers a three step climbing stick with folding steps and a built in heavy-duty mounting screw. For additional information call (906) 482-7015.



TenPoint Technologies

continues to break new ground in crossbow design. Dave Robb, vice president of marketing said, "Ten Point expanded our carbon footprint by taking our existing technology and adding carbon to the design. New for 2012 are the Carbon Elite XLT weighing in at 6 pounds and 14 ounces; the Turbo XLII at an even 7 pounds and the Titan Xtreme at 7 pound 4 ounces. All three bows have also been upgraded with new features."

For 2012 TenPoint is offering a comprehensive arrow ballistics program as outlined in its catalog on page 24. This compressive program explains the relationship between arrow weight, arrow speed and kinetic energy. It also discusses FOC (Front of Center) balance and its impact on stable and accurate arrow flight. This comparison is a valuable tool that can be used by the dealer to educate their customers on these critical and often misunderstood facts.

A "hot" new accessory from TenPoint is its Bednar Perfect Puller. The tool was named for and originally developed by the late Hall of Fame archer Bill Bednar. The puller is designed to pull arrows from high density targets. It includes three interchangeable





grippers sized to fit different size shafts for both crossbows and compound arrows. The handles also contain a built-in nock tool. The Perfect Puller will be a hot seller for all those shooters who complain about the difficulty in pulling crossbow arrows. For information on Ten Points complete line of crossbows and accessories call (330) 628-9245.

Wicked Ridge offers one new and two upgraded bows for 2012. The all new Raider CLS below boasts a new riser and limb assembly featuring a new version of TenPoint's exclusive Compact Limb System (CLS) Technology delivering a bolt at 330 fps with 101 pounds of kinetic energy. The Invader HP has been upgraded with an all-new bow assembly featuring 180 pound limbs and CNC machined HP Cams shooting at 315 fps with 92.6 foot pounds of kinetic energy. Rounding out the top three is the Warrior HL with HL limbs and machined aluminum wheels. The 175 pound Warrior HL delivers its pay-



load at 300 fps with 84 foot pounds of energy. For more information on all Wicked Ridge crossbows phone ((330) 628-9245.

Wildgame Innovations offers a wide variety of products for the outdoorsman. Among its hot sellers this year is the new Elite Lights Out 5 trail camera. The Elite Lights Out has an invisible infrared flash with a 60 foot range that will not alert game or trespassers. Its unique design allows the sides of the camera body to be adjusted to fit literally any tree size for a snug secure fit. It can be set for Flex Time or Time lapse Technology to suit the user's needs. The lens can be set for a normal view or a wide angle view. With a rapid shutter speed and a minimum time between photos of 15 seconds it is sure to capture anything passing within range. The information recorded per photograph includes time, temperature and moon phase.

Also new for 2012 is Wildgame's Pile Driv'r-Auger Feeder System for controlled dispersion of powdered materials, bran,



corn or pellets. Specially designed not to clog with any material the lightweight feeder can be set for six available feed times and can be hung from overhead or can be strapped to a tree or post if desired. For information on all of Wildgame's products call ((225) 638-4094.

Larry Kendall, the president of **Muddy Outdoors** explained, "Muddy Outdoors is well known for building high quality treestands but I wanted to expand into other high end quality lines for the hunters who expect more from every piece of their equipment."

To reach that goal Muddy began an expansion in several areas. Muddy Xecute is a line of shampoos, conditioners, body wash and field spray scientifically designed to eliminate odors and allow the hunter to blend in with his surroundings naturally. Muddy partnered with Harvest Time Archery to develop a 100 percent carbon wrapped arrow that Muddy states are built to the tightest specifications in the industry.

Muddy's BloodSport accessory line includes several new items for 2012. The CX3 quiver features an expandable hood that adjusts to broadhead size and accepts both fixed blade and mechanical heads. The Soft Grip rubber retainers hold the arrow securely while allowing easy one hand removal. A removal ball screw allows the quiver to be easily mounted to a tree when removed from the bow and positioned at any



Fletcher .44 Caliper

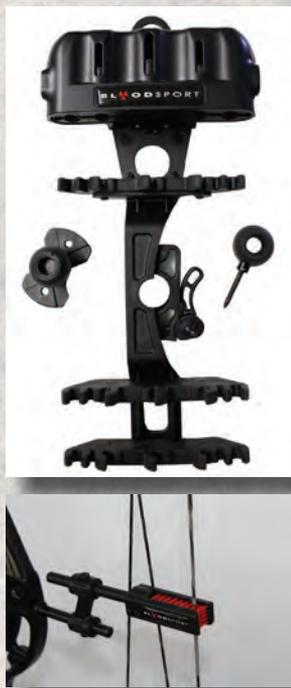
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Wall target can be ordered in sections measuring 4x30 inches or 4x48 inches and the blocks can be moved around to produce a new shooting surface when necessary. "This target should last for years and we haven't shot one out yet in our testing," McGovern noted. For 2012, Rinehart Targets is introducing its new FX Foam Cube that McGovern says combines function, durability and versatility at an unbeatable price. The cube comes in a 14 and 16 inch size and is designed to give dealers a better price point option to carry in the shop. For additional information contact the company at (608) 757-8153.

Scent-Lok has produced a line of scent control clothing for over 20 years and this year it has improved its products with the introduction of Carbon Alloy technology said to set a new standard in scent control. Alex Gyllstrom, the company's social media manager, explained the new Carbon Alloy system adds other components to the activated carbon granules that have been recognized worldwide as the best adsorbent for volatile odors. Carbon Alloy increases the spectrum of odor adsorption and targets specific odors better than activated carbon alone. Scent-Lok has introduced several new clothing systems for 2012. The new Vigilante has been added to the company's popular Savanna line and offers great value for those looking for lightweight and affordable scent control.

angle necessary to get a quick second shot. Zero Vibration Technology (ZVT) string stops are available for both crossbows and compounds bows. Instead of using a solid stop as a string stop the ZVT uses brushes which result in more arrow speed with less vibration and noise. A crossbow Pod is also available that mounts to the crossbow sling stud. It acts as a solid shooting platform as well as a forearm grip which keeps the fingers out of the way of the bowstring.

Kendall continued, "Muddy is also taking a local approach on a national basis to the way it selects its qualified sales representatives which we call Muddy Direct. Muddy Direct members represent only Muddy products and they all work within their home districts. This means smaller areas per individual to ensure better service for the dealer. It also gives the dealer someone from his home area who can help him with trade shows, local events or in-store promotions." To learn more about Muddy's complete product line as well as its new sales representative approach call (877) 366-8339.

After years of customer demand, **Rinehart Targets** has introduced their new versatile back wall target that is sold by the piece. Company President James McGovern (pictured here) said the target is revolutionary because dealers can customize their order to fit their specific needs. The new Brick



target is revolutionary because dealers can customize their order to fit their specific needs. The new Brick target is a windproof fleece garment with an ultra quiet inner shell fused with the fabric while deep, built in hand-warmer side ports offer a large space to keep hands warm. The Rampage jacket and pant comes in either Realtree AP or in Vertigo Gray. In the photo (left to right) are John Kammerdeiner, Jim Brown, Greg Sesselmann, Scent-Lok president, and David Reynerson of Bowie Outfitters, Baton Rouge, Louisiana. The company customer hotline is (800) 315-5799.



According to **Hips** President, Darrin Brown, the company is committed to dealer success and has increased its national advertising to include the new X2 Big Game Series targets. Ads in the consumer hunting magazines will feature these targets with their newly redesigned graphics. Brown said the Big Game Series offers superior stopping power and easy arrow removal for field tips so there is no need for a consumer to



purchase multiple targets. All Hips targets are built with special formulated foam called Endurance Foam that is 100 percent recyclable. He explained 2 inch thick sheets of Endurance Foam are heat welded to fuse the layers into a single block to provide excellent stopping power and that target slivering is greatly reduced. "Our new target graphics have been enthusiastically received by shooters and dealers can expect up to a 50 percent profit margin," Brown told us. The owner is pictured here with two of the six new X2 Big Game Series targets. Contact Hips at (800) 979-0915.

Todd Pringnitz (left) pictured below with Jerry Hochsetler of Dutchman Hunting Supplies in Shipshewana, Indiana, worked as a design engineer before starting **Wicked Tree Gear**. As a bow hunter, Pringnitz got tired of pruning saws that failed after being used a few times in the field and set out to design his own bullet proof version. The result is the new Wicked hand saw that is sharp, comfortable, dependable and strong. With a fail safe blade lock design, hardened steel lock pin and hardware, the Wicked pruning saw cuts smooth and fast through all types of trees and wood. This year the company has come out with the Wicked Tree Pack which includes a heavy duty canvas storage holster with a built in plastic scabbard for easy open saw access during long trim jobs. The holster features an additional neoprene pocket for storing a bow hanger or cell phone. A standard belt loop mounting system and an additional fully adjustable pack strap secures the unit to a hunting pack, tree harness or treestand. To find out more call Pringnitz at (319) 217-0885.



Charles Ricci (left), executive vice president of sales and marketing at **Altus Brands** is pictured here with consultant Paul Fugge holding two of the company's new offerings for 2012. The Waggler is a remote control predator decoy with motion and sound. To add realism, the decoy also emits scent by using a scent wick placed in the built in scent chamber and disbursed with a remotely activated quiet fan. Ten real animal sounds that include a cottontail in distress, fawn distress, wounded hare and wounded or baby distressed jack rabbit make it appealing to a variety of predators because they can see, hear and smell the Waggler. Frugge is shown holding the new Pro Hood/Bug Combo featuring Silpure Nano Silver technology that inhibits the growth of odor causing bacteria. The Pro Hood is a patented three piece camo scent control outfit that includes a new, all in one integrated hoodie/shirt with moveable magnetic ear flaps and magnetic front pockets, pants with six deep storage pockets and matching gloves. Silpure remains 100 percent effective for 50 washings. Contact the company at (800) 891-3660 to find out more.

Climbing trees less than arrow straight can be a problem when using some treestands but Curt Fast (left below) and Gary Mastin explained to dealers how their appropriately named **Twisted Timber** treestands adjust to any twisted or leaning tree giving hunters a rock solid hunting platform. The Big Bruiser and Trail Cruiser treestands feature all brass pivot bushings for quietness while adding quality to an already good product. Both models come with a snap hook carabineer to attach the support cables to the T-bar support frame and the stainless steel adjustable seat features a closed cell padded cushion which can be leveled for comfort. Both stands come with a durable powder coat finish to protect them from corrosion. Find out more by calling the company at (507) 822-3867.





Electronic Data Payment Systems helps many small shops in the archery industry by providing electronic payment services that enable them to accept all forms of payment except cash. According to Bill Treciak pictured here, the system processes credit card payments, gift card redemptions and loyalty programs

offered by many companies. "We can do all this with counter top terminals, web based gateways, mobile based solutions or point of sales," Treciak told us. "In short, we facilitate electronic payments for dealers," he added. For additional information contact the company at (866) 578-9740.

Stuart and Becky Wright were on hand to show dealers the new Revelations Split Limb Bow Dampener by **BowJax**.

The Revelations features an X-shaped design that wedges securely between the limbs of split limb bow models such as those from Hoyt and Bowtech in addition to some crossbow models. The dampener arms move freely to reduce vibration and increase limb life. The Wrights noted their new Maxjax 5 inch stabilizer includes two Maxjax Dampeners and that customers can swap out the black dampeners for colored ones to achieve a customized color scheme. Bowjax can be reached at (208) 762-3692.

Mike Derus, production, development and design engineer at **Elite Archery** said his company is excited to introduce the "Answer" as the company's flagship bow model for 2012. The Answer is a 33-1/2 inch bow with a 7 inch brace height that is easy to draw, hold and tune. A cable guard rod lock facilitates adjusting the cable guard and string suppressor and the bow can be retrofitted with an optional speed module for those looking



to squeeze more velocity out of this already quick set up. The Answer is available in ten different color combinations. Call Elite archery for more information on the Lifetime transferable warranty that comes with all of their bow models. The company can be reached at (877) 503-5483.

The **Kodabow** crossbow has many features that will appeal to hunters including an EL-2 sling and the ability to be able to manually de-cock the bow when through hunting for the day. Chuck Matasic (left), owner of Kodabow Crossbows, said the Kodabow will appeal to many hunters, especially if they are physically challenged, because of the mid-point balance of this unit. He is shown here discussing these and other features of his company's crossbow with Anthony Warden of American Outdoor Supply in Dearborn, Michigan. The new Koda-Crank mechanical cocking accessory allows the shooter to cock the bow with minimal effort using a wrench or battery powered driver unit while a safety system automatically engages when cocking the bow to prevent it from dry firing without a bolt in place. The Kodabow is offered in five different limb weights ranging from 125 to 225 pounds. Call the West Chester, Pennsylvania company at (610) 620-4352 for more information.



Archery clubs and shooting grounds can offer great archery fun using an archery trap by **Laport**. The Phoenix 65T25 and the Phoenix 20T25 can be a great supplement to Boy Scout camps, 4H groups, FFA chapters & other youth organizations. According to Graham Browne (photo), Laport Archery now offers three trap models designed to throw their 10 and 13 inch targets. The





Phoenix 20T25 throws both size targets while the smaller Phoenix 6T33 throws up to six of the larger 13 inch targets and is designed for home use. Laport is now offering the Phoenix 20T25 as a complete kit consisting of the trap, six targets, six soft shot arrows and a recurve bow. For more information contact them at (800) 335-8727. At left, Chuck Schurey, owner of Chuck's Archery in Washington, Pennsylvania helps his daughter Samantha shoot one of the Laport targets.



Nate Land, owner of **High Country Archery** discussed his company's new X-11 Pro model compound bow with dealers. The new X-11 Pro is shorter than last year's model X-11 and has a brace height of 5-1/2 inches. Shooters will appreciate how the draw cycle of this bow is much smoother than the previous model and that it has an improved cam

design coupled with different string and harness specifications. The X-11 Pro comes decorated with Realtree AP as standard or in solid black. It can also be ordered in Realtree Max 1 or in various 3-D colors. Dealers can contact the company toll free at (866) 903-8841.

Jeff Scynske pictured below told *ArrowTrade* that **Strother Archery** is offering four new bow models for 2012. The Wrath, Rush, and Moxie have a wide range of draw length adjustment and are offered in black, Predator 3D Deception or Realtree AP camo patterns. Shooters can expect the Wrath to propel an arrow up to 330 fps and it has a very forgiving 8 inch brace height. The Rush is even faster and promises speeds up to 342 fps with a 6-1/2 inch brace height. The Rush is said to combine blazing speed, extreme forgiveness and an exceptionally easy draw which will exceed the expectations of the most



demanding hunter. Archers with an exceptionally long draw length will find that the new Moxie, with its 7-3/8 inch draw length, will deliver speed and unparalleled accuracy according to Scynske. This 37-1/2 inch bow weighs only 4.3 pounds. The fourth new offering is the 3.75 pound Hope proving good things do come in small packages. It is built for the needs of the woman archer and is available in draw weights from 40 to 60 pounds; it offers an 80 percent let off. All new Strother bows have a new Super Glide Cable Slide and feature the newly designed Badger Cam system that is easy to tune, simple to service and requires little maintenance. Call Strother Archery at (888) 758-9269 for more information.

According to Brandon Hylton, creative director at **Parker Bows**, (at right) the new single cam Python is built for speed and is the company's flagship bow for 2012. The Python offers all the top features shooters have come to expect from the best high end bows including a generous 7 inch brace height, new split limb technology and an extreme parallel limb design. Also new is the Velocity, a high performance adult compound bow with a forgiving 7-1/4 inch brace height and an extreme parallel split limb design. Like the Python, the Velocity showcases Parker's exclusive Fulcrum Pocket System and according to Hylton, is a great bow for the price. For 2012, Parker has added four new crossbows to its line. The new Gale Force, Tornado F4, Tomahawk and Challenger are all available in the Outfitter package which includes optics, quiver and four arrows. The Concord with its Quick Draw system now offers shooters a cocking and un-cocking feature that uses a 9 ounce CO2 cylinder that is good for up to 40 cocking cycles. Get more information on these or any other Parker bow by calling them at (800) 707-8149.



Maximus President Paul Vaicunas took time to tell us all of the company's crossbows are designed, engineered and manufactured in Alexandria, Indiana and are made with the expertise of the people who use them. Vaicunas noted the new Ergo is the company's flagship bow for 2012 and features Gordon fiberglass limbs along with an ergonomic design making it a pleasure to hold and shoot. A Picatinny Rail Sight bridge is standard as is the patented match grade trigger. The Ergo also features an ambidextrous safety and an anti-dry fire device coupled with a side mounted quiver. It is available in either a 150 or 175 pound draw weight and has a mass weight of 8 pounds with optics and rings. The ISO 150 Compound Crossbow features an under mount stirrup,



vented forearm, match grade trigger, hand shake pistol grip and a side mount quiver. It weighs less than 8 pounds and has a 150 pound draw weight. Also new this year is the Carbon Death Nail Arrow that has 95 percent less barrel drag and unbeatable downrange penetration and accuracy, according to Vaicunas, who is shown above. For further information contact Maximus at (800) 663-0359.

There are a lot of climbing devices on the market but none as unique as The Vine Climbing Sticks by **Tree Line**. Like all other Tree Line products, these climbing sticks are American made and produced in Decatur, Alabama. They feature all steel welded construction with a powder coat finish allowing them to last for years. Company partners Kevin Turan (left below) and Brad Fitzgerald said the Vine's round tube design allows each ladder section to pivot independently while the bend configuration provides a two post ladder feel. Hunters will like the in-line step design that eliminates right and left steps and how the design mimics tree vines and conceals the ladder. For safety there are no sharp protrusions to impale climbers. The Vine comes in either a 17-1/2 or 20 foot height and will support a weight of 300 pounds. Tree Line has also come out with the new Cam-It Bow Hanger because some trees offer shooters no place to hang their bow. The Cam-It Hanger mounts to the tree in seconds and has a powder coat finish for durability. A patent pending cam action mounting system makes installing it easy and no assembly is required. The company can be reached at (256) 350-3315.



Scott Lindemann (in photo above) is president of Prairie Innovators and the maker of the **Bow Trainer**. He said even though his company is young, it is growing every year. "This is our third ATA show and our sales are increasing," Lindemann said. The Bow Trainer was developed when Lindemann's partner, an avid archer and physical therapist, had a patient with strength issues. The partners had the idea the therapy used with the patient could be applied to improve accuracy, strength, form and stamina when drawing a bow. "We developed it, refined it and now our sales are growing," Lindemann explained. The Bow Trainer is easy to store and comes with a detailed user manual, and an online training program so participation and success can begin immediately and continue all year long. Call the company at (866) 701-8867 for more information.

Mathew Shillinger (photo below) noted **AMS Bowfishing** is now decorating its best selling Fish Hawk bow in an AMS exclusive Koi Carp pattern featuring scales, water and fish. For 2012 AMS is offering Nockturnal Lighted Nocks that fit their Tiger Shark shafts perfectly and last for days. A special water tight housing prevents failure in the field and they can be used multiple times. The Tiger Shark fish arrow has a solid carbon wrap and special composite core making it super tough while its 5/16 inch diameter allows the use of all standard bowfishing points. Shillinger said these are the straightest, lightest, toughest and most convenient bowfishing arrows available. This year AMS is also offering the new Special OPS Night Vision





Bow Light System that mounts directly to the bow for night time bowfishing and is especially useful when hunting bighead carp. AMS Bowfishing can be reached by calling (888)541-7657.

The X-1 treestand weighs less than 12 pounds yet, according to Tevis McCauley owner of **X-Stand Treestands**, despite its light weight, the X-1 offers hunters a revolutionary concept in treestand design. McCauley, who is shown here demonstrating the X-1, said flexible arms contract inward as the cable clinches to firmly grip the tree and then flex outward to open the cable for easy climbing. The X-1 is constructed using 6061

aircraft aluminum and will support a weight of 300 pounds. The X-1 comes with a back pack strap and full body harness. For 2012, the company has introduced the X-Blind which is large enough to conceal a full size ATV yet it weighs only 12 pounds. To find out more contact the company at (540) 877-2769.

According to David Garner and Linda Ricketts (below) of **Cottonwood Outdoors**, hunters can quickly upgrade an older treestand by choosing the accessories they need from the fully mechanical display called Weathershield Treestand Accessories. Dealers don't have to be specialists in his company's products because the display will do that for them. The display comes with a "Fitment Guide" that enables a customer



to look up their particular treestand model and then easily find what accessory they are looking for by checking a handy cross reference chart. Garner said all accessories are constructed of the finest materials with the most innovative designs in the industry. Hunters will appreciate that they are waterproof and come with a three year guarantee. Contact Cottonwood Outdoors at (706) 253-1100.

Jessica Denman (photo) was busy informing dealers about BoonerBuilder from **Wackum, LTD** located in Cortland, Ohio. BoonerBuilder is scientifically formulated to actively enhance the nutritional value of woody plants because a plant sprayed with the product naturally produces more sugars, retains its tenderness and is better tasting to wildlife. BoonerBuilder was developed by Denny Wildman, an agricultural crop yield specialist and tested by Dale Denman, a real woodsman with a passion for understanding wildlife. After field testing the product over five years, Denman gave Wildman his confident approval on the product's consistent performance. Denman said BoonerBuilder brings a whole new concept to hunting because using it is as easy as taking a walk in the woods. "Simply spray the product on native browse, such as saplings, grasses or other plants to create a browsing route and hold deer where you want them." To find out more, contact the company at (234) 244-4868.

Bad River Outdoors strives to bring consumers new and innovative products which provide solutions to common outdoor problems. All of its products are made in America and they are fully



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guaranteed. This year the company has introduced the Little Mule electric game hauling cart featuring a heavy duty stainless steel drive train powered by a 24 volt electric motor. This compact, powerful electric drive game cart can haul any big game animal over the roughest terrain and, because of its low center of gravity, it will not tip when traversing steep hill sides or when rolling over logs or rocks. The Little Mule features an all aluminum frame, forward and reverse modes, a finger operated throttle and locking wheel hubs to permit free wheel, one wheel or two wheel drive operation. Since movement detection is one of the major problems faced by bowhunters, the company has introduced the new BrushHawgz concealment system (see photo above) that mounts to a tree stand allowing the hunter to conceal himself using cut tree branches or other natural vegetation. The BrushHawgz fits all types of stands including ladder, fixed and climbing models. Shown in the photo with the Little Mule are (left to right) Associate Jeff Bentz, company CFO Jerry Hedrich and President Ed Humpert. More information can be obtained by calling the company at (989) 642-2345.



Chuck Keefer, shown here at right, explained to dealers that Ignite by Rack 1 is a complete system for managing whitetails year round. It is comprised of food products, supplemental feed, attractants and nutritional supplements. Overload is best used year round in gravity style feeders or near known whitetail bedding areas because it enables a whitetail to make it through the winter and to get back into shape for the following fall. XCellerator provides deer with the minerals they need to maximize antler growth while Chaos is a deer attractant that is best used around



trail cameras to provide a look at what's living on the property. Rut Fuel can be used in spin cast or trough feeders as well as being scattered on the ground. Keefer said deer can't resist the urge to devour the premium year round attractant. For more information contact the company at (800) 723-2445.

Jill Halliburton is pictured at right with **Norway Industries** new three inch Zeon Fusion vanes. Halliburton said these vanes have a lower profile than the 2.1 inch Zeon Fusion vanes and that they solve many rest clearance issues as well as providing shooters with a slightly longer vane. Like the 2.1 Zion Fusion vanes, the new three inch vanes come in yellow, green, orange or red. For 2012, the company is promoting the Hitch Hero, a stable, hitch mounted dog feeder that fits any 2 inch hitch receiver. The Hitch Hero has dual 32 ounce no-spill feed bowls and can feed two dogs. Also new is the Sturdy Step a product Halliburton said is sure to be a hit for pickup truck owners because it serves not only as a step but can be used as an emergency shovel or ice scraper. It fits any two inch trailer hitch and has a 400 pound capacity. Norway Industries can be reached toll free at (800) 572-2950.

Berry's Manufacturing has been a family owned business for over 40 years. Tony and Sheila Berry said the company makes numerous products including bullets and a variety of plastic injection molded items. Tony explained the company's Versa Cradle Archery vise in use here is the most versatile bow vise on the market because it lets you work on a bow by





clamping on the bow's limb using a machined clamp outfitted with polyurethane pads. The vise mounts to any bench using bolts or screws and provides a rock solid platform while a patent pending locking ball lets you rotate the bow 360 degrees for easy reach. The couple is pictured here with the company's new Cross Bow Versa Cradle Shooting Rest. They can be reached at (435) 634-1682.

O'l'Man Treestands was founded in 1984 and according to Operations Manager Ryan Pappas, below, the company is under new ownership. Pappas said O'l'Man's flagship tree-stand for 2012 is the new Drone climbing stand with Hex Drive Technology that lets the user easily make adjustments to the angles of both the standing and sitting platform for a comfortable, safe shooting platform. The Drone is loaded with features including built in accessory hooks, quiver holders and a detachable foot rest that can easily be turned into a gun rest. The Roost is the company's best selling fixed position tree-stand and is now offered in an aluminum version for easy carrying. It has a standing platform that measures 24x32x6 inches and weighs just 15 pounds. Back straps are included as are padded armrests. Contact the company at (850) 521-5838.



Terry Rohm, marketing and product development manager at **Tink's** said 2012 marks the 40th Anniversary of Tink's #69 Doe-in Rut Buck Lure. As a tribute to this success, the company has brought back a bit of history. Now, for a limited time hunters can get Tink's #69 Doe-in-Rut Buck Lure in the classic glass bottle as a part of Tink's anniversary celebration. The 40th Anniversary display systems have been newly designed to provide eye catching graphics and to maximize dealer revenue. The variety of display configurations come stocked with the special Anniversary Tink's #69 Classic Glass Bottle or with a broad range of products that are sure to appeal to any deer hunter. The company strives to keep their brand and products in front of the hunting community and has invested in a fully integrated online marketing effort which is loaded with great video content and research material. Tink's can be reached at (800) 624-5988.

A bow quiver can be a help or a hindrance if it isn't balanced on the bow properly. **Grayling Outdoors** says they have solved the problem with the new Swing Away Bow Quiver that allows the user to adjust it for optimum bow balance. Made of glass filled nylon, the Swing Away Quiver is designed for strength and durability. Charles and Kimberly Tinker (below)



told *ArrowTrade* this summer, the company will come out with a fletching package consisting of a Grayling fletching jig, three fletching clamps, vanes, glue and a stripping tool. The kit will also come with an index shaft and crossbolt receiver. To receive additional information on these or any other Grayling products contact them at (989) 348-2956.

Shown at right Mary Snyder, marketing manager at **Absolute Outdoor, Inc.**



explained that Onyx gear with Arctic Shield technology is committed to offering men and women the finest in outdoor apparel. Rain, snow, wind or cold will pose little problem because Onyx clothing is designed to battle the elements and provide a more memorable hunting experience. For 2012, Onyx is introducing a number of new products including a classic vest along with a light jacket and pant all with Arctic Shield technology. A new Arctic Shield Youth Performance Fit jacket and pant are designed for the junior hunter to have a memorable day when hunting with dad or grandpa. A new Radar Cap and Youth Glomitts, both with Arctic Shield technology complete the outfit. The ladies haven't been forgotten either. Snyder is pictured here with the new jacket and pant designed specifically for women. An X-System base layer coupled with new headwear and gloves designed specifically for women is new as well. Other new products include a Waterfowl Jacket, Decoy System Gloves and a reversible waterfowl vest all with Arctic Shield technology. For winter-time predator hunting the new Classic Parka and Bib are both dressed out in Realtree APS. For additional information on any of these products contact the company at (320) 252-2056.

Machining small parts for arrow rests, sight pins, or safety sears on crossbow triggers can be problematic and costly. The problem facing manufacturers is the needed part has a very complex shape and complicated 3-D geometry. Tom Jones explained to manufacturers how **Indo-MIM's** metal injection molding process works and how it can help solve difficult manufacturing problems. According to Jones, pictured here holding a small part made by the company, the metal injection process is designed for high volume production of small parts. Indo-MIM has the ability to produce small, highly complex shapes in large volume using a wide variety of alloys and that it could produce nearly unlimited shapes in hard to process material, the representative said. Some other capabilities of the company include precision machining, heat treating,



plating and coatings along with plastic insert molding and cleanroom assembly. Phone their Princeton, New Jersey office at (609) 651-8238 to find out more.

Andrew Scott, sales representative for **ARS Business Solutions** informed dealers his company offers a full inventory management system for retailers to track their customer base, costs, inventory, commissions, profits, discounts and a host of other business related chores. For example, a dealer can download a manufacturer's catalog directly into the system to get updated price lists and to decrease the need for data entry thus saving time and money. ARS Business Solutions provides training and support to dealers to ensure successful



implementation of their inventory and point of sale system. In addition, the company offers assistance with all hardware choices as well as all necessary training that fits the dealer's schedule when learning to use the system. Call Scott (shown at right) at (800) 547-7120 Ext. 5705 to find out more.

Terry Harris, company President of **Jim Fletcher Archery** is pictured below with the new camo anodized version of the company's popular 44 release. While it's expected the camo version of this release will become popular with hunters, the company will continue to produce it in the popular green anodized color as well. With an interlocking jaw system, the 44 easily attaches to the bow string loop while a hardened trigger and roll design promises a smooth release with every shot. The company's Trupeep all aluminum peep sight allows shooters a perfectly round, shaded hole at full draw and is now offered in either a red or green color while a pink version is expected to be available soon. Contact the Bodfish, California company at (760) 379-2589 for additional information.





The Reign broadhead is the brain-child of **EP Hunting** co-owners Mike Mix (right) and Doug VanderWater. According to the partners, this hunting head utilizes two innovations that separate it from other broadheads. First is the Shatterhead tip which is razor sharp on four sides. Mix said when shot from a high speed bow, the tip acted similar to a mushrooming bullet, literally exploding bone outward on contact. The second innovation is a pivoting, single-piece, two-blade design featuring a patent pending, spring-loaded ball bearing mechanism that re-centers the blade after hitting bone. The company is now offering its Redeye string peep in four colors including pink. The Redeye peep is Swiss CNC machined and designed to collect and deliver more light to the archer's eye while still focusing attention on their target and pins. The Kiss of Death Kisser Button continues to be a popular addition to the company line because it is soft and forgiving if it should contact the shooter's face. Its design also provides additional string dampening capability. Contact the company at (866) 318-0160 for more information.



Many show goers looking to manage their deer or elk herd, or to attract them to a blind during the hunting season were interested in **Big & J's** BB2 nutritional supplement and deer attractant. Lance Manker, a representative for Big & J Industries is pictured here with one of the company's products. He explained Big & J is a supplemental deer feed company offering high protein deer feed that doubles as a powerful attractant.



The company can be reached at (866) 210-7781.

There are many deer attractant products on the market but **Deer Quest** Incense Sticks are unlike any other. Company Product Manager Brad Wooms (right) and Sales Manager Bob Caleseric told *ArrowTrade* the incense sticks are 100 percent synthetic and will never freeze like liquid scents and they smell stronger and last longer than any other aerosol, gel or liquid. Each stick burns for approximately two hours and deer can smell the aroma from 400 yards. For 2012 Deer Quest has developed the new Golden Estrus scent and a new Persimmon lure with a sweet yet tart aroma that deer love. Deer Quest currently offers scents for deer, bear, elk, moose, and wild pigs. This year the company has introduced Predator Sense which is a curiosity scent designed for hunting bobcat, coyote and fox. Reach Deer Quest at (800) 795-7581 for more information.

Goat Tuff Products, known for their glue and other arrow fletching components, has come out with the new GT Claw Bow Carrier for

The company currently offers the BB2 Nutritional Supplement in 20 and 40 pound bags and the BB2 XX Concentrated Nutritional Supplement in 10 pound bags. For 2012, Big & J's has introduced the BB2 Cube which is a compressed method of supplying nutritional deer supplements and acts like a powerful attractor year round. The com-

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2012. According to Dave (right) and Doug Smith, sons of company President Jerry Smith, the new Claw promises to be the most comfortable and most secure bow carrier on the market. The Claw is worn on the belt and the bow handle is inserted and rotated to secure it, leaving the hands free. With the bow locked in the carrier, a hunter can then walk, climb, twist, step over obstacles and even sit and the Claw will continue to hold the bow securely. Also new this year is the redesigned Equalizer Release Aid with a wider draw shelf and repositioned trigger. Dave Smith said this makes a tremendous impact on arrow performance for short draw archers or for those who have had to shoot reduce draw weight due to age or injury. Goat Tuff is also offering the new Opti-Vane II with a low profile for optimum clearance and an aerodynamic contour to generate higher arrow speed. The Opti-Vane II is constructed of two different proprietary materials that optimizes adhesion, durability and accuracy in flight. "Once they're on, they're on," Doug told us. Contact the company at (520) 742-1701.

Mike Benton of Bay Country Archery in Pasadena, Maryland discusses the new Zing! Adhesive with Barbara Grundman (right in photo below) of **Flex-Fletch Products**. The company provided product samples of their new Zing! Fletching Primer and Zing! Adhesive to dealers. The company is now offering the Zing! Primer in a new 4 ounce spray bottle and will be adding a gel version of Zing! Adhesive this spring.



Last year Flex-Fletch introduced Silent Knight crossbow vanes with the usual thin of all Flex-Fletch vanes but made of a stiffer, extreme compound that provides maximum speed and guidance with minimum noise. Flex-Fletch Products has named Dietmar Trillus as Pro Staff director for 2012. For more information the company can be reached at (651) 426-4882.

In 2010, **Wasp Archery** was acquired by the Weaver family of Harrisburg, Pennsylvania. This year the company has introduced the new 100 grain Z-Force mechanical broadhead with a unique ball bearing deployment system as well as a new 75 grain pink broadhead called the Queen which is dedicated to women archers. Wasp has also established a Social Media presence and an improved dealer structure that builds on commerce as well as on relationships. Steve Johnson (left) is pictured here with the company's new broadhead carry case called the Wasp Nest while Matt Weaver holds a 3 pack of the new Z-Force heads. To order by phone or for more information contact them at (860) 283-0246.



Camera support is imperative for any videographer and **Campbell Cameras** offers a wide assortment of tree arms, tripods and shoulder arm or monopods to achieve crisp footage or ultra sharp photos. Jeremy Leu (left in photo below) and John Campbell took time to explain the company's products. "We cater to the outdoor videographer and carry anything for cameras and everything that goes with it," Leu told *ArrowTrade*. Leu said the hot new camcorder for videographers is the SONY NX70U and it is SONY's first rain proof, dust proof camera in what he called the "prosumer" range. "We are mainly a video product retailer and we offer everything the amateur and professional photographer needs," Campbell explained. "We have the staff that really knows what it takes in terms of products and techniques to film in the outdoors," he added. For general questions or to request a catalog call (877) 384-3337.





WPT Inc. has been a supplier of holographic tape to the fishing industry for more than 30 years. Today, the company manufactures and wholesales holographic, pressure sensitive reflective and adhesive backed tapes and labels for a variety of applications. Ron Warczynski pictured here with Artwork Director Jennifer Fulton said in 2010, WPT Inc. bought out B & B Archery, manufacturers of Quick Crest Arrow Wraps and his company now offers several dozen arrow wrap patterns. All

the company's products are made from the highest quality materials and are manufactured in the United States. Contact them at (269) 468-3399 for more information.

Scorpy Crossbows designed its new Ventilator crossbow specifically

for older or physically disabled hunters. According to Rex Isenhower (left in this photo above) and company owner Jim Kempf (right) the Ventilator weighs less than eight pounds and is the world's first crossbow to achieve one pound of kinetic energy for each pound of draw weight. The Ventilator is available in a 90, 110 or 130 pound limb configuration and each model features an exclusive center balance mount for use with a tripod, bipod or monopod. Each model also has an ergonomically designed safety forearm that helps prevent the thumb from being placed in the danger zone. Kempf noted the Ventilator will accept various optics and accessories including the new Trijicon ACOG Crossbow Scope. Call the company at (319) 331-4700 for details.



A whitetail's sense of smell is his best defense but Nose Jammer by **Fairchase Products** shortcuts this sense with Vanillin and other organic compounds that effectively jam a big game animal's sense of smell. Matt Brown is pictured here with the new Nose Jammer Pro Kit that has everything a hunter needs to remain scent free and undetected by deer or other game animals. The kit contains an aerosol, shampoo and body wash, laundry detergent and deodorant. He noted the Nose Jammer aerosol spray is available in either a 6 or 2 ounce spray. For more information contact them at (507) 896-3138.

Precision Designed Products carries a wide selection of standard and custom archery products, including archery arrow points and inserts. Company President Keith Jabben said his company offers the largest number of precision archery products available. "We give demanding archers the widest range in size and weight of arrow points and components available in the world. With our Adjustable Steel Speed Point

archers can fine tune weight with 10 grain modules and a final 5 grain set screw. Weights can be increased with any combination of 30, 50 or 100 grain modules and all points are matched within 1/10 of a grain," Jabben stated. PDP offers shooters inserts for all types of arrow shafts and has points ranging from 55 to 300 grains. It should be noted PDP has

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moved into a new manufacturing plant which Jabben says will triple production. Jabben is shown above right with Shipping Manager Josh Ferguson. The company can be reached by calling (620) 331-0333.

Many bowhunters view trail cameras as an indispensable piece of hunting equipment and many own more than one. **Buckeye Cam** has introduced the new X7D trail camera which is the most inexpensive they have ever offered. BuckEye Cam Pro-Staff President Ray O'Lenic, pictured here holding the new X7D, said like past BuckEye Cam models the X7D offers a long range wireless option that can be used for wildlife management, security or even research. O'Lenic explained a radio transmits photo or video data from the camera, or cameras, to a base station up to a mile away and there is no fee associated with this transmission. The user has a choice of two different wireless base station set up options: PC Base or a Cell Base (Cell Base requires a cellular data plan). Each base option can operate up to 254 cameras. Both options allow the user to view images on the computer where the camera system software is installed. The photos can then be relayed from the computer running the PC base software to a LiveCam website that users can access from anywhere in the world where they have access to an internet connection. Camera settings can be adjusted, camera/base signal strength and battery levels can be checked directly from the computer that is running the camera system software. For more information contact the company directly at (866) 325-8172.



America's Best Bowstrings has continued to expand its product line and this year unveiled their new Rubix arrow rest. According to company President Jerry Mullet, the Rubix is a revolutionary new arrow rest offering shooters a means to tune a bow with ease and precision because the Rubix features click adjustments for both horizontal and vertical travel. Another feature of this new product is that it can be set for target shooting with the included target launcher blade or converted to a drop away rest for hunting. Each click moves the launcher arm .003 of an inch and it is buss cable activated. This year the company's premium strings are being made using BCY 8125 material and cables are made with 452X material. This combination provides shooters with maximum speed and great durability. Shooters can order custom built premium grade bow strings in custom colors and made of BCY 8190 material. America's Best Bowstrings is so confident in their strings they guarantee them for one year against peep rotation, creep and serving separation. Pictured in the photo holding the new Rubix rest are (left to right) Steve Hurt, Jerry Mullet and Jeremy Green. Contact this company at (330) 893-2675 for additional information.

Arrow Precision Sales Manager Dan Welker (at left below), pictured here with Bill Lako, said all of the company's crossbows have been upgraded for 2012. The popular Fury has had an upgrade in string quality and now comes standard with a red dot sight. Hunters will appreciate the added safety of a newly incorporated anti-dry fire mechanism. "We listened to our customers and made improvements to our products," Welker explained. The company's Wildfire model is now called the Wildfire II and comes standard with an illuminated scope and a new noise suppression system. Arrow Precision can be reached at (610) 437-7138.





Seth McGraw (left) and Craig Peters were busy cooking up a storm for show attendees in the **CanCooker**, an economical and time saving way to cook food. The CanCooker is constructed entirely of heat conducting aluminum and is easy to use, clean and to transport. A rubber seal under the lid keeps moisture inside the cooker while a steam hole vents excess pressure. The CanCooker is designed to cook Midwest, Cajun and New England style foods but can be adapted to any style of outdoor cooking. It even comes with its own convenient storage bag. For more information contact them toll free at (877) 844-2772.

Mike Edwards (at left below) and Greg Stawczyk were on hand to inform dealers about **Mossy Oak Outdoor Accessories** and **Yukon Gear Outdoor Apparel**. Edwards is brand manager for both companies and said Yukon Gear offers technical, specialty, core apparel, hats, gloves, socks, packs, bags and other accessories designed for any weather or environmental conditions. Whether its whitetail, turkey, upland, or waterfowl gear, Yukon Gear has what a hunter needs in popular Mossy Oak camouflage patterns or blaze orange styles. The company offers a full range of outdoor clothing for men, women and youth in four Mossy Oak patterns. Mossy Oak Hunting Accessories carries a full line of shooting, archery and waterfowl accessories including slings, gun cases, hearing and ear protection and field dressing accessories. For more information contact the company at (847) 715-1365.

Not all the marketing took place on the exhibit hall floors. The hallway, doorways, escalators and even the bathrooms of the Greater Columbus Convention Center were filled with a variety of promotional messages. One of our favorites was this classy giant banner from **Gordon Composites**, a firm which has been supplying fiberglass to power the industry's bows for 60 years. You can find out more at gordoncomposites.com and can reach the firm in Colorado at (970) 240-4460.



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With the high-tech composites and polymers used in archery today comes a need for specialized adhesive components. VaneTec has developed the ArrowSmith Adhesion Kit to address that need.

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UnderCoat Primer makes everything in the ArrowSmith kit work better. It cleans and preps any surface to be bonded with cyanoacrylate adhesives and allows for faster, stronger bonds on vanes and inserts.

HeadLock Anti Vibe Threadlocker Field tips and broadheads loosen constantly causing noise and affecting accuracy. HeadLock freezes components in place quieting any bolt-on component



VaneTec
www.VaneTec.com



NAP Introduces Killzone Mechanical Broadhead

New Archery Products, an industry leader in broadheads and archery accessories, introduces the Killzone broadhead.

The Killzone is a rear-deploying 2-blade, 2 inch cutting diameter broadhead that incorporates new technology which allows both blades to open and work together in unison. This design allows the broadhead to gain maximum penetration while avoiding any single blade deployment upon impact or during penetration of the cavity. The new Killzone broadhead blades are strategically placed further back from the tip, allowing both blades to fully deploy and anchor against the back of the

ferrule creating an extreme entrance and exit hole with enhanced penetration and durability. The Killzone has NAP's Diamized blade technology creating one of the sharpest blades in the industry. The Killzone broadhead blades will fold back, so it is not a barbed broadhead and is legal in most states. The brightly colored practice head that is included in the package is specifically matched to the same accuracy and flight characteristics of the Killzone broadhead, but is designed to be easily removed from your target and will not tear it up as the real broadhead would.



The Killzone is available in three models: 100 grain Cut-On-Contact tip, Trophy Tip or Deep Six. The Killzone is sold in a 3-pack of broadheads plus one free practice head, with a MSRP of \$39.99

A three-pack of replaceable blades and tips will be available. The blades are easily replaced and come with blades, replacement screws and wrench. Practice heads are also sold separately and will be in a one-pack for \$9.99.

For more information call (800) 323.1279 or visit www.newarchery.com.

Big Green Adds Broadhead Target

Big Green Targets, a leading manufacturer of archery targets that are made from 100 percent recycled materials unveils the new Broadhead Blade Stopper Target.

The target features a proprietary method of heat bonding recycled scrap foam, which the company says enables the double sided Broadhead Blade Stopper to take shot after shot without slivering or coming apart. The target measures 20x20x18 inches and weighs 28 pounds.

High definition screen-printed front and back target faces provide sharp and graphics. The front face of the archery target has 1 inch shooting spots on the front face with vitals and variable shooting spots on the back featuring a pinpoint crosshair graphic to hone in your archery shooting skills.

Big Green Targets, a division of Poly-Green Foam, LLC is the premier supplier of recycled foam archery targets. For more information on Big Green Targets or the products it offers call (888) 390-5548 or visit www.biggreentargets.com.



Hallmark Cutlery Has New Knife Line

HallMark Cutlery was excited to launch a new brand, Bad Blood at the 2012 SHOT SHOW. The line consists of a mid-priced offering of tactical folders, fixed blade, and utility pieces. The new brand will also include a custom collaboration series from custom maker, Sean Kendrick.

"Kendrick designs simple, yet exceptional cutlery pieces," Jessica Hall of Hallmark Cutlery said. "His line for HallMark Cutlery will include three folding knife patterns and three fixed blade models, and are expected to be available the first quarter of 2012. HallMark Cutlery is delighted to have Sean on the team."

Sean Kendrick has been crafting knives, professionally since 1998, but knives have been a passion since he was a child, Hall said. Craft and design come naturally to the self-taught Kendrick, since his mother is a talented artist and father is a master electrician, plumber and mechanic; his great-grandfather was a blacksmith. Kendrick's unique style and design have been inspired by many elements, including music. Sean credits his friends and mentors, David Moiser and Mike Franklin, for showing him the "ins and outs" of folding knives. Kendrick was awarded the "Best Tactical Knife" at the 2010 Spirit of Steel Show for his fixed blade Partisan Hybrid. The fixed blade Spirling Demise was awarded the "Best Tactical / Fighting Knife" at the 2004 Greater Ohio Valley Knife Show. Reach Hallmark at (866) 583-3912.

Flextone Has Powerful New Caller for Predator Hunting

Flextone Game Calls introduces the New Echo HD 80 electronic call. The Echo HD 80 is a more advanced electronic call with features designed to impress customers with realistic animal sounds. The Echo HD 80 comes pre-loaded with 80 high-definition calls and is programmable giving you them the ability to fit their hunting scenario. The pre-loaded categories include bear, bird distress, bobcat, cougar, coyote, crow, elk, fox, hog, moose, owl, prairie dog, rabbit, raccoon, snow goose, squirrel, turkey, whitetail deer and wolf.

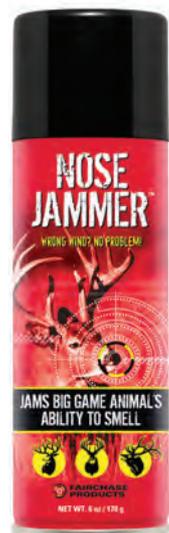
The innovative Echo HD 80 features a large backlit

Nose Jammer Aims to Even the Odds

Fairchase Products, manufacturer of Nose Jammer, introduces what it says is a smarter way to hunt using an olfactory nerve overload system.

“Nose Jammer contains vanillin and other organic compounds that effectively jam, or overload, a big game animal’s sense of smell,” explained founder and president of Fairchase Products, John Redmond. “Best of all, it does so without alarming the animal to danger. The Nose Jammer formula is made with compounds that are emitted from trees and plants found in North America. The key is taking these natural compounds and delivering them at concentrated levels to overwhelm the sense of smell.”

Redmond said, “When the brain is trying to process more odor sensory information than it is capable of, the signal shuts off and will not restart until it has had time to cool off. Just like an overly bright light can wash out a photographic image, Nose Jammer overwhelms the olfactory system and overpowers an animal’s ability to detect and track human scent. Making yourself invisible to big game is your number one priority when hunting, but not by covering up your scent or trying to smell like a deer. The basic principle behind Nose Jammer is to blend in with the big game’s environment by using compounds that are found in the trees and shrubs that they live in every day.”



Redmond suggested you spray your boots on the way to your stand, then put a dash at the base of the tree, and finally spray the tree for 5 seconds when you are standing in it. “That will attach the jammer and create a cloud. When game animals get downwind, Nose Jammer is the first thing that touches their nose.” When on a spot and stalk spray your clothes and boots, Redmond suggested.

Nose Jammer comes in either a 6 ounce or a 2 ounce aerosol can. making it a cinch to carry in any pack or pocket.

For more information visit www.nosejammer.com or call the Minnesota firm at (507) 896-3138.

LCD screen with two high quality non-distortion speakers that spin over 360 degrees giving a natural realistic sound in any direction required. The handheld remote activation is included to help the hunter set up a perfect ambush and it can be activated up to 300 yards away. The handheld remote comes with a docking station in the base unit for recharging for even further ease of use. The Echo HD 80 is water resistant and rubber coated, helping to weather-proof it while making it quieter to handle in the field. It weighs 3 pounds.

For more information, called the manufacturer at (877) 9 WE HUNT.



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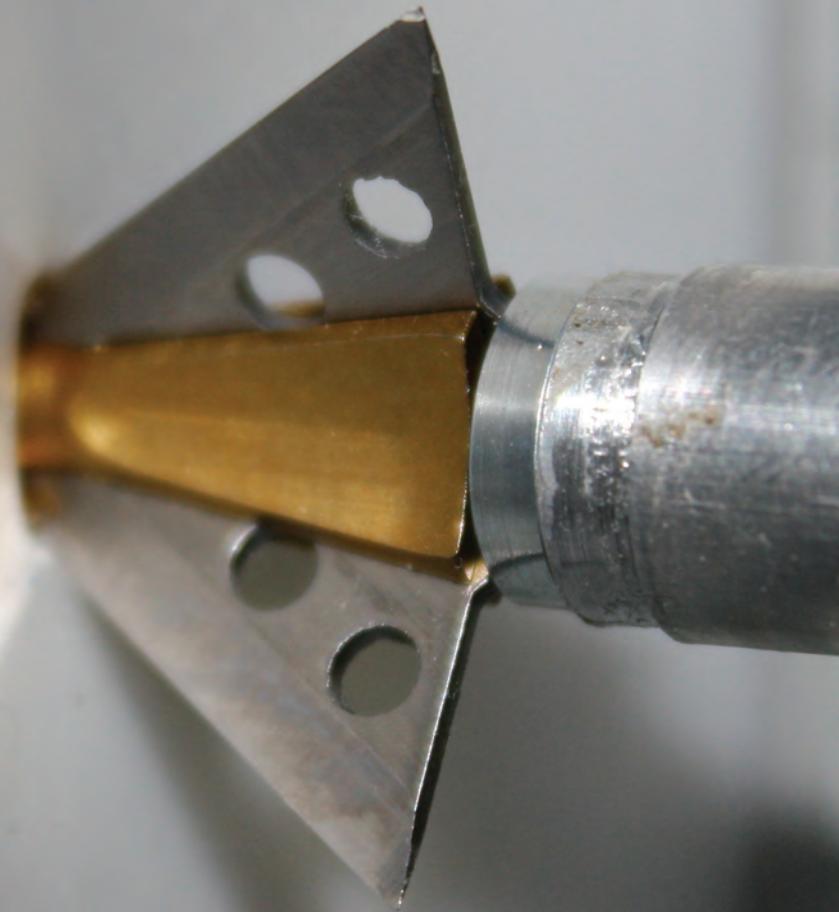
Scientific Broadhead Test

By Jon Teater

Rocket Broadheads, at one time an entity of Trophy Ridge and now it's own brand as part of the Bear Archery family, arrived on the scene many years ago. The brand is best known for its expandables and of them, the Meat Seeker is the one being promoted most heavily. The company shows off their product line in their most recent print ads. They boast sharpness in the advertisement with a chainsaw that is converted to a "broad-saw." If you look closely the broadsaw includes a multitude of broadheads. One of those broad-

heads is the Ultimate Steel we just completed testing. The company will continue to push their flagship product this year - the Meat Seeker, but the Ultimate Steel is a impressive fixed blade broadhead.

The Ultimate Steel consists of three blades. The broadhead comes in three weights (75, 100 and 125 grain) and is designed to create a 1 inch cut as it slices through game. To no one's surprise, the broadhead is constructed from steel. Steel is the norm on many broadheads of today because of its immense strength and durability. On the surface, the



ArrowTrade Scorecard

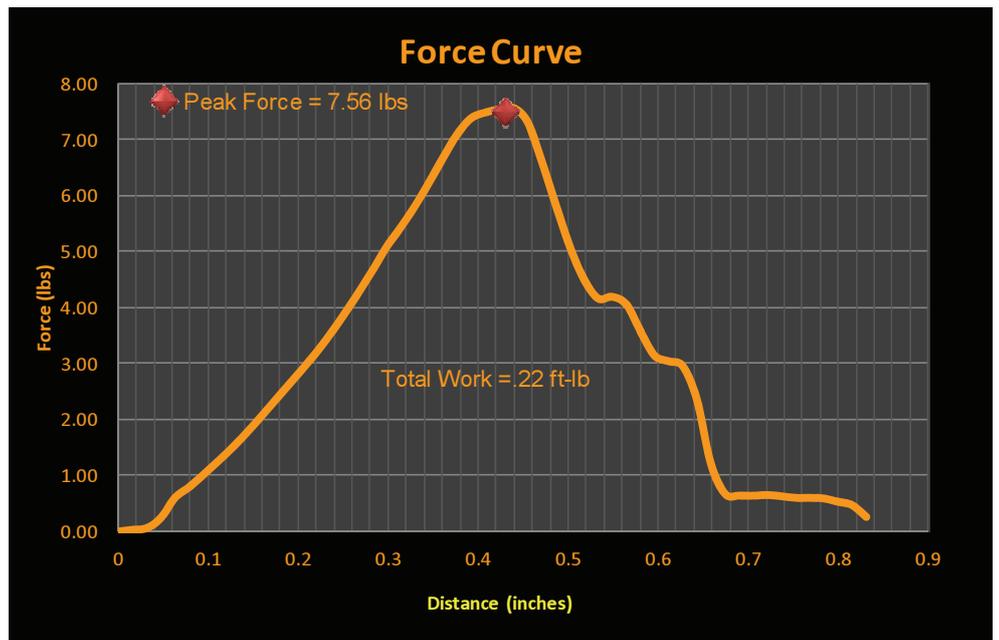
Evaluation Criteria	Score
Craftsmanship	
Design Integrity	
Performance	
Sharpness	

Note: The ratings are based on the following color codes:
 Blue = exceptional,
 Green = above average,
 Light Green = average,
 Yellow = marginal,
 Red = unacceptable

Weight Measurements

	Broadhead 1 (Grains)	Broadhead 2 (Grains)	Broadhead 3 (Grains)	Average Weight (Grains)
Package 1	97.2	97.2	97.4	97.3
Package 2	97.5	97.9	96.9	97.4
Package 3	97.4	97.2	97.3	97.3

The photo shows an extreme close up of the head being driven through the polymer test medium. As this chart shows, weights of the heads we sampled were reasonably close, though all were under the stated 100 grain weight by our test scale.



Above left, the broadhead tip and ferrule are coated with titanium nitride, also used on drill bits for its hardening and friction-reducing properties. Above, the force draw curve shows a gradual rise to the peak, very different from the signature of the Grim Reaper Hades (see at right) as detailed in our November, 2011 test report.

product exudes an orange tinge. The tinge, a titanium nitride coating, is present on the tip and shaft. This coating is typically on many industrial-grade cutting tools (i.e. drill bits), and the benefits are great.

Rocket Broadheads are designed and advertised to take various game animals. The Ultimate Steel is geared towards animals ranging from Grizzlies to Hogs. A broadhead that is marketed to such an array of animals will not only impress customers, but should help boost sales.

Test Overview

The test performed on the Ultimate Steel is separated into three parts. First, the product is evaluated for quality purposes. Next, the broadhead is pushed through polyethylene (poly) sheeting and the amount of work required and peak force is measured. Thirdly, the Ultimate Steel's ability to take a direct hit into wood is documented.

Please note that the test methods used in this test provide measurable numbers that are exclusively related to broadheads alone. In addition, I am of the opinion that testing done on animals is the most relevant method of evaluating the penetration of an entire arrow. However, it's difficult to replicate such tests, which are destructive and take years to compile. Therefore, this test has been tailored to measuring characteristics that will affect penetration, and is done in a manner that offers reliable and repeatable results.

Inspection

Rocket Broadheads provided three packages of their Ultimate Steel model. Much can be said about products that weigh close to their advertised weight. As shown in

the table each head is carefully weighed. All heads were fairly close in

weight to one another. The broadheads were not far from the 100 grain threshold. After weighing the product, I meticulously reviewed all components for any obvious flaws/defects. The tip, blade, body collar and threaded shaft were pristine. The orange luster of the broadhead is eye-catching, and I was very impressed that the Ultimate Steel had little to no machining marks. One of the most important features, the blades, were extremely sharp and presented no nicks or burrs. The blades are maintained within their slots with a collar and an insert-like component while in the package. The blades are well supported and contained after installing on an arrow. However, it takes a little practice to install the broadhead. I suggest using gravity to support the installation process. Your best bet for the installation is to position the broadhead vertically (tip down) and hold the broadhead by the chisel tip. Overall, I believe the broadhead represents high quality from a visual aspect and the sharpness of the blades is exceptional.



Penetration Force

A broadhead is a critical piece of the puzzle when it comes to penetration. The mechanical advantage that a broadhead creates is essential for cutting and slicing a path through game. In a hunting scenario, the broadhead will make contact with soft tissue and bone as it travels through an animal's cavity. As the broadhead travels through the cavity it will meet resistance. A broadhead's ability to pass through a material with ease

(or minimal force) due to cutting features/characteristics (i.e. sharpness, profile, number of blades, etc.) may result in an increase in the projectiles "penetration potential."

This portion of the test is static; therefore, the dynamics of shooting an arrow from a compound bow into a medium is not present. A broadhead will ideally make most of its contact against skin and soft tissue as it enters and moves through an animal. It is rather difficult to find a material that is readily available and comparable to tissue. With that said, I evaluated several materials and did research comparing various materials based on factors such as elongation, impact resistance, tensile strength and tear strength. The decision was made to use poly sheeting, which may be odd to some. However, it has several properties that are more comparable to tissue than various rubbers.

As with most tests it is difficult to remove all the variables. In this test I have minimized the variables by testing the broadhead independently of the arrow and other forces (i.e. momentum). The test starts with the use of a rigid fixture. The fixture includes sophisticated equipment (a load cell) that records the amount of force (in pounds) it takes to penetrate a medium. Three layers of the mentioned sheeting are compressed in a holding fixture. The broadhead travels through the sheeting within the holding fixture through the use of a linear slide and stepper motor. The motor is designed to control the speed and limit the distance that the broadhead will travel.

A force curve is recorded as the Ultimate Steel broadhead penetrates the medium. The graphical representation details the resistance at each stage of penetration through the sheeting. The graph comparison indicates peaks and valleys at different stages during penetration. There is one primary resistance point as the broadhead traveled through the medium. At the spot just after the chisel tip and starting at the blade the broadhead reaches its highest resistance point; this is not surprising based on the broadhead's design. The peak force and total work is somewhat higher as compared to the products previously evaluated. First off, this is not necessarily negative, at least as it relates to penetration through material, but we will discuss this a bit more in the integrity portion of this article. The broadhead maintains fairly steady resistance as it enters the sheeting. Because of the length of the chisel tip, and stilted transition to the blades, more work is required to get the broadhead through the sheeting. The other tables detail the average amount of work and

Force Test Broadhead 1 (Package 2)

Parameter	Peak Force (lbs)	Work (ft-lb)
1	7.56	0.22
2	7.65	0.22
3	8.15	0.23
4	8.14	0.22
5	7.83	0.23
Average	7.87	0.22

Force Test Broadhead 2 (Package 2)

Parameter	Peak Force (lbs)	Work (ft-lb)
1	7.53	0.22
2	7.82	0.23
3	8.47	0.25
4	7.93	0.23
5	8.57	0.25
Average	8.06	0.24

peak force (lbs) the Ultimate Steel broadhead takes to penetrate the medium. To put the information into perspective, a field point takes approximately 10 or 11 pounds of peak force to penetrate the three layers of poly sheeting. Keep in mind that the cutting diameter of this broadhead is approximately 1 inch, much larger than a field point.

Design Integrity

The theory behind this portion of the test is to evaluate the broadhead's ability to withstand damage upon impacting a dense material. A broadhead that ends up becoming damaged while impacting bone will suffer in penetrating because of an increase in resistance that ultimately occurs.

For this test, two arrows are tipped with Ultimate Steel broadheads and are shot by a compound bow into wood, at a distance of approximately 10 feet. The density of wood has some similarities to hard tissue (bone). Many tests consider plywood to be a good choice. I found there to be inconsistencies in plywood and decided on a premium pine that is nominally one inch thick (actual measurement .7665 inches). A product that can "survive" and is unharmed after penetrating wood should be considered well designed by most archers. One can assume that if the product is able to remain unscathed or only slightly blemished from this portion of the test, then the results in the field should be alike.

Bow Setup and Distance from Wood	Weight (lbs)	Draw Length (inches)	Arrow Weight (grains)	Velocity (fps) *
Compound Bow	60	29	481	253

As shown in the picture, the broadhead was able to support great penetration. In fact, this is the first time since I began testing that a broadhead passed all the way through the wood. In one instance, the only feature that stopped the arrow from going all the way through the wood was the fletching. The penetration of both broadheads was very similar, as both made it through the wood. As mentioned previously, the broadhead demonstrates a higher average peak force and total work in the resistance test. This perceived negative is really a positive as it pertains to penetration into harder materials like bone. The large chisel tip goes to work as it makes contact with the hard medium. It's designed to shed the material it comes into contact with and also creates a void for the remaining portion of the broadhead and arrow. Another interesting aspect of the design is the ferrule. The ferrule is scalloped, meaning it has material removed, which reduces surface area. Overall, the combination of a sizable chisel tip, sharp blades, robust components and reduced surface areas result in better penetration potential.



Tests up to this point have shown the broadhead wedged in the pine board after being shot under the same conditions detailed at the bottom of these pages. That wasn't the case with this Rocket Ultimate Steel broadhead.

Conclusion

The Ultimate Steel is by far one of the better broadheads that have gone through the regimented, rigorous test. The compact head boasts innovation and its performance surpassed many notable products in the design integrity test. Some blade damage occurred during the integrity test; however, most archers tend to replace damage blades/broadheads after taking game so I have little concern that the damage will deter a potential consumer. The key components, such as the supporting collar, are essential for product durability. The Ultimate Steel blades are extremely sharp and demonstrated their cutting capabilities throughout the test. The package also included necessary hardware for installation and disassembly. In total, the package was well constructed, looked good and the product was ready to go right out of the box.

The main talking points with the customer begin with the broadhead's size. A smaller broadhead can lend itself to less wind planning and should maintain field point accuracy with maybe just a few minor tweaks. The big selling point for this broadhead is pass through potential. For those that are adamant that the best kills or tracking jobs require pass throughs then this may be the product for them. The design integrity proves this last point. Keep in mind that the broadhead includes a slightly smaller cutting diameter than most; however, I think bowhunters won't notice much differences in blood trails as long as a clean shot is made. Finally, for consumers that want a broadhead that can survive the elements and look good doing it, this product has increased component strength and "frictionless" surfaces due to the Titanium Nitride Coating.

Kinetic Energy (lb-ft)	Momentum	Distance to Wood (ft)
68.38	17.35	10

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Innovative Handsaw & Bow Hoist

In this month's Kasun's Korner we are spotlighting two items every bowhunter uses, a handsaw and a bow hoist. Now you might ask what is so special about a saw and a hoist? Most people consider them very ordinary items. Well I have to admit that saws and hoists are pretty common but I think you will agree that the saw and hoist we are featuring are anything but ordinary. In both cases they were developed by dedicated bowhunters who used their years of experience and frustration with those "ordinary" products to offer the bowhunter something specifically designed to get the job done.

Wicked Tough Handsaw

Every bowhunter needs a small hand saw to trim shooting lanes or clear an area for his treestand or ground blind. The problem is most of the available small folding saws are of poor quality with flimsy blades which seldom last a season and may snap just when you need it most.

Like many bowhunters the founder, designer and president of Wicked Tree Gear and Whiteknuckle Productions spends a lot of time hanging treestands and trimming shooting lanes each year. "I got sick of breaking several plastic handsaws every season," Todd Pringnitz said. "As an engineer I knew I could build something better and I felt there was a market for a high quality saw among other dedicated bowhunters as well."

This past season I had the opportunity to put Pringnitz's Wicked Tough Handsaw to the test and didn't find it lacking in any category. The cheap plastic handle common on folding tree saws has been replaced with a rugged and hefty single piece cast aluminum handle. The handle features an over-molded rubber grip for a comfortable non-slip grasp.

The saw blade is made from impulse-hardened high-carbon steel and the overall design was inspired by the equipment used by professional arborists (sometimes known as tree surgeons). The 7 inch long, .050 inch thick blade resists bending and binding while maximizing the cutting surface. Its deep tooth design is suitable for quickly cutting the various types of wood a bowhunter encounters.

For safety and maximum performance the blade locks in both the open and closed positions eliminating cut fin-

gers from an open blade in your backpack or having a blade fold on your hand while making a cut.

The saw measures 8 inches overall and weighs in at a mere 8 ounces. The saw has a solid feel in the hand and the finger grooves in the over-molded rubber grip provide an unparalleled sense of control. The saw is ergonomically designed so the angle of the handle and blade align with the user's wrist and forearm for maximum transfer of power on the stroke making cutting quick and easy. The Wicked Tough Handsaw not only made short work of the job at hand every time I used it but at the end of the season the saw appeared none the worse for wear and I am sure it will be around for many more years.

The Wicked Tough Handsaw is very unique in design and appearance and is one of those items that people can't resist picking up. I would suggest adding them in your treestand display as well as placing several at the check-out. If you have a gift suggestion display during the holidays they make a great addition because you can be assured that any recipient will be happy to receive one. The Wicked Tough Handsaw comes with a limited lifetime warranty. For more information call (319) 217-0885.

Huntin' Hoist

Our second item this month is a gear hoist. I say gear hoist because it can be used for gun, bow, treestand, backpack or just about anything you can lift and need to get into your stand. The Huntin' Hoist like many other bowhunting items was developed by a bowhunter out of need and frustration. "I was tired of untangling ropes and cords and having them cut into my hands while I



The Wicked Tough Handsaw is shown here in both the open and closed position. For safety the saw blade locks in either position.





The Huntin' Hoist comes in black or in the camo shown here. It is available with either a cord or strap.

tried to lift my gear," said Doyle Myers, inventor and manufacturer of the Huntin' Hoist. "One day out of sheer frustration I decided to make my own lifting device and after some hard work and experimentation the Huntin' Hoist was born."

Personally, I have tried every trick in the book to get my gear up into the stand. Small ropes or cords cut into my hands and can be difficult to grasp in cold weather. Next came the problem of trying to tie the gear to the cord with a solid knot that I could easily untie later. However the most frustrating part was trying to untangle the cord especially in the dark. I put all of those problems aside when I found the Huntin' Hoist several years ago.

The Huntin' Hoist is neat and compact with a built in retractable spring attached to a 30 foot strap (a cord is also available). At the end of the strap is a specifically designed positive locking patented Gear Cinch. The Gear Cinch is a two piece device permanently attached to the strap. By simply wrapping the strap around the item to be lifted or lowered the Gear Cinch locks the strap in place safely securing the load. Although the Gear Cinch cannot accidentally come unlocked it can easily be undone in just seconds, even in the dark.

The Huntin' Hoist features a



The Gear Cinch is attached directly to the Huntin' Hoist strap or cord. With a quick wrap around the object to be lifted the Gear Cinch locks together to provide a secure grip yet unlocks with a flick of the fingers when the item is to be removed.

built-in clip that allows the hoist to be quickly attached to either belt or backpack. I have attached one Huntin' Hoist to the outside of my backpack. When I get to my stand I simply attach the Gear Cinch to my bow and use my previously installed steps or ladders to climb to the stand. As I climb the retractable internal spring lets out the strap. Once I am in my stand I remove my pack and hang it on a tree hook. Next I simply pull the strap up hand over hand lifting my bow to the stand. As I bring up my bow (or any other gear) the internal spring in the hoist automatically retracts the strap. When my bow is in my hand I unlock the Gear Cinch and the strap fully retracts in the hoist housing, neat and out of the way. When it is time to descend to the ground I simply attach the strap to the bow using the Gear Cinch and lower the bow to the ground. I put my pack on my back and using the steps or ladder descend to the ground. Now the retractable spring automatically "reels-in" the strap. Once on the ground I pick up my bow, unhook the Gear Cinch and allow the strap to fully retract. With this product there is no cord or rope to untangle or try to wrap-up in the dark. In minutes I



The author always keeps a Huntin' Hoist attached to his backpack to use when raising and lowering gear to and from his treestand.

am on my way.

Another option is to permanently attach the Huntin' Hoist to your stand. You can still use it to raise and lower your bow or other gear but when you leave your stand you must remember to hook the Gear Cinch to an object on the ground so it does not automatically retract and will be available when you return. The Belt clip on the back of the Huntin' Hoist can be rotated 90 degrees so if it is attached to a strap on the treestand the hoist can be positioned in such a manner that the retractable strap always points to the ground for smooth operation.

A great way to show the usefulness of the Huntin' Hoist is in a treestand display showing the hoist attached to a stand with the end of the strap connected to a bow on the floor. The Huntin' Hoist is available in either camo or black, with a cord or strap, both with 300 pound strength. While no one would be physically able to lift 300 pounds the fact that they have such a safety factor means the user never has to worry about a cord or strap breaking and dropping an expensive bow. For more information on the Huntin' Hoist call (812) 346-8226. ←

Archery in the Holy Land

Saturday night, September 3, 2011, found me sleeping in a stable in Bethlehem, Israel. Now, before you jump to any conclusions let me explain the details. First of all, it was not Bethlehem in Judea as in the Bible story of Jesus' birth. Instead it was Bethlehem in the Galilee. You see there are two towns named Bethlehem (actually Beit Lehem in Hebrew) in Israel and I was in the less famous one staying with archery friends. It's located between Haifa and Nazareth not far from the Mediterranean Sea – a beautiful location.

The stable part also needs some explaining. It's actually a very sturdy stone structure built about 1900 by a German Christian Order. By the 1930s the building was being used to keep horses. You can see in the picture that my room on the lower floor and to the right (open door) was the horse stable. In fact it still has the feeding trough mounted on the wall. Obviously, the building is now a beautiful bed and breakfast owned and operated by one of the local archers, Yossi Yegger.

Regardless of the details, I did

actually sleep in a stable in Bethlehem! That's a fact! The second neat thing about this "stable" is the fact that the local archery club uses a small building and the field behind the B & B for their club. So I also got to shoot archery behind a stable in Bethlehem.

When Editor Tim Dehn learned about my upcoming trip to Israel, he asked me to summarize my experience for *ArrowTrade* readers. It's a chance for our North American readers to experience archery in another land, and maybe be more grateful for the opportunities we have here, particularly for the strong network of full-service pro shops.

LEARNING THE COUNTRY:

As you may already know, Israel is a small country only three hundred miles long from its northern tip at Mount Hermon (2224 m) to its southern tip at Eilat on the Gulf of Eilat. At its widest point between the Mediterranean Sea to the Dead Sea, Israel is about 120 miles across. Consider also that the mostly desert southern half has very little population and you realize that

the nearly 8 million citizens are densely clustered in the mid and northern areas. Its north-latitude at Tel Aviv is 32 degrees – about the same as Savannah, Georgia.

The road system is quite good, about the same as here in the USA, so I found it relatively easy to drive over 600 miles in my two weeks in Israel. Route 6 is the major north-south highway that traverses most of the northern half making my travel between archery clubs easy. Just like in the USA, travel in or near the major cities is crowded requiring lots of patience, a GPS unit or, in my case, Google Maps on my phone. The most challenging travel was in Nazareth – one must not be shy while driving on the narrow streets in the hills of that city.

According to the latest information found on Wikipedia, the population of Israel is 75.5 percent Jewish, 16.8 percent Muslim, 2.1 percent Christian, 1.7 percent Druze and 3.9 percent unclassified. The population consists of immigrants from over 24 different countries. Israel is diverse with a great variety of ethnic foods available – all



The former horse stable is now a beautiful Bed and Breakfast. The owner, Yossi, also does some of the cooking at the small restaurant on the premises. It's a beautiful area to visit and a great place to stay.



The rooms at the B & B are well appointed. The former feeding trough is now a nicely decorated accent to the room. Contact me if you plan a trip there and I'll arrange a room for you.

of them really good! And lots of great beers to choose from!

The climate is very dry for eight months of the year, March through October. During the winter months they get all of their yearly rainfall making it necessary to irrigate during the remainder of the year to cultivate their crops. The further north you travel in Israel the more green you see with the greenest section located around

the Jordan River valley. The drive up the western slope of the mountain on the way from Tel Aviv to Jerusalem is also very green – and very beautiful. The temperatures during the first two weeks of September while I was there ranged from 80F to 90F with only two days having high humidity.

TRAVEL SCHEDULE:

I visited six different locations to train coaches and archers that belong to the six clubs and three military groups. My first week was spent entirely at the Rishon Le'zion archery club located just south of Tel Aviv. It was my pleasure to work with seventeen aspiring coaches and archers for five days developing many of the same concepts taught in the NFAA/USA Archery Community Coaches Course.

We spent much of the first two days gaining an understanding of good archery form and the biomechanics needed to employ it. The remaining three days of class were spent on teaching techniques, reinforcing good shooting form and using digital still and video pictures to assess improvements and make plans of corrections.

My first Friday and all of the second week I traveled to the other locations: Beit Halochem in Tel Aviv, Beit Lehem in Galilee, Beit Halochem in Jerusalem, Givatayim near Tel Aviv, Herzelia north of Tel Aviv and Modi'in west of Jerusalem. My final day was spent back at the Rishon Le'zion archery club for the Israeli National Target Championship. Not only did I get to work with the members of the local archery clubs but I was honored to also assist members of three different Beit Halochem military veterans groups with improving their archery skills. Many of the vets needed special adaptations to their shooting form and equipment to accommodate their various physical challenges caused by injuries incurred in the line of duty. Their gratefulness and hospitality are among my favorite memories of the trip.



Narrow is the best way to describe many of the streets of Nazareth. Some of the main streets were divided two-lane but off the main streets travel was congested and assertiveness was required as I tried to keep up with my host, Eric, just ahead of me. Actually we were lost at this point, trying to find the Mediterranean-style restaurant where we had reservations. It all worked out well after Vicki took over driving.



The sign over the club house at the Rishon LeZion Archery Club uses an emblem of an ancient archer as its insignia. The small medal containing the archer was uncovered during archeological digs and dates back over 2000 years. This is a replica of the original medal. The archery club has adopted it for their logo.



This is the clubhouse facility for the Rishon LeZion Archery Club and like most archery clubs in Israel it's not big. Land is hard to procure in Israel because it's such a small country so any facility is put to use. This building has an air-conditioned classroom, an equipment room, an office, rest rooms and a small kitchen. Actually it has everything you need and worked well for our week-long course work.

COACHES TRAINING:

As I understand it, the Israeli Archery Association has about 150 dues-paying members. Some of the dues from this association are used to pay the coaches that work at each of the nine clubs. My job for two weeks was to train those coaches so they could do a better job of teaching basic, biomechanically sound shooting form.

The first five days were devoted to teaching the seventeen coaches how to shoot better. By learning an organized shooting form themselves and observing my teaching methods they should be better able to teach others. Further, we pursued a wide variety of coaching-related topics through the use of Power Point presentations, discussion and question/answer sessions. Each day also utilized several shooting periods punctuated with use of still pictures and video.

CLASSROOM SCHEDULE:

DAY ONE

STILL PICS OF EACH ARCHER AT FULL DRAW
DEFINE YOUR SHOOTING OBJECTIVE
DEFINE BACK TENSION
DEFINE FULL-DRAW-POSITION
BUILD STEPS OF COMPOUND FORM

DAY TWO

CONTINUE TWELVE FORM STEPS

WRITING PLANS OF CORRECTION
BACK TENSION INSTRUCTION
COACHING PHILOSOPHY
GOAL SETTING

DAY THREE

STEPS OF RECURVE FORM
MENTAL PREPARATION
REVIEW SHOOTING FORM STEPS
Q & A

DAY FOUR

PLANNING &
IMPLEMENTING TRAINING CYCLES
EQUIPMENT FITTING AND TUNING
TEACHING TECHNIQUES
USING VIDEO
Q & A

DAY FIVE

REVIEW FORM STEPS
TOURNAMENT PREPARATION
REVIEW PLANS OF CORRECTION
NEW FORM PICS OF EACH ARCHER
Q & A

Please understand that Day One was Sunday, August 28 and that Sunday is a work day in Israel because the Sabbath is observed from sunset on Friday evening through sunset on Saturday. So, we worked from Sunday through Thursday on the skills for coaching and teaching, and then on Friday I traveled to my first club, Beit

Haloheem in Tel Aviv, to assist the coach there, my friend and host Eric Soroker.

As I did at each club for the next seven days, I helped Eric apply the teaching techniques we had learned throughout the week. I expected each coach to work closely with me as we first took pictures and then analyzed each archer in the club. Following that, together we made a plan of correction and instructed the archer in the implementation of that plan. The club coach will have to continue this instruction on his/her own so I tried to engage them in the process as much as possible while I was there.

The real skill we worked on was the ability of the coach to “see” good form and to also “see” what needed to be improved. That “seeing” skill was based on having a sound form model in mind and that form model was the one we developed during the first week of coaches training. Without that model as a comparison suggesting changes to an archer is just guess and opinion with no biomechanical justification. Of course, I teach the model that I have developed in my book *Core Archery* and in my new DVD *Core Archery Back Tension, Defined and Demonstrated*. Learn a little anatomy plus observe and feel what the body can do easily and you’ll understand how to shoot more consistently.



I got to work with two groups of archers at the Bethlehem in Galilee club, the regular club members and the veterans group from nearby Haifa. The small building in the background housed several short-range indoor targets and stored equipment. The outdoor area was large enough to hold 30m, 50m 70m and 90m targets for FITA events. The members had really good ears and were eager to learn all they could to improve their shooting and equipment selection.



The military veterans club in Jerusalem was located in the Beit Haloheem facility and was much like a small country club. The shooting field was a nicely manicured grass lawn allowing for 50m shooting under a shaded canopy. Many of the archers had to make adaptations for various physical challenges they faced due to battle injuries. As you can see they are a very happy and energetic group and it was a privilege to work with them.



My only sight-seeing day was September 3 so my host family, Eric and Vicki, son Gal and daughter May, took me north to see the Beit She'Arim burial sight. The burial caves in this small valley in the Galilee section of Israel has many hand-dug caves dating back over 2,000 years. The soft chalk-like rock was dug out to house the coffins (sarcophagi) of a wide variety of important people.

We were able to tour inside many of the caves to see the ancient sarcophagi. Many were decorated with a variety of symbols including lions and other animals indicating the social standing of the individual. The cool temperatures inside were a welcome break from the 90 degree heat outside.

CLUB LOCATIONS:

The shooting line and equipment shed of the Beit Haloheem Club (military veterans of Tel Aviv) was in a parking lot. The shooting area had a roof overhead at the side of the parking lot while the target area was in a long walled corridor that was inaccessible

to any pedestrians. It was really a nice place to shoot short, medium and long distances to 90-meters.

Sunday, September 4, found me in Beit Lehem (Bethlehem) in the Galilee region between Haifa and Nazareth. The

club was in a small wooden structure behind the Bed and Breakfast building that I stayed in and was set up to accommodate several indoor target mats at 10 meters. Out the north side



Nazareth is an Arab city but it does contain many notable Christian churches like the Church of the Annunciation. This church is built over the ancient remains of the small house where it is believed that Mary was told that she was to give birth to Jesus. Inside, you can see the many large paintings and mosaics sent by over 80 countries to honor the Mother Mary.

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The shooting field at the Rishon LiZion Club was the location for the Israeli Target Championship and supports both the 50m compound and the 70m recurve distances. The field is part of the parkland and is used for outdoor concerts since it is shaped like a natural amphitheater.

of the clubhouse outdoor targets were setup at 30m, 50m, 70m and 90m. It was a very practical setup and the members were grateful to have such a facility. I worked with coaches Yossi Yegger, Rivka and Anatoly Sidorovsky and the regular club members for much of the day and then a group of military vets from Haifa in the evening. Some of the members traveled as much as an hour to get there.

On Monday, September 5, I traveled to Jerusalem where I met Gal Soroker, my host's son, who guided me to the Beit Haloheh Veterans Club in that city. This was really a rather lavish facility with a well manicured 50m grass shooting area and an overhead shade roof and paved shooting line. This club was for wounded vets only – a really great place to shoot and a really super bunch of guys to work with. Once again I worked with coaches Rivka and Anatoly Sidorovsky. Rivka is a former Soviet Union archery champion and her husband is a good bow technician – a great combination for the club archers to rely on.

September 6 found me back in Tel Aviv again. This time I was at the Givatayim Archery Club working with

coach Yuri Yogev. This club had only a 20 yard facility as the community field they had used previously has been taken over by the local soccer program (the archers are quite unhappy about this as you can imagine). They do have a club house with rooms for instruction which I remember using in 1999 to do some basic instructor training with my old friend and mentor Bud Fowlks.

Later that afternoon I traveled about 20 kilometers north to the Israeli Shooting Sports Training Center in Herzeliya to work with coach Maya Morag. This club has scheduled time to use one of the rifle ranges. They set up their own targets in the outdoor courtyard part of the range while we used the indoor portion as a short range instruction area.

I began Wednesday's training at Rishon Le'zion with club member Guy Matzkin. From there I went to the city of Modi'in to meet Coach Shmulik Harpaz. His wife prepared a great meal for us in their home and after a short rest, Shmulik and I headed out to the nearby archery range. The range is located in a former greenhouse facility and is strictly outdoors with a shaded shooting line. We worked with some



Some of the over 60 participants at the Israeli Target Championship were military veterans. All of the vets seemed undaunted by the physical challenges they faced and competed on an equal basis with the rest of the archers.

young teens and adults until after sunset – two of the members were Arab from the Jerusalem area. Once again, everyone was great to work and talk with and very eager to learn anything that would make them shoot better.

Thursday, September 8, was the scheduled conclusion of my training visit at the Rishon Le'zion Club. I met with many of the archers and coaches that attended the previous sessions to answer any questions they might have. It was a rather casual day as I recall and a nice finish to our organized work as I got to discuss more than archery.

THE ISRAELI TARGET CHAMPIONSHIP:

The annual Israeli Target Championship was held on the last full day of my visit, September 9. This was really great for me because I got to see almost all of the student archers and the coaches I had worked with during my two week tour. It was interesting to see many of them implementing some of the corrections we had made to their form although you can't expect to get good results in the short term – it really takes months of practice until you see results. But, undaunted, many of the archers proceeded anyway knowing that their changes wouldn't produce



My host, Eric (white hat) is calling arrow values while his son, Gal (dark hat) is recording the scores on the score cards. Gal visited me here in the US in August of 2010 in order to get some help with his shooting and to earn a coaching certificate. He was my host for the day I was in Jerusalem and he gave me a tour of Hebrew University where he is currently earning his masters degree.



The shooting line is under a row of shade trees and provides a great place to either shoot or spectate. I got to see my new friends from my two-week stay put themselves through the paces of a major tournament. It was a great finish to my trip.

better results for some time. They will see those higher scores later in the winter at the Israeli Indoor Championship tournament.

The tournament followed the FITA format with a qualifying round at 70m for recurve and 50m for compound. Based on those results the top qualifiers began their shoot-off for the medals. I got to watch and chat with my new friends and at the end I got to present some of the awards to the top finishers. It was a great day.

EQUIPMENT:

I saw all the newest bows and arrows in Israel - the internet makes it possible for anyone, anywhere to order the new stuff. The problem for most countries like Israel is the cost. Not only do you have to contend with shipping you must pay import taxes your home country charges - in Israel this adds about 30 percent. And, sometimes, you have to wait for weeks for your equipment to clear local customs inspectors. My Israeli friends pay about \$75 each for Easton X-10 arrows!

You can't walk into an archery shop and look at new and used bows on the show rack - there aren't any archery shops in Israel. None! The Israeli archers rely on sharing used bows and buying new from outside distributors and retailers. When they

get to the USA they try to visit a good archery shop just to experience the feeling of being surrounded by racks of new bows.

I know that some of the archers order from firms like Lancaster Archery, in the USA. Others order from European distributors and retailers. My friend and host, Eric Soroker, is a dealer for several manufacturers/distributors so he can sell to his countrymen. While I was there I helped him get set up as a Carbon Express dealer and as distributor for my own books and DVDs. Regardless, the wait for many products is much too long and the cost too high, which naturally hampers the growth of the sport.

The major problem they face is what to do when a new bow arrives and it doesn't fit properly? Getting the parts needed to make alterations to a bow is time consuming, costly and frustrating.

INTERNATIONAL INFLUENCE:

Unlike the USA, Israel is greatly influenced by archery events in the European and Middle Eastern countries. That's to be expected since those are their closest competitors. My Israeli friends and students gauge their training schedule by what events are taking place near them and also the FITA World Championship events.

We watched with great interest the internet videos of several world events looking for and finding good shooting form exhibited by the top archers. We also found some form issues that could be improved, discussed why and how to do it. Here in the US most of us mark our schedule by what's happening in our county or state and are totally disconnected from the rest of the world of archery it seems.



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CONCLUSION:

This was my fifth trip to Israel. I traveled there in '98, '99, 2000 and 2001 to coach at the Keshet Eilon Master Violin School held each summer at Kibutz Eilon in the northern Galilee region. That's where I met Eric and many other archers as they, too, were assisting with the school. I coached the young violinists every afternoon in the sports hall as part of their optional physical training. The local archers who assisted with the school I was able to coach each morning.

I missed getting back to Israel for ten years so I looked forward to the chance to teach their coaches and renew some of my old friendships and make new ones. The old Pennsylvania "Dutch" saying comes to mind: Make new friends, keep the old, the one is silver and the other gold! I added greatly to my treasure of silver and gold this trip.

I know there are many small

countries in Europe and the Middle East that are in need of coaches training. Several groups of international coaches traveled to the Easton/NFAA Training Center in Yankton, SD, in October and November through a program offered by the IFAA. I helped instruct the October group and video of that instruction was used for the November group. George Ryals and M.J. Rogers were able to teach at both sessions. The question is "What comes next?" How do we get the coaches training needed to those who need it? There's a lot to be done and we've just started.

I'm happy we got started! We'll learn from here, make a better plan, design better curriculum and help the international archery community develop better teaching/coaching techniques. And so, by working together my friends, we will help archers around the world shoot better!

Keep well, shoot better! *Larry*

EDITOR'S NOTE: Larry Wise is also available to conduct one and two day CoreArchery Academies on shooting form. Personalized coaching is now available on-line via Skype, and video clips of Larry offering bowhunting tips can be seen on the bowhunting.net website.

Larry has completed his new DVD titled Core Archery BackTension: Defined and Demonstrated. The DVD is available at www.larrywise.com for \$19.95.

Checkout past articles by Larry Wise at the twin web sites of *ArrowTrade*. High speed internet users can find more than three years of complete back issues at arrowtrademag.com. If you're using a dial-up connection with slower speeds, you can still download all of Larry's coaching and tuning articles as pdf files at the alternate web site, arrowtrademagazine.com. ←

Viewpoint of an Israeli Coach

Archery in Israel, while not exactly in its infancy, is still limited in scope (fewer than 200 registered archers in the entire country), and most archers, on both competitive and recreational levels, shoot target recurve. For that reason, and also since bow hunting is illegal in Israel, compound shooting is considered (among recurve archers, of course) an easier option, fit for the few broken-down and over-the-hill recurvers, or simply for people who like shooting a bow but can't afford the training hours necessary to achieve real scores in recurve - with all the usual jokes about "bows with training wheels" and the like. Therefore, compound coaching suffers accordingly (out of the dozen coaches active in the country, just a couple know anything about compound, and even that primarily on the nuts-and-bolts level). Considering all this, a training seminar for coaches held by a world-renown authority such as Larry Wise, was in many ways a revelation for us.

I, personally, had switched over to compound just a month or so before Larry's arrival, after having shot recurve for almost 10 years. Not surprisingly, I didn't know the first thing about it, and was a little apprehensive about what seemed to be an entirely new set of challenges. To my great relief, Larry immediately made us see that certain unalienable truths are valid for both types of bows - namely, back tension shooting which comes naturally to a recurver, is just as vital for compound (if you want to shoot it well consistently, that is). So, instead of getting into some obscure points of aiming or whatnot, Larry took us right back to the basics - archer's T, basic stance, drawing sequence, full-draw position, all while maintaining proper back tension - and everything clicked into place. A week later, I shot my first 50 meter competition with a compound, getting 303 and 308 points per set.

Larry didn't just work with us coaches, he made a point of visiting each club and checking out every athlete we had to offer, whatever their category, age or shooting level. He helped us examine each one's shooting sequence in detail after having shot them with his camera from different angles, offering helpful suggestions and making adjustments. Nothing fancy - mostly, back-to-basics (at least at my club - our guys and girls didn't have many bad habits to unlearn!) - but his keen and experienced eye, together with the "pro from Dover" authority, made all the difference.

If I were to name the main insight that I have gained from Larry's seminar, it would be the basic set of skills that serve as a common ground for all archers, whatever discipline they may adhere to. I try to implement this lesson in a very specific way at my club: I put all beginners, kids and adults alike (including those who come to me with new compounds that have tickled their fancy on some web page), on a strict diet of instinctive recurve. The rationale behind it is that every archer, in order to shoot consistently, must learn the same basic skills of bow-archer interaction - balanced stance, bow-arm pointing, back-tension draw, in-line release and follow-through - to the point where they become second nature, before they get even a rudimentary aiming aid, or pick up a compound. This way they have a rock-solid foundation to build on in the future.

Thank you again, Larry - and hope to see you in a year or two, to check up on our progress!
Yuri Yogevev, Coach, "21st Century Archery", Givatayim, Israel

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Biggest Game Arrows

When rifle hunting in Africa, one does not use a light – fast .243 on elephant, Cape buffalo, hippo, or any other BIG & dangerous game. Sure a .243 might be able to get the job done, if the hunter is very lucky, but the odds would be stacked against him. It is the same for the bowhunter. Bowhunting big game with equipment that might get the job done is not in the bowhunter's, nor the animal's best interest. When

building arrows for really big game, the more we understand about the proven penetration enhancement factors (see *ArrowTrade* March 2011 page 139, Top 12 Penetration Enhancers) and the more we incorporate them into our big game arrows, the higher the likelihood of our success. I don't know about you, but if I were hunting for big and dangerous game, I would want every advantage I could get.

These considerations apply to all bowhunters, but they are especially important to the traditional bowhunter. Longbows and recurves are not as efficient as compound bows, yet they can easily get the job done when matched with the proper arrow and broadhead combination.

It is the arrow and broadhead that do the killing, so why not build an arrow that will perform like a .375 H&H, or better yet a .500 Nitro express? Why not build an arrow with the greatest likelihood of getting a complete pass through, even through heavy ribs, every time? Here's how...

Choosing your arrows: Bigger game requires bigger bullets or in our case, heavier arrows. Tests have shown that a minimum of 650 grains is needed to consistently breach the heavy bone threshold. Note: I recommend a minimum of 950 grains for Cape Buffalo and Asiatic Water Buffalo, and 1000 - 1250 grains for elephant. (See sidebar for making a 1,250 grain elephant arrow.)



When penetration on BIG animals is your goal, look into heavy, hard hitting arrows like these pictured above.



Bowhunter Steve McCalmant took this trophy Cape Buffalo with one shot from a 73 pound recurve bow and forever changed the way the professional hunter and the camp owner look at the lethality of bow-hunting equipment on dangerous African game.

There are several good choices in arrows for really big game. We find that the Easton Full Metal Jacket Dangerous Game arrow (.250 spine, 550 grains at

32 inches) seems to be the most popular in Africa with the GrizzlyStik Safari (.250 spine, 575 grains at 32 inches) being the second most popular. There's

most pro-shops do not offer them and they require a much greater skill set, but it should be stated that Dr. Ashby has had very good results with some of the heavy hardwood shafts he has tested.

FOC (Front of Center):

Conventional wisdom still tells us that a FOC of about 15 percent is ideal but Dr. Ashby's findings have been that you

a newcomer on the scene that has great promise. It's called the "Heavy Hunter" (.320 spine 490 grains at 32 inches). They're made by Gold Tip, for BearPaw Products, and endorsed by Byron Ferguson. These arrows are heavy and tough but at this time a .320 spine is as stiff as they go so they will probably not be stiff enough for the kind of bow weights normally used for elephant, Cape buffalo, etc. For more normal sized big game though, they should be a nice option to have. Carbon Tech's Rhino (.300 spine, 445 at 32 inches) is another heavy hitter worth looking into. Alaska Bowhunting Supply added a new arrow for 2012, the Momentum U-FOC 175 (.175 spine, 430 grains at 32 inches). The shaft's .175 inch deflection is stiff enough to shoot well out of high-performance bows from 80 to 100 pounds or more. Note: I did not discuss wood arrows because



just can't have too much FOC. In his testing of the heavy bone threshold, interestingly enough, he found that the amount of FOC an arrow has had no effect on the arrow's ability to breach the heavy bone threshold on the near side rib. Let that one sink in... As much as we push FOC - for breaking that near side rib, it doesn't matter. However! Only those arrows with high percentages of FOC, 19 percent and up routinely continued penetrating all the way to the opposite side. In other words, there is a direct correlation between the amount of FOC an arrow has, and the arrow's ability to penetrate once heavy bone is breached. Bottom line - high FOC is a serious consideration when making arrows for really big game.

Increasing your FOC is normally achieved simply by adding heavier broadheads. You can get broadheads that weigh in excess of 300 grains. They will of course cause your arrows to flex more at the shot in effect "weakening" them by reducing the dynamic spine. Before investing in broadheads, we suggest that the bowhunter pick up a test pack of field points so they can find the heaviest head they can shoot well from their bow. Sometimes though, to shoot the heavier broadheads you must go up in spine weight. There is only so much FOC you can gain by adding heavier broadheads, but every little bit helps. If you max out on broadhead weight, there are handy screw-in weight adaptors on the market today that screw in to the back of the arrow's insert for increasing the FOC and overall mass weight. There are also weight tubes that will increase mass weight, but you will sacrifice some FOC if you

use them. If you're still looking for more FOC, look into full length tapered arrows. The tapered profile offers built-in FOC. They're inherently heavier at the front and lighter at the back so they make it easy to achieve maximum FOC. More FOC = more penetration.

Arrow wraps: Even though the existence of an arrow wrap on the nock end of an arrow adds a little weight to the wrong end, we still recommend using them because they protect the arrow shaft from the fletching adhesive and that makes re-fletching down the road much easier. With a simple heat gun or even boiling water, the arrow wraps and feathers will easily pull right off the arrow as opposed to trying to strip feathers or vanes with razor blades, utility knives, or even commercial feather stripping tools. Fletching cement penetrates the surface of the carbon and makes it nearly impossible to remove feathers glued directly to a shaft without damaging the shaft.

Installing arrow wraps is easy, especially if you have an old mouse pad or some piece of firm foam or rubber that has some give and grip to it to hold the wrap during installation, but that will have enough resistance to keep wrinkles and bubble from forming as you roll it onto the arrow.

Tip: Cutting an arrow wrap will reduce its weight and if you can, it works out great to cut it so that you have a mark you can use for a locator for the back end or front end of your feather.

Feathers: Nearly all longbow and

recurve shooters shoot feathers these days and feathers are still in my opinion the best form of fletching there is. Once I was discussing hunting the big five in Africa with a PH (professional hunter) and he made a statement that surprised me. He said that he knows a bowhunter is savvy about hunting the big five if he shows up with feathers instead of vanes whether shooting a compound or a traditional bow. Interesting...

We don't really need to cover gluing on the feathers. Every pro-shop has fletching jigs and knows how to use them. Still there are a few points about feathers that we should cover.

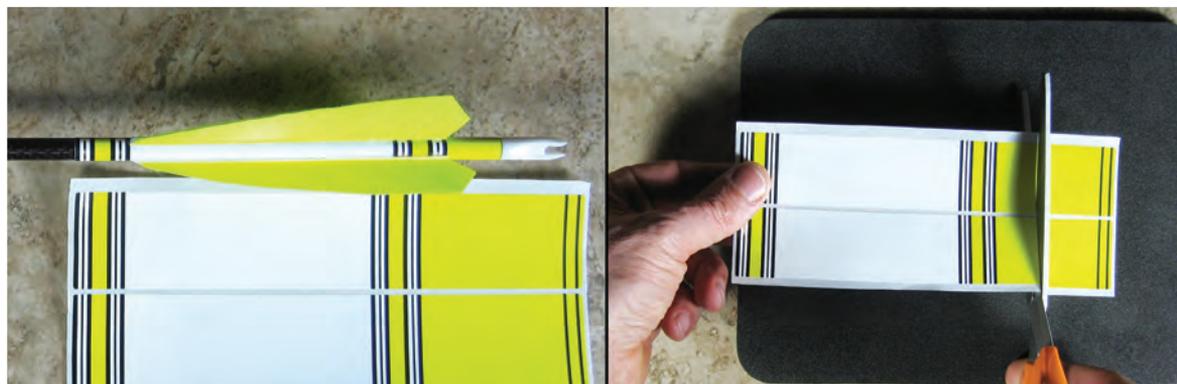
What size? Tests have shown that if you have straight arrows and they are well balanced that even three 1 inch feathers will work just fine but most traditional bowhunters use three 5 inch feathers. Even though this is more than you need, it's a good compromise. You don't need anything larger. Another popular feather configuration is four 4 inch feathers. If you have not tested 75 x 105 4-fletching you might want to. Those who shoot that style swear by them.

Which wing? With the bows of

Weight adaptors fit in the back of inserts so you can adjust overall mass weight and your FOC percentages.



Cutting arrow wraps reduces the weight on the nock end and give you control of where the pin-stripes end up which can assist feather alignment.



today it should not matter which wing you shoot, but in the U.S.A., most right handed shooters shoot left wing feathers and most left handed shooters go with right wing. (In Europe it is the opposite.) Whichever one you decide on, just make sure if you purchase single bevel broadheads to get left bevel broadheads to match left wing feathers and vice-versa.

Most of us purchase pre-cut feathers and these feathers have sharp leading edges that can end up embedded in your hand if you don't trim that leading edge and add a drop of glue over it. Note: Once the glue has dried check for any sharpness. If you find any, a smooth-cut file can be used to remove the sharp edges. After filing, add another drop of glue.

Arrow length: It is not a bad thing if your arrows are longer than your draw length. As a matter of fact, some of our customers shoot full length arrows to optimize their mass weight and percentage of FOC. You can use your

For permanent installation of inserts, a two-part epoxy like JB Weld is a good choice.



arrow length to assist in the tuning by starting full length and slowly cutting off bit by bit of the shaft until you find that perfect length. Some outside the box thinking will assist you during this tuning process as it is not what is normally circulated by the masses. (More on arrow tuning in a future article.)

NOTE: Arrow tuning, using arrows with high and ultra-high FOC is tricky. Especially when trying to bare shaft tune. The arrows will be exhibiting

indicators of non-perfect flight, but what you are seeing them exhibit, may not be the same as arrows with lower FOC's. Always have very light and very heavy field points that will allow you to verify your findings by increasing or decreasing point weight.

How long of an arrow can you shoot? In Dr. Ashby's report on the natives of Papua New Guinea he writes that they use well tillered, but crude bamboo bows with arrows over 4 feet

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Arrow wraps like these, not only protect the arrow from the fletching adhesive, they make a distinct and attractive arrow.



As a safety measure, sharp leading edges of feathers should be cut and sealed with glue.

long, weighing in excess of 2000 grains, with 40 percent and higher FOC ratings routinely to take their native Rusa deer

at 25 yards or more. He has studied other arrows from around the world as well and found that we in the U.S.A. shoot the most modest of FOC's.

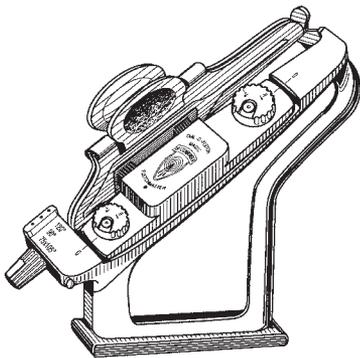
just beginning to rediscover the many advantages of having high amounts of FOC in our hunting arrows; more stable flight, faster paradox recovery and a substantial boost in arrow penetration - things our 'primitive' counterparts have, apparently, long known."

Inserts: When permanence and rock solid adhesion is desired, a slow cure two-part epoxy like JB Weld is a

Dr. Ashby stated: "When did it become 'traditional' to use such modest amounts of FOC in our hunting arrows? The few original stone-point Indian arrows I've had a chance to examine have shown from 20 to just over 40 percent FOC. Authentic arrows of oriental origin have typically shown FOC's in the 30 to 40 percent range. So have most of the arrows I've seen in use by African tribes. We 'moderns' are

A 1,250 grain arrow, with a tough solid single bevel broadhead is a proven performer on elephant.

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good choice. Although the case for a good quality hot melt adhesive like Quick-Stick hot melt with more flexibility than rigidity is easy to make. During the arrow tuning process using a hot-melt adhesive makes it easy to remove and reinstall inserts as needed by screwing in a field point and carefully heating it with a torch until the heat reaches the glue on the insert and warms it to the point that it will release. You must be very careful to apply just the right amount of heat or you will damage the arrow.

Broadheads: Strength, perfect flight, profile, and sharpness are all important considerations when choosing a broadhead for the really big game, especially for animals like elephant, Cape buffalo, and Asiatic buffalo. There are hundreds of good quality broadheads on the market and it can be mind-boggling to choose the right one. Here is where having a trusted expert in the industry can be a life saver. One such man is Neil Summers of Bowhunting Safari Consultants. He

has decades of experience and when it comes to elephant hunting he saves his clients of muddling through all those broadheads because he has a very short list of broadheads that he trusts. Their success is his success and he has seen what works and what does not - first hand.

Extensive broadhead testing has shown that long, narrow, thick single bevel broadheads are the clear champions of penetration. Not only do they penetrate extremely well, single bevels can split bone - if they are pushed by a heavy enough arrow retaining enough momentum at the point of impact. At the moment of impact, bone resists being broken, so even though single bevel broadheads are designed for breaking bone, you must have enough momentum to get the job done. The bigger the animal the bigger the bones so you must plan accordingly, use heavy arrows and strong broadheads. Look for broadheads that fly well from your bow and shoot the heaviest broadhead you can. The easiest way to increase



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your FOC is to use a heavy broadhead. Single bevel broadheads are available from: Alaska Bowhunting Supply as the GrizzlyStik, as well as from Eclipse, Grizzly, ABowyer, Steel Force, Vintage Archery - Tuffhead, & Zwickey

Double bevel broadheads have taken their share of ultra-big game as well. Again, talk to those you trust. Contact booking agents, or talk to guides, find out what has worked and what hasn't. When it comes to double bevel broadheads check the bowhunting forums, talk to other bowhunters to see what they have used. Some of the more popular of these double bevel broadheads are: Silver Flames, Zwickey, Magnus Classic, Ace, Eclipse, Steel Force, VPA, Zephyr, and STOS.

If it ain't broke don't fix it. This is a great axiom. If you're a deer hunter and you've never had a problem with shooting let's say, 2216's with 125 grain Magnus Classic two blade broadheads, then why change? I get asked this question a lot. The truth of the matter is, I agree with you. Why change indeed? There is no reason to. There is a psychological element to this traditional bowhunting and you must have confidence in your equipment. There is no need to change unless...

I do a lot of tech support on the phone, and I talk to many, many bowhunters who describe how they never had a problem with their set-up until they hit their last _____ (fill in the blank) in the shoulder blade and got almost zero



penetration. Losing a big game animal to the shoulder blade is a painful experience. Solution for shoulder blade hits? Your best chance when it comes to shoulder blades is heavy arrows, at least 650 grains, and strong solid bone-splitting single bevel broadheads. Like Dr. Ashby says, "Don't shoot gear that works only when everything goes right, shoot gear that works even when things go wrong."

ARROWS FOR ELEPHANTS

For really BIG game you want to bring out the big guns, or in our case, heavy arrows with momentum. With the right arrow and broadhead combination, driven by a heavy enough bow, you can make a clean kill on any animal that walks the earth. Experiment with heavy arrows and increasing your FOC. Test it yourself. You just might start getting pass-throughs on all your big game and two holes are better than one!

Bowhunters in pursuit of elephant have quite a challenge. However, with the right equipment, penetrating the massive ribs and reaching the "goodies" is actually not difficult. The problem is all the misinformation so readily available in print from so called "experts" who have good intentions, but nothing to base their opinions on.

Weights that screw into the back of the insert are used to boost both FOC balance and the overall weight of this arrow for hunting elephant.

Alaska Bowhunting Supply has been helping bowhunters successfully harvest elephant for many years. They have a suggested set-up that has produced a 100 percent success rate. All of their customers who have called to share the results of their hunt have reported phenomenal results with the following set-up.

Elephant: Minimum 1200-1250 grains. Take GrizzlyStik Safari arrows, and leave them full length, which is 32.5 inches. Add Ashby forged one-piece broadheads, which are 315 grains each. Add five 50 grain weight adapters to the back of the brass insert. Your arrow will now weigh 1250 grains or very close to that and will be "good medicine" on elephant. Note: When installing the weight adapters use some Loctite on the threads to lock them in place.

Cape Buffalo: For Cape Buffalo or Asiatic Buffalo, the minimum suggested arrow weight is 950 grains which you can achieve with the same components as listed above for the elephant arrow, but with none of the weight adapters.

*Shoot true,
Todd Smith*

ABOUT THE AUTHOR

Todd Smith has been a traditional bowhunter for over 40 years. After learning the art of handcrafting wood arrows in Alaska from his mentor John Dodge, he built arrows professionally for several years. In 2008, after a 19 year stint with 3Rivers Archery, he made the decision to help other businesses grow and currently offers marketing services through his website ToddSmithCo.com

Todd Smith's Traditional Focus column in *ArrowTrade* is being sponsored in part by Alaska Bowhunting Supply. ←

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Selling Feeds & Attractants

In the strictest sense baiting white-tails -where legal, of course- involves the ubiquitous corn feeder, a pile of affordable agricultural cull such as apples or carrots, or regular replenishing of livestock salt or mineral blocks. Mostly this is conducted to attract deer into range for a clean shot. There's certainly that, but feeding is also used by savvy bowhunters to concentrate does on hunting property preceding rut dates, as a trail-camera starting point to learn more about movement patterns of bucks, or to gain quicker insight (via trail cameras again) into deer quality or numbers in your area. Rules vary greatly between states from prohibiting even recreational feeding at one extreme, to where feeding deer is a way of life with regional deer hunters.

In nearly all cases rules aren't dictated by sound game management but more often by local tradition or even public opinion. (One northern New York study found recreational feeding of Adirondack whitetail actually beneficial to helping deer through harsh winters). Get a group of hunters from a non-baiting state together with another from a place like Texas, where baiting

is a steadfast tradition, and ensuing debates can become quite heated.

My introduction to bowhunting whitetails occurred while attending a Texas university, hunting over feeders belonging to generous friends. More recently I've done so in states such as Kansas, Oklahoma and Washington, where baiting deer is also permitted and scattering corn is more common than setting up within range of feeders. Despite common perceptions, this isn't the fish-in-a-barrel proposition many assume. During those initial West Texas experiences I learned through painful lessons that whitetail arriving at feed can prove jumpier than normal. Drawing a bow undetected and timing shots perfectly comes only through experience. Unless the rut's under way, shooting big bucks directly over bait typically proves to be a low-odds proposition - though it certainly happens on heavily-managed properties; like the gorgeous 4x4 I took in Oklahoma last fall. Be that as it may, I've taken my best bucks without benefit of bait - though it could be argued cut corn or soybeans, volunteer

apple trees, acorn-bearing oaks, and the carefully-manipulated food plot, are just bait of another stripe.

For many, feeding deer is just another facet of the quality deer management craze. These whitetail hunters offer deer nutrient-rich protein feeds during dryer months, in addition to pure corn attractant, as a way of promoting better overall herd health and larger antlers. Manufacturers also offer nutrient-balanced mineral supplements, or foods spiked with such ingredients, for this purpose. And what hunter is not a sucker for the promise of bigger antlers?

Many whitetail hunters have turned habitat farmers, creating food plots, constructing reliable water sources, even planting mast-food trees in way of increasing carrying capacity and promoting herd health on their personal or leased properties. But that's a subject for another time since most bowhunters simply cannot afford the acreage, equipment or resources for such large-scale management



Big & J chose very simple packaging for its two feed-based attractants, making the case that it is what is inside the bag that counts.



The Primos Swamp Donkey brand includes a wide range of feed and attractants, from blocks to sprays to pellets.

schemes. Deer foods and mineral/nutritional supplements allow Joe Average Bowhunter to promote herd health without an excessive outlay of cash and time.

Whether customers purchase deer foods or supplements primarily to attract game for a shot, to learn more about area deer, or as their small contribution to herd health, this product category has burst wide open. Even in states where hunting directly over bait is strictly forbidden, bowhunters employ attractants to secure better trail-camera photos and promote antler growth. Bowhunters from open-bait states have also discovered that specially-prepared products can actually attract additional deer and increase daytime movement. As Jeff Williams, owner of Nutra Deer products, says, "Deer are instinctively attracted to foods with the highest nutritional value. You feed them something good and they'll keep coming back for more."

We've organized representative products into specific categories: Attractants, used only to stop deer for a camera image or shoot from a stand; mineral/nutritional supplements tailored for increased deer health or antler growth; and foods promising higher attraction value and nutrition.



Black Magic Rack Rock Crush is a ground version of the Rack Rock from Evolved Habitats. The "Crush" in the name and the image of a couple with trophy whitetails on the label are a marketing tie in with the popular Lee and Tiffany Lakosky of The Crush cable show.

Art Of Attraction

Deer attractants come in many forms, mostly as scent-based liquids appealing to a deer's nose for food. In other cases powders, gels or pastes are deposited or applied to encourage repeat visits to a certain point. In this context we're talking food-based attractants; sex scents such as Code Blue's Grave Digger or Tink's 69 are a subject for another time. Such scent-based products are typically legal in states strictly forbidding baiting, though it's always important to understand your state's rules before pushing particular products - though these areas can prove open to interpretation. In New Mexico, for instance, even scents are prohibited unless worn on your person (go figure). In Idaho hunting directly over placed food or minerals will get you in hot water, but liquid scents receive a pass (and feeding deer is legal).

Wildlife Research Center's (763-427-3350; www.wildlife.com) newer Sweet Mash sprays (Apple, Corn and Acorn, MSRP \$13, 24 ounces) provide perfect examples. They're formulated to create intense scents deer find naturally attractive, enhanced with special ingredients to grab a deer's attention when sprayed liberally in a hunting area. **Code Blue's** (251-368-4089; www.codebluescents.com) newest

creations are directly targeted at white-tail attraction. Mike Mattly from Code Blue says Apple Swig and Corn Craze (MSRP \$10 per gallon) combine premium ingredients with ripe apple or sweet corn flavoring, drawing deer in close and keeping them coming back for more after you pour it over food sources, rotten stumps or into a ground depression. Cornfused? (MSRP \$10) is legal in all states, according to Major Person from **Wildgame Innovations/Evolved Habitats** (866-995-4263; www.wildgameinnovations.com), because it contains no food ingredients. Yet the highly-concentrated formula produces strong corn aromas to attract whitetail deer.

Powder and paste products are also offered, though getting into the realm of solid materials leads to legal trouble in some states. Code Blue's new Urge Powder (\$25 per gallon) is formulated with ingredients that attract and hold deer. Unlike liquid attractants, deer can see, taste and eat Urge Powder - making it more effective for creating a standing bow shot. The powerful combination is scientifically blended to attract deer and stimulate appetite, since the powder particles carried on the wind attract attention from wider areas. Mattly says once Urge Powder is discovered and eaten deer come back for more. He recommends sprinkling it atop feed or rotted stumps, creating



Minnesota-based Frigid Forage is best known as a producer of cold hardy food plot seed mixes, but it also has this growing family of deer minerals and attractants.

a lick deer return to year round. The **C'Mere Deer** (866-644-8600; www.cmeredeer.com) 3-Day Harvest (\$25) system is a scientifically formulated and field-proven powder that attracts deer from a wide area and keeps them coming back for more. The irresistible smell and great taste promise to increase activity around any stand site, with the special formula designed to build on the results of previous days.

SpyPoint (514-868-1811; www.spypoint.com) offers Salt Paste, in Apple, Hazelnut or Anis scented versions, which were created to promote better quality trail-camera opportunities, but also includes necessary salts and minerals often lacking in natural foods. The sweet-smelling formulas mean game finds Salt Paste more readily; the sticky composition used to create habit-forming licks,



There was a time when deer feeders were heavy, metal and not particularly easy to ship. The advent of collapsible molded feeders like this one from Evolved Habitats means any archery retailers can sell feeders along with grain based or pelleted attractants.

This new Pile Driv'r feeder uses an auger, not the more common spinner, so it can handle a variety of feeds without clogging. It can be programmed to meter out the feed up to six times per day. With a suggested retail price of \$119.95, your customer could view this as a good way to keep feed from spoiling or washing away in rainstorms. Depending on density, the capacity is about 50 pounds.

while also remaining effective following rain or time. It comes in re-sealable tubs with application stick.

Wildgame Innovations/Evolved Habitats is no stranger to food-based deer attractants. One of their most unique offerings includes the Acorn Rage Drop-N-Block (MSRP \$16), which uses real acorns, released over time, to create both an audible dinner bell and eatable forage that lasts weeks. Acorn Rage Hunt Max (\$14) takes the concept further, blending crushed acorns with oil-enriched, roasted soybeans to create more appeal for hungry deer, while Sugar Beet Crush is made of sweet sugar beets, crushed and concentrated into an intense mix. **Primos Hunting Calls** (800-523-2395; www.primos.com) offers effective deer attractants in powder and block form. The Swamp Donkey attractants (MSRP \$7 to \$25) were field tested on professionally-managed game ranches before being made available to the public. Primos recommends pouring Swamp Donkey powder in a strip four or five feet long to steer deer beneath any stand site. Other varieties include Crushed Attractant, Pellet Attractant, Molasses Stuffed Protein Block, Spray Attractants and Granular Mineral Extreme Supplement.

To Their Health

It's common knowledge among deer managers that deer require certain minerals or compounds to assure

continued health, and most especially to grow top-notch antlers. In some regions a lack of essential minerals or nutrients prohibits bucks from reaching full potential - though there's no substitute for genetics and habitat. This can also be the case during drought years when proper nutrients aren't as readily available. Manufacturers have stepped in to fill this void with products specially formulated to provide proven minerals and nutrients important to deer health. This means healthier does dropping fitter fawns, but more important to marketing leverage, bigger antlers and live weights.

Now understand, before creating unrealistic customer expectations, top-quality mineral supplements won't magically transform lackluster genetics into a race of super bucks, no more than consuming protein supplements turns the 90 pound weakling into a champion body builder. This is a matter of degrees, an addition of 10 percent (just to toss out a number) antler growth under ideal conditions. In other words, a steady supply of balanced mineral supplements could conceivably boost that 124-1/2 inch 3-1/2 year old buck into the archery record book class. But even that, as you will see, is an oversimplification.

When I think in terms of promoting herd health, Grayling, Michigan's, **Rack One** (989-348-2333; www.huntrack1.com) immediately comes to mind. Casey Keefer, co-owner of Rack One, says "Everything we do here at

Rack One is primarily based on overall herd health. When you can keep deer healthy, you're going to see better results, bigger deer and incredible antlers." Rack One's Ignite Whitetail Hunting System is a 365-day-a-year feeding program comprised of four specific phases: Condition, Grow, Scout and Hunt. The Grow Phase, Xcellerator, is packed with minerals and nutrients promoting herd health and growth while maximizing antler development in bucks. R1's Xcellerator (MSRP \$15, 5 pounds) was formulated



The thick Salt Paste attractant from Spypoint comes in apple, anise and acorn flavors.



The Nutra Deer Party Mix comes in big 25 pound bags (left) or easy-carrying 5 pound packages.

after extensive research. It is a mineral supplement encouraging repeat visits and gains in antler growth and overall health. According to Keefer, from the moment sheds hit the ground bucks begin antler growth at a cellular level, a crucial time to begin providing mineral product blended for this purpose. Additionally, when used in conjunction with the Condition Phase product Overload, Xcellerator helps aid does through lactation and fawn rearing. "Think of Xcellerator as killing two birds with one stone," says Keefer, "you're giving them the sodium they need, while (also) packing their bodies full of other vital vitamins, minerals and nutrients." He goes on to say

that while bucks need Xcellerator most during summer months, mineral pits remain attractive during most early archery seasons. For details on other phases of the Ignite system see the "Feed The Need" section below.

Nutra Deer (866-466-5738; www.nutradeer.com), makers of "Dr. Deer" approved (referring to Dr. James Kroll, noted whitetail researcher) deer feeds highlighted later on, also offers Apple

Flavored Antler Builder Deer Mineral. "They Are What They Eat" is the company's motto and Antler Builder is their time-tested blend of vitamins, essential trace minerals and macro elements formulated to enhance any buck's antler growth. An Antler Builder mineral lick works year 'round to ensure deer have all the beneficial nutrients needed to achieve full potential. It's sold in 8 and 25 pound bags (MSRP \$10 to \$24).

After 25 years in the business, **Antler King Trophy Products** (888-268-5371; www.antlerking.com) has learned a thing or two about deer nutrition. New for 2012, Power Rack contains important trace minerals that company biologists have determined are important for overall deer health and maximized antler growth. Antler King researchers say Power Rack can be used as a sole source of deer mineral, or for maximum antler growth,



Urge Powder is from Code Blue, which started in the deer scent market, expanded to scent eliminators and now is in the attractant arena as well.



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mixed with Antler King Trophy Deer Mineral at a 1:1 ratio. Trophy Deer Mineral is the company's original product, containing 27 antler-building minerals, vitamins and additives. It's easy to use – just pour it out in a pile near areas deer frequent for use by all ages and sexes, promoting health and building larger bodies and antlers. Antler King also offers two convenient block options: Hi Protein Big Buck Block, essentially protein pellet molded into block form, and Energy Plus Wildlife Block, designed to give bucks an energy boost during fall and winter months when stressed by rutting or harsh weather. Hi Protein Big Buck Blocks contain 20 percent protein and are loaded with antler-growing minerals, vitamins and additives. Antler King emphasizes this isn't a salt block, but an antler-growing supplement. Energy Plus Wildlife Blocks contain five times the energy of other deer blocks, according to the company biologists.

Big and J (866-210-7781; www.big-andj.com) is a relatively new name in hunting, but their protein-based nutritional supplements are formulated and field proven to promote deer health and help bucks reach full potential. BB2 XX (\$20, 20 pounds) is a concentrated formula engineered to add palatable appeal to any nutritional program already in use. It contains a minimum of 21 percent protein and a powerful mineral composition designed to promote antler growth. It accomplishes this while offering one of the lowest salt/sodium levels in the deer-feed business, also providing twice the attracting power as original products and higher nutritional value designed to boost nourishment qualities in any feed. The protein-based attractant produces an alluring aroma to pull deer from afar.

Frigid Forage (www.frigidforage.net) approaches this program from a different angle. It's the company's contention that elements such as calcium and phosphorus, which many other companies focus on, are important to deer health but otherwise inherently abundant in nature. There's no reason, says company owner John Barsody, to give them more of what they already secure naturally. Frigid Forage instead fortifies their deer supplement with

micro-nutrients typically limited in natural environments, but necessary for deer growth performance and

digestive health. Rack Back (MSRP \$10, quart, \$22, gallon), a liquid-based, patent-pending product, includes



Hunting show producers Casey and Chris Keefer (shown above) developed the Rack One line of products.





Primos has developed a Red Spot line of attractants based on a beet base. Liquid, solid and powder forms are available.

trace mineral complexes which enable superior absorption and bioavailability. This is a fancy way of saying more of the nutrition customers pay for results in productive growth. The many trace minerals included in Rack Back, because they are normally lacking in nature, make the product highly attractive to deer. Rack Back also contains antioxidants and supplemental enzymes to aid in digestive efficiency. Key among them is SoluMin Cobalt which is required by rumen bacteria to produce vitamin B12. This is important for healthy immune systems and energy production. Frigid Forage's Barsody also says Rack Back produces healthier coats, more twin fawns and 10 to 15 inches of additional antler growth, particularly in one and two year old bucks.

In relation to mined products, normally represented by a chunk of mineral salts selected for a balance of essential and trace elements, **Trophy Rock** (888-521-7771; www.trophyrock.com) lead the way and is celebrating their 10 year anniversary this year. The Utah-based company's Blake Butler claims Trophy Rock is the only trace mineral rock mined in the United States. Trophy Rock (MSRP \$16, 12 pound, \$22, 20 pound) includes a unique composition of more than 60 macro and micro trace minerals beneficial to wildlife, proving highly attractive to white-tail deer everywhere. **BioLogic's** (763-413-0797; www.mossyoakbiologic.com)



com) BioRock contains more than 50 minerals, including those vital to massive antler growth, such as calcium, phosphorous, magnesium and sulfur. Al Cheatham, president of BioLogic says, "BioLogic searched the globe for a natural source for these ingredients and they've found the perfect combination in BioRock. BioLogic is the only source for this product in the entire country and sales are going to be big." Cheatham recommends setting BioRock on a stump or well-drained surface for best results while hunting or capturing trail-cam photos. **Evolved Habitat's** (225-638-4094; www.evolved.com) Rack Rock (MSRP \$13) is also a 100 percent natural, mineral rock providing four essential minerals - calcium, phosphorous, magnesium and



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sodium. It also includes other trace minerals which are vital to assisting in bone and antler growth, improved muscle development, digestion and reproduction; promoting not only bigger bucks, but overall herd health.

Feed The Need

Of course, most bowhunters spend money with one immediate goal in mind; improving their odds of success. Feeding deer standard shelled corn, even field peas (which have higher protein values), is all about creating success. Manufactured or specially-mixed deer foods aim to boost success by increasing attraction value, even creating increased competition that can coax nocturnal bucks beneath stand sites during daylight hours. This is accomplished by increasing nutritional appeal (as per Nutra Deer's approach), or by improving palatability or aromatic quotients (such as Buck Blitz) or appealing to the sweet-tooth factor



Heartland's parent firm had great success in developing feed for commercial deer breeding operations and has parlayed that into a line of deer feeds for hunters.

with molasses/sugar-based ingredients – sometimes all of the above. In most cases, using such products in conjunction with standard corn makes the former more attractive, providing a nutritional treat alongside needed and more affordable bulk food.

My observations while bowhunting with Western Oklahoma's Croton Creek Outfitters makes a worthwhile antidote. Early in the week I enjoyed

steady traffic beneath my stand, situated near a corn feeder spiked with Buck Blitz attractant. Some time during the middle of my stay, through a combination of rationing miscalculation and manufacturing shortfall, our Buck Blitz supply was unexpectedly exhausted. Despite free-flowing corn, action beneath my stand slowed to a trickle, those deer that did arrive were not inclined to linger. Finally, during



Evolved Habitats is introducing the cleverly packaged Buck Shot for 2012, whose container mimics a shotgun shell. Buck Shot is a flavorful extruded mixture with plenty of protein, fats and sugars. Buck Shot can be used to mix with grain in feeders for extra drawing power and nourishment. This feed and attractant can also be poured directly on the ground.



These Sweet Mash spray attractants from Wildlife Research Center come in large, 24 ounce bottles. They're designed to both mask scent and attract big game.

the last days of the hunt, our outfitter secured a few precious bags of Buck Blitz, spilling a small ration beneath my feeder to assure there would be enough for other sites. Traffic immediately picked up, ultimately leading to a shot at a gorgeous buck late the following morning. Now, it's interesting to note two bags I tested near home went largely ignored. This isn't so unusual with foreign foodstuffs. Deer won't touch even corn, for instance, for weeks or months in areas where they haven't been exposed to it, but quickly become addicted once they develop a taste.

I've already introduced the Rack One Ignite system, continuing with a series of feeds specially formulated for specific phases of the whitetails' annual needs. Many hunters abruptly quit feeding with season close, but Rack One insists post-season feeding is vitally important, helping rut-stressed deer endure brutal winters in good health. R1's Overload (MSRP \$30, 25 pounds) is part of this revitalizing Conditioning Phase, targeted at the whole herd from post-rut until snow melts in the north or deer begin shedding velvet after the growing season. Overload is a premium 20 percent protein, 9 percent fat, 6 percent fiber pellet compatible with gravity, trough or spin feeders, containing all necessary nutrients deer need to get back into condition; adding weight lost during the rut and retaining it during cold winters. "If a buck doesn't put weight back on and heal his body after the rut," says R1's Casey Keefer, "everything he eats after shedding his antlers will go directly to his body instead of antler growth. By helping in recovery a buck's system can immediately start on antler growth. Furthermore, we've shown that does eating Overload during this time get the nutrition needed to support healthier fawns, especially after giving birth to twins."

RackOne's Chaos (\$20, 5.5 pounds) represents the Scout Phase of this system, scientifically formulated to attract deer and keep them coming back. This helps pinpoint big bucks and holds them in an area while providing the nutritional support of 23 percent protein in a flavorful feed. Rut Fuel and Acorn Crush (\$25, 6 pounds, \$18, 5.5 pounds) are powerful Hunt Phase formulas helping in both promoting deer

health and bringing that monster buck out of their reclusive hidey-hole. They contain 23 percent protein and 9 percent fat content, recommended for use from September through February.

Nutra Deer owner and developer Jeff Williams took a multi-pronged approach after setting out to formulate the ultimate deer feed. First, he wanted to create a formula deer would like, while also supplying essential minerals and protein necessary to sustain them throughout the year. He also wanted products that would be

affordable; while also creating feed deer would prefer to standard offerings such as corn. Pro Antler 20% Protein Deer Feed (MSRP \$7 and \$15, 8 and 25 pound) was the result. Because this feed is so palatable there's no need to mix it with corn or other attractants to get deer to eat it from free-choice or spin feeders. In fact, Williams has discovered deer normally prefer it to corn in most cases. Pro Antler is formulated from a deer attractant recipe, its aromatic nature attracting deer from great distances, and then fortified to create a



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nutritionally-balanced free-range deer feed. It includes a special moisture-control binding agent that helps hold pellets together making it spin-feeder compatible. Recently, Dr. James Kroll, one of the foremost authorities on whitetail deer, had this to say: "Pro Antler is a nutritionally-balanced deer feed, and most importantly is highly attractive to whitetail deer." Pro Antler is the only feed on the market endorsed by Kroll.

Nutra Deer also offers Party Mix (\$10 to \$20), a first-class deer attractant full of protein and ingredients deer love to eat. It also contains exceptional nutritional values with vitamins and minerals added to promote deer health and promote return visits long after the product is consumed. Both Pro Antler and Party Mix come in 5 or 25 pound bags. Independent testing near home (Washington and Idaho) resulted in immediate acceptance and vacuuming of Nutra Deer's Party Mix without prior exposure, testament to its regional versatility (it's manufactured in Oklahoma).

Antler King's prime contribution to the deer feed arena is Final Feast (MSRP \$15), another culmination of 25 years of research and development. Antler King has determined that certain feed ingredients are highly sought after by deer. They've combined these feed ingredients with a special proprietary flavoring to make a feed attractant deer will not leave alone.

With 30 years of livestock feed experience behind him, Oklahoman Larry Smith set out to fill the need for a highly-attractive but nutritionally-balanced supplement directly targeted at whitetail deer. After several years of experimentation and field testing **Buck Blitz** (580-497-6848; www.buckblitz.com) was born. This aromatic, pelletized food supplement provides a healthy 16 percent protein along with basic vitamins and minerals, but its primary attraction is its compelling aroma. Its sweet smell attracts bucks from great distances, and even after feed is consumed this scent lingers to maintain its allure for weeks to come. According to Smith, its high degree of palatability and powerful aroma prove such a powerful attractant that older bucks begin to show up at feed sites at all hours of the day after developing a taste. In fact, last year the Oklahoma state record archery buck (188-4/8 inches, taken with crossbow) was tagged over Buck Blitz (MSRP \$15, 15 pounds).

There are many others to choose from, like Wildgame Innovations' Buck Bran (MSRP \$9), a new pelletized version of an old standby which is completely compatible with standard spin feeders. Buck Bran is formulated from a wholesome, energy-boosting mixture of extruded rice bran, cracked corn, molasses, soybean oil, vitamins and minerals creating an attractant that's not only highly appealing, but also easy to digest and nutritionally beneficial.

The **Heartland Wildlife Institute** brand (866-HWI-DEER; www.heartlandwildlifeinstitute) and the new Rack Taker brand that Heartland created for 2012 under licensing from Mathews are both products of Kalmbach Feeds, a long-time supplier of premium feeds to both horse racing and deer raising operations. The sophisticated blending machinery at the Kalmbach plant lets

this supplier spray on tasty oil and or molasses coatings without degrading the pelleted portions of the deer feed. Commercial deer raising operations have five choices in bulk feeds typically delivered by the truck load. For sale to bowhunters, under the Heartland brand you'll find 25 pound bags of Autumn Addiction and End of the Trail. The bags have handy carry handles and all the Heartland feeds are now fortified with a live yeast that improves the ability of deer to absorb fiber.

Hunter's Specialties' (319-395-0321; www.hunterspec.com) Vita-Rack 26 Deer Pellets (\$20, 20 pounds) is another highly-attractive deer feed loaded with 12 human-grade, water soluble vitamins, 14 minerals, several important nutrients and an impressive 18 percent protein for energy. It can be used alone or to enhance an existing feeding program. When used year round it promotes healthier does and fawns and bigger-antlered bucks, its immune-boosting qualities resulting in fewer pests. It is especially useful in controlling ticks. The product includes a water-resistant formula that makes it spin-feeder compatible, or it can be simply broadcast on the ground to bring deer to a specific location. HS recommends mixing it with corn initially to help deer become acquainted with the product.

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The 3 Day Harvest product name for C'Mere Deer's attractant is a good reminder that whitetails may not instantly trust a new food source, something the author himself has experienced in using attractants.



Antler King is a Wisconsin firm that has been in the business of helping hunters grow better bucks for more than 20 years. Here are three of the firm's powdered attractants and minerals.

HS also offers Vita-Rack 26 Gorge (\$18, 5 pounds), a scientifically-formulated feed with 28 percent protein and 16 percent fat perfect for helping deer recover after the stressful rut and get them through a harsh winter in good health. This apple or acorn flavored feed is not only a healthy supplement, but also a strong attractant deer find irresistible. It includes food-grade vitamins and minerals that also help bucks reach full genetic potential. This also promotes a healthier immune system, which leads to fewer pests such as ticks. HS recommends placing Gorge near trails, water sources or funnels,

forming a mound that deer will quickly discover and consume. It can be used as a year-round supplement that also draws and holds deer in an area.

Primos' Red Spot (MSRP \$13) was created to be a magnetic deer attractant and ultra-healthy, nutrient-packed feed in one. Red Spot includes vitamins A, D and E that the company representatives say aids deer in absorbing calcium and phosphorous, which helps promote skeletal health and antler production. This also happens to enhance fawning nutrition for does. Its base of ground beet-root (thus the name) further enhances the deer's ability to absorb beneficial vitamins and minerals contained in Red Spot, while also giving it sweet-tooth appeal. It can also be used year round to help encourage overall deer fitness.

These are but some of the ready examples of how manufactured deer feeds have changed the face of bowhunting and the growing concern of serious deer management sweeping the land. There are others, of course, but all retain common traits – attracting and holding whitetail deer, while also promoting healthier deer of all sexes and larger antlers

worn by bucks. Depending largely on local regulations governing the feeding of deer, these are products that also attract instant attention from serious deer hunters from coast to coast.



Solid blocks are a handy way to provide additional nourishment for deer. This 35 pound Buck Puck from Frigid Forage has 20 percent crude protein.

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It is common for those of us in the archery industry to think of archery as simply a “sport”. However when visiting Easton Technical Products last year in Salt Lake City, Utah I had the opportunity to spend some time in the Easton Foundation’s archery library, which is home to an extensive collection of historical archery documents and artifices. During my visit, Greg Easton pulled a book from a shelf entitled *The Third Invention* by Steve Hayes and casually suggested that I might enjoy reading it. (*The Third Invention* is no longer in print but both new and used copies are available on Amazon.com.) When he mentioned the book focused on the history of the bow and arrow I was immediately hooked. In his book Hayes states that he considers the bow and arrow one of man’s three greatest inventions or discoveries. The first being man’s ability to create fire at will by striking iron pyrites and flint together to create sparks. The second was the development of tools including the wheel without which man could not have transported anything larger than he could drag or carry. The third invention, “the bow and arrow”, literally lengthened the hunter’s arm enabling him to hunt from a safe distance at a time when animals were better equipped to hunt man than man was to hunt animals. The bow also allowed man to better defend himself from his growing list of human enemies.

A LITTLE ARCHERY HISTORY

The history of man has been recorded for only slightly more than 10,000 years and according to scientists, man himself varies in age with 200,000 years being generally accepted although as a race we could be considerably older. Gunpowder was discovered in approximately 850 AD with the first crude firearms appearing in the early 16th century. Therefore the history of firearms pales in comparison to the bow and arrow whose origin can only be speculated upon as it is older than recorded history itself. Even today in some remote corners of the world the bow and arrow is still used by primitive tribes to provide food and defense. Therefore I think it is safe to say that the bow and arrow, more than any other weapon, was responsible for changing the course of history and the development of civilization as we know it.

Consider for a moment the impact the bow had on early man and the role it played in his development. Primitive man needed to hunt for food for himself and his family every day. Before the invention of the bow he used a club, a rock or maybe a spear for hunting. Collecting food consumed just about all of his time. The invention of the bow extended man’s hunting range and efficiency allowing



Jim Easton was a recognized leader within the sporting goods industry and was inducted into the Sporting Goods Manufacturers Association Hall of Fame in 1994. From the left are Lynn Easton, Phyllis Easton, Jim Easton and Greg Easton.

man to spend less time hunting food and more time developing tools, shelters and the things that helped him become the master of his environment instead of a victim of it.

I think it is safe to say that without the bow and arrow our world today would be much, much different than the one we presently enjoy. The strong impact the bow and arrow has had on our history and maybe even our survival as a human race could be the reason for the strong personal attraction most feel towards archery. Anyone who doubts that has only to watch an arrow arcing in flight against the sky to feel an unexplainable connection.

While we no longer need the bow and arrow as a tool of survival the bow now offers unlimited recreational possibilities including, bowhunting, bowfishing, Olympic competition, 3-D shooting, field and target archery, archery golf, roving archery as well as simple backyard family fun. Archery includes all forms of shooting from stick bows and recurves to compounds and crossbows. Shooting styles vary from fingers to releases and instinctive shooting to complicated mechanical sights. While archery styles and equipment may vary according to personal choice they all share a common origin with the ultimate

the Entire Archery Industry

goal of launching an arrow toward a distant target.

While it is easy to look at the differences in archery we need instead to look at what binds all of the different factions together. United we not only strengthen the sport but our individual interests as well as our business interests. Helping archery grow and bringing new shooters to the sport regardless of their individual interest directly benefits the dealer which in turn benefits the manufacturer and as a result, the entire industry. Growing the number of people involved in the sport of archery has an impact on everyone involved in the sport either directly or indirectly.

EASTON SPORTS DEVELOPMENT FOUNDATION

I believe no one saw the need to grow the sport of archery more clearly than James Easton, who formed the Easton Sports Development Foundation in 1982. The intended purpose of the original Foundation was to provide support for the USA Olympic team that would be competing in the upcoming 1984 Olympics. The Foundation constructed three Olympic ranges in the Los Angeles area for the training of existing and potential Olympic archers. Easton felt it was important to archery to field the best American archers possible which he felt would in turn draw more national

attention to the sport. After the Olympics these ranges were opened to the public to give more people hands-on exposure to the sport. Easton also established several youth archery programs in the San Diego, California area to stimulate interest in archery and attract more people.

Easton's original Foundation focused solely on facilities and archery programs so no grant monies were available for distribution. That changed in 2006 when James Easton sold off Easton Sports, Inc., the manufacturer of non-archery related items like baseball gloves, and used a portion of the proceeds to fund the second leg of the Foundation known as Easton Sports Development Foundation II (ESDF) which was designed to establish grants for facilities and training programs. Grants were made available for baseball, softball, ice hockey, cycling and archery. The majority of the money is earmarked for archery with the remaining allocated to other sports and charities. The Foundation also offers its own archery program, Olympic Archery in the Schools, (OAS) to help promote archery on a national scale. In addition to the grants the Foundation also provides archery equipment for facilities and programs.



Jim Easton was closely identified with the Olympics serving as Mayor of the Olympic Athletes Village during the 1984 Olympics in Los Angeles. Jim also served two terms as President of the International Archery Federation (FITA). However Jim is equally at home in the field as these hunting photos demonstrate.



The Foundations mission statement is as follows:

To provide excellence in leadership, facilities, programs, training and education for the growth and development of archery, softball, baseball, ice hockey, cycling and other charitable giving.

The Foundations stated goals are:

To strengthen U.S. Olympic Archery Teams

To introduce target and recreational archery to new participants

To grow all types of archery competition

To build or refurbish archery ranges and regional archery centers

To support bowhunting education, habitat and wildlife protection

To create a continuous path from youth, through school to a national team

To train coaches in a uniform training system

To help develop opportunities for coaches to make a living as a professional coach

To date the Easton Foundation has committed support to the following programs and projects:

Constructed the United States Olympic Committee Archery Training Center in Chula Vista, California in 1992.

Provided annual archery camp programs financial support for various groups.

Established two regional archery centers with local partners located in Newberry, Florida and Yankton, South Dakota plus funded the archery center, (part of the Demmer Center) at Michigan State University.

Support the National Archery in the Schools Program (NASP).

Provide funding for USA Archery, US Collegiate Archery and the National Field Archery Association plus numerous other archery groups.

Provide grants to the Bowhunting Preservation Alliance which were used for various community archery programs.



The Easton-Newberry Sports Complex located just west of Gainesville, Florida was established as the result of partnership between the community of Newberry and the Easton Foundation.

Support National and international tournaments or competitions including the 2009 Youth World Cup Championships in Ogden, Utah and in 2010, 2011 and 2012 sponsored a leg of the Archery World Cup.

Support After School Archer Program (ASAP).

Support Southern California Olympic Archery School Program

Provide combined grants of over \$10 million covering activities during 2007 – 2010

Future Support Planned Includes

Continued development of additional regional archery centers.

College archery program development and support.

The Foundation plans to continue its support of the programs above into the future, as well as to continue the development and expansion of additional archery cen-



Doug Engh is not only the man behind the smile but is also behind Easton Foundation's grant process. Engh is the Foundation's Outreach Director and acts as the liaison between the Foundation and various non-profit groups and government entities. Engh's extensive background working with grants allows him to work with grant applicants to strengthen their plan ensuring not only a successful application but a successful program as well.



The Easton Sports Development Foundation Center for Archery Excellence and the National Field Archery Association and Museum are housed in this state-of-the-art facility located in Yankton, South Dakota.

ters, coaching programs and the development of new to elite archers.

FOUNDATION STAFF

Caren Sawyer joined Easton in its corporate offices in 2000 and became Executive Director of ESDF when it was formed in 2006. "Presently we have 20 employees working in the Foundation," said Sawyer. "Ten are in Los Angeles, two at other locations and eight in our Easton Newberry Sports Complex which opened in 2010 and is located in Newberry, Florida just west of Gainesville, Florida."

During *ArrowTrade's* visit to Easton's facility last year to discuss the ESDF Greg Easton used the term, "creating a path for archers", several times during the conversation. "There are many avenues available to archers such as target archery, 3-D shooting, field archery or hunting but there is no common path," Greg explained. "The Foundation started out providing training and facilities for Olympic style shooters in an attempt to win more gold medals for the U.S. With gold medals comes public attention

which in turn draws people to the sport, however not everyone is going to be an Olympic champion. We really don't care what part or style of archery people are interested in we just want them to stay in archery and see archery as a lifelong sport. Winning Olympic gold is just one way of attracting people's attention. As more people shoot archery it is important to create more opportunities for them to shoot and make available facilities to use which in turn will keep them in

the sport. Personally, I am more encouraged about the future of archery than at any time since my involvement began. I see a lot of individual promotional efforts out there and I envision the Foundation as establishing a path for all archers to follow and interconnect these efforts to strengthen the sport."

"The sport of archery is somewhat fragmented by its very nature," stressed Greg. "Archery is both an organized and an individual sport. In

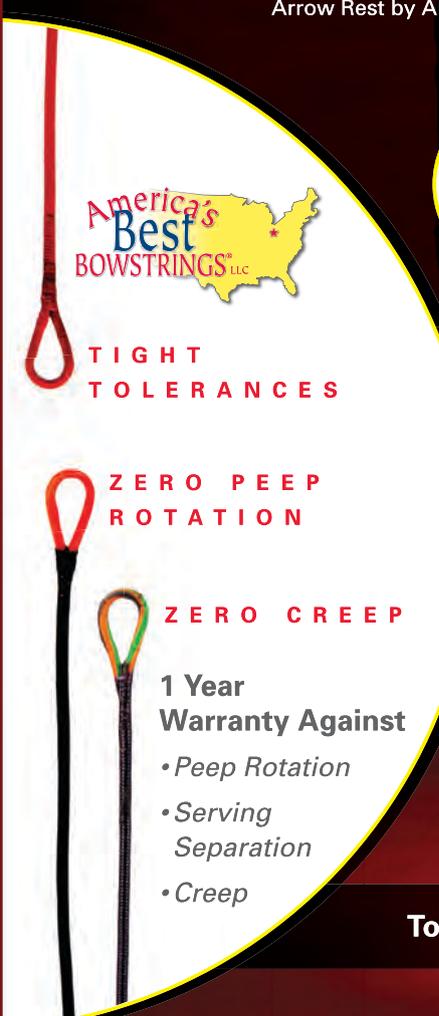


Bob Romero is coaching and program development director for the Easton Sports Development Foundation. While Romero's responsibility is overseeing the program, coaching training and site construction he always has time to fill-in as required. Here he is shown making some on the line bow adjustments.

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order to gain our greatest impact we need to pull our numbers together for strength while maintaining our individually. Our goal, as I see it once the entire path is established, is to enable a kid who entered a program such as NASP in grade school to go onto additional levels of training in local programs or at a local training center where the proper coaching was provided so they could benefit from advanced Olympic training and go to the Olympics to win the gold. At the same time there should be alternate paths for those interested in bowhunting or other forms of competition including simply recreational archery in the back yard. It is in this way that we can pass our love of archery down through us to the following generation."

Sawyer reflected those sentiments as well. "I have been asked in the past why the dealer should be interested in what the Foundation is trying to do," said Sawyer. "It's simple, our goal is to create more archers and keep them in the sport as long as possible. Archers buy equipment and by attracting people to the sport we are creating customers for the dealer. In our Newberry facility we have a waiting list for classes and our tournaments are always full. In addition to our own in-house tournaments we

also host the World Cup and the Gator Cup. Our overwhelming attendance at all of these events indicates to us that there is a pent-up demand for archery. Recently, for a six month period of time, we tracked several of our youth classes where we provide equipment. Eighty kids bought their own new arrows during that time period. They bought those arrows from local archery dealers. As they advance their skill level they will also be buying bows, releases, sights and accessories. Because of the technical nature of archery you need a knowledgeable person to sell you the proper equipment and we see our students turning to an archery pro shop for their needs. That in turn broadens the dealer's customer base. Growing the sport grows the business. It is a win-win for everyone involved."

"Archery has several key selling points," continued Sawyer. "It's fun and parents and kids can do it together giving them something to share and enjoy as a family. While it can be done for sheer enjoyment for those who wish to be more competitive the opportunities are endless. Within our programs we make every effort to show the archer all the possibilities to enjoy the sport and to promote archery as a lifelong sport."

Robert Turner is a recent addition

to the Easton family. He is located at the Newberry, Florida facility having arrived in this country from Australia just 17 short months ago. Turner is the head archery coach and program administrator at the facility. "The Newberry facility is a partnership between the ESDF and the town of Newberry," Turner explained. "We offer a wide range of classes for different level archers both youth and adult. In addition to the classes we have regular tournament events and offer shooting memberships for those who are just looking for a place to shoot. During 2011 we had approximately 12,000 paid shooters use our facility."

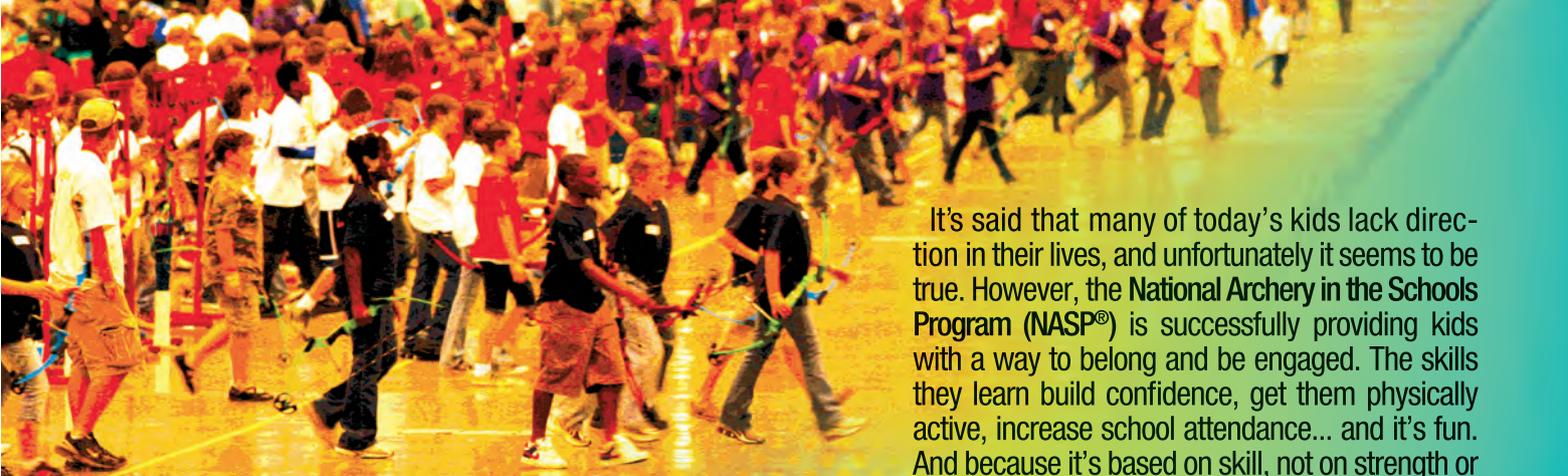
"Our main focus is on the promo-



A glance down the shooting line on this Easton Foundation sponsored event shows a mixture of compounds and recurves, release and finger shooters. While archery is an individual sport we must all work together and support everyone involved in the sport. There is strength in numbers and for archery to grow all archers need to act as a team.



Rob Turner, coach at the Easton-Newberry complex, is shown here with one of the winners at the Junior World Championships which were held in Poland in 2011.



It's said that many of today's kids lack direction in their lives, and unfortunately it seems to be true. However, the National Archery in the Schools Program (NASP®) is successfully providing kids with a way to belong and be engaged. The skills they learn build confidence, get them physically active, increase school attendance... and it's fun. And because it's based on skill, not on strength or athletic ability... everybody gets to play!

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the Schools Program**

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tion of the sport of archery, any type of archery,” stressed Turner. “We recently had a class that had recurve shooters, compound shooters and several crossbow shooters all mixed together. Our purpose is to promote the sport not pass judgment on what style of shooting or equipment a person chooses to use to participate in the sport. If it shoots an arrow we are involved in helping people learn how to do it right.”

“We also have instructor and coaching classes on site,” Turner continued. “We offer two levels of instructor training, and then level three community coach training. If we want to grow the sport of archery we will need trained and competent instructors and coaches who can help people learn the sport properly and improve their skill levels. The better people shoot the more they enjoy the sport and the greater the chances of them remaining involved in archery and possibly even bringing others into the sport.”

Bob Romero is coaching and program development director for the ESDF and is located in Albuquerque, New Mexico. Romero brings a unique combination of skills to the program including a background in construction and small business coupled with his coaching certification. “My construction background is a great aid as I seek potential future archery center sites and my small business experience allows me to help ensure a quick and efficient start-up of any new location,” explained Romero. “However one part of my responsibilities that I feel is equally important to the success of our programs is making sure our coaches are maintaining the established standards of the program by providing the proper training to the participants. Good coaches are going to be key as we move forward and it will be challenging to find enough qualified people as we open additional facilities. I am in the process of developing a hiring list from which we can draw future coaches to ensure we can provide the proper staffing as required.”

“While the Foundation constantly attempts to broaden the selection pool for Olympic qualified archers our goal is to make archery a mainstream sport,” Romero said. “Not everyone is qualified or even interested in becoming an Olympic archer. Many archers are more interested in other phases of the sport. At the Foundation we work with the Archery Trade Association, the Archery Shooters Association, US Collegiate Archery, USA Archery, the National Field Archery Association, Olympic Archery in the Schools, as well as numerous parks and recreation organizations, to mention just a few, to promote the sport of archery. Archery is so vast and diversified that no one source could administrate and fund it all so we work with existing established organizations. This cooperative effort is important to the success of not only each individual seg-

ment of the sport but for the sport overall.”

“While it would be nice to believe that everyone involved in archery is fully aware of the Easton Sports Development Foundation and its effort to grow the sport, that is not the case,” Sawyer commented. “We continue to try to get the word out and expand our impact to points around the country. To date we have expended approximately \$13 million in the promotion of archery in various forms, several of which have been mentioned previously. In order to ensure the grant money is directed towards projects that have the greatest chance of success and will have a significant impact per dollar on the growth of the sport we have specific guidelines for the granting process.”

“Doug Engh is our Outreach Director,” said Sawyer. “Doug is the liaison between the Foundation and various non-profit groups and government entities that the Foundation works with to accomplish the goal of expanding the sport of archery. In addition, Doug serves as the main contact person for groups interested in building archery facilities.”

“Growing archery programs are most successful when they contain both recruitment and retention elements,” explained Engh. “The American Camp Association which coordinates summer camps across the country introduces approximately 3.4 million kids to archery each summer. Archery is the second most popular summer camp activity with swimming being number one. However, when those children return home from camp, if there are no archery programs available for them to easily stay involved and continue their interest, there is no retention. We see the most success in areas where young people can be introduced to archery at the camp and return home to local park and recreational programs, 4H, scouts or other pro-



There is a difference between shooting a bow and learning how to shoot one properly. The difference is learning the basics from a qualified coach or instructor. These young archers are learning the basics of archery using stretch bands during their first step.



Each archery center serves multiple duty not only as a shooting range but also offering classrooms for training as required. Note the archery styled snacks awaiting the students at break time.

grams in which they can continue to pursue their interest in archery.”

“It is the purpose of the Foundation to work with non-profit organizations to not only provide money for programs but to also ensure the proposed program is designed for sustainability.” Engh continued. “I work with grants that range from \$25,000 and above. The Foundation has resources and connections to help grant recipients develop a solid plan to ensure that their effort not only recruits archery participants but retains them as well. That means developing a plan for their continued involvement in archery so they can progress to the next level. For example, let’s assume several educators or gym teachers initiate a NASP (National Archery in the Schools Program). That is the initial recruitment phase which introduces kids into the sport. The next logical step might be an ASAP (After School Archery Program) followed up with a JOAD (Junior Olympic Development) program. While the initial NASP program is great at getting kids introduced to the sport the next level programs provide those interested in progressing to the next level a clearly defined path to follow.”

ORGANIZATIONS

ATA: Michelle Doerr, director of archery and bowhunting programs for the ATA (Archery Trade

Association) explained, “The sport of baseball has a clearly defined path for its participants. At the entry level you have T-ball, followed by Little League. Next you have organized high school teams followed by college teams then multiple levels of professional ball. The path is well accepted and easily understood. Archery on the other hand is often learned by people without the benefit of any formal training or exposure to the overall opportunities in the sport. Take bowhunting for an example. Where does a young person who has developed an interest in archery and would like to try bowhunting, but who did not grow up in a hunting family, learn the hunting skills required to become a bowhunter? By developing and offering a specific curriculum such as that which we offer in ATA’s Explore Bowhunting Program we provide the basic knowledge to get a potential bowhunter started on the right track.”

“By utilizing grant money from the Easton Foundation the ATA was able to develop programs such as the Explore Bowhunting Program which it makes available to non-profit groups such as local park and recreation organiza-

Association) explained, “The sport of baseball has a clearly defined path for its participants. At the entry level you have T-ball, followed by Little League. Next you have organized high school teams followed by college teams then multiple levels of professional ball. The path is well accepted and easily understood. Archery on the other hand is often learned by people without the benefit of any formal training or exposure to the overall opportunities in the sport. Take bowhunting for an example. Where does a young person who has developed an interest in archery and would like to try bowhunting, but who did not grow up in a hunting family, learn the hunting skills required to become a bowhunter? By developing and offering a specific curriculum such as that which we offer in ATA’s Explore Bowhunting Program we provide the

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tions, 4H, scouts etc,” Doerr said. “Growing the sport of archery is something we need to do as a group by utilizing every avenue possible and working together. You don’t have to do it all by yourself.”

NFAA: “The National Field Archery Association (NFAA) was based in California from its conception in 1939 until 2007,” said Bruce Cull president of the NFAA and owner of Dakota Archery and Outdoor Sports located in Yankton, South Dakota. “In 2007 the NFAA sold its buildings and property in California and utilizing a grant from the Easton Foundation relocated the NFAA headquarters to Yankton. This was a great opportunity to establish a first class home for the largest archery organization in the world.”

“Yankton is a small community with a population of approximately 20,000,” explained Cull. “The relocation of the NFAA headquarters had a major impact on the town and local groups and organizations were anxious to be a part of the project. Any good project needs partners to draw the project together and provide the support to ensure success. By the time the original project was completed we were partnered with 20 active groups and organization from the town and surrounding area. It became a true community effort and a giant boast to archery in the area.”

“We presently have 90 acres on which is located our office and headquarters plus five field ranges and an Olympic FITA range,” Cull said. “We have on site two Olympic level coaches, classrooms for training and we are presently constructing a 70 meter indoor range. We have hosted several international world tournaments and 100’s of competitions at our location. Recently we hosted potential coaches from 18 countries who came to Yankton for instructor and coach training. The NFAA also offers a scholarship program for deserving students. All of this was a joint venture with our archery and community partners and most importantly the Easton Foundation.”

THE FUTURE OF ARCHERY

All of the manufacturers and dealers in the archery industry are eating pieces from the same pie. Although everyone might want a bigger piece as long as the pie stays the same size it is really difficult to increase the size of your slice very much. However, if by working together we could



This shot of the recent Gator Cup held at the Easton-Newberry Complex shows the first class design of the shooting area with a canopy covered section for the shooters to rest between ends.

make the pie larger everyone could get a bigger slice. To make the archery pie larger we need to grow the sport by increasing the number of people involved which relates directly to more customers, which means more sales, resulting in a bigger slice of the pie for everyone.

It is not necessary to reinvent the wheel to make this happen. As outlined briefly in the above article there are groups and organizations with available resources and programs already in place. Reach out to learn what you can do to help put an organized effort in place in your area. The Easton Foundation and the major archery organizations are a great place to start. Review the following partial list of available programs to see what is available and contact the organizations at the website listed for more information.

There is plenty of help and resources available so no one has to do this alone. However it is so important to the future of archery and the archery industry that no one can afford to wait for someone else to get started.

PROGRAM & ORGANIZATION REFERENCES

EASTON SPORTS DEVELOPMENT FOUNDATION

www.esdf.org The corporate site discusses the Foundation, has past press releases, grant information and details on OAS (Olympic Archery in Schools)

www.discoverarchery.org This site is an introduction to everything archery, the Foundations goal with this site is to establish one place a person who is interested in archery can go to and can find out anything they want to know. It includes a calendar of tournaments/events that should link to every organization. (Site is a work in process).

www.eastonarcherycenters.org This site includes information on all Easton Foundation archery centers plus information on the development of a center.

ARCHERY TRADE ASSOCIATION

www.archerytrade.org This site contains information on the following programs:

Introductory Archery & Bowhunting Programs

A number of organizations have created introductory archery and bowhunting programs for those interested in learning and getting involved in the sport. In addition to those programs listed below, archery activities are often offered through community education or recreation programs like those provided by the YMCA, Boy Scouts of America and Girl Scouts of the USA.

After School Archery Program (ASAP): (www.after-schoolarchery.com) This youth after school archery program combines proven teaching techniques with lesson plans, instructor training and easy equipment access. ASAP programs continue where the “first shot” leaves off! Learn new skills, earn awards and experience the wealth of archery styles and equipment used in tournaments and leagues. Sanctioned by USA Archery, National Field Archery Association, and Archery Shooters Association. There’s nothing like archery for getting a kid excited about recreation.

Explore Bowhunting: Explore Bowhunting is an educational program designed to help instructors, program leaders and educators teach students ages 11-17 the basic



While the Foundation is involved in archery activities for all ages it recognizes the importance of introducing youth to the sport. With a full range of indoor and outdoor opportunities it is possible to keep those interested active all year long.

skills of bowhunting. The Archery Trade Association (ATA) has created this program to spark an interest and passion for bowhunting in today's youth. Through these hands-on experiences, students gain confidence interacting with the natural environment and strengthen their appreciation for wildlife and the woods.

National Archery in the Schools (NASP) www.nas-parchery.com

NASP brings the sport of archery to millions of students in schools across the United States. Designed to teach International style target archery in physical education class 4th-12th grades, core content covers archery history, safety, technique, equipment, mental concentration, core strengthening, physical fitness and self-improvement. Before presenting the two-week archery course, teachers undergo an 8-hour NASP Basic Archery Instructor Training Program.

Bowhunter Education: The National Bowhunter Education Foundation chose to target retention of existing bowhunters by developing new programs through high interest, advanced classes or mentoring type curriculum. The student manual called "*Today's Bowhunter*" is an example of improving materials.

National 4-H Shooting Sports (www.4-hshootingsports.com): The focus of all 4-H programs is the development of youth as individuals and as responsible and productive citizens. The National 4-H Shooting Sports Program stands out as an example. Youth learn marksmanship, the safe and responsible use of firearms, the principles of hunting and archery, plus much more. The activities of the program and the support of caring adult leaders provide young people with opportunities to develop life skills, self-worth, and conservation ethics.

NATIONAL FIELD ARCHERY ASSOCIATION

www.nfaa-archery.org General information on NFAA and available training and programs.

USA ARCHERY: (www.usarchery.org) Junior Olympic Archery Development (JOAD) is a program of USA archery that is designed to teach archery to young people, over a series of classes

taught by a certified archery instructor or coach. JOAD offers both recurve and compound archers the opportunity to learn range safety and proper shooting technique in an environment that also fosters focus, increased self-confidence, and team building skills. JOAD is open to any youth archer aged 8 to 20 and is designed to grow with the youth archer. Introductory JOAD classes teach the fundamentals of proper shooting form; as the young archer develops, they will learn more advanced techniques.

US COLLEGIATE ARCHERY ASSOCIATION: (www.uscollegiatearchery.org)

The vision of the U.S. Collegiate Archery Association is to establish college archery as an integral part of the campus experience in as many colleges and universities as possible. The USCA works hard to ensure that beginning, intermediate and elite archers can enjoy the sport in college, and we strive to introduce archery to as many college students as possible.

Editor's Note: In addition to his editorial planning and writing duties with *ArrowTrade*, John Kasun is an outdoor seminar speaker and a business consultant with experience in corporations large and small. He can be reached at 126 Acorn Lane, Duncansville, PA 16635, by phone at (814) 695-5784 or by email at kasun@atlanticbb.net.



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Mathews Retailer Business Show

By Mike Raykovicz

The Mathews Retailer Business Show gets bigger and better every year and this winter's show was no exception. From less than 40 vendors attending the first show four years ago, nearly 400 authorized Mathews retailers and over 150 vendors were on hand December 5, 6 and 7 at the Chula Vista Resort in Wisconsin Dells, Wisconsin to place orders and to preview new offerings for 2012.

According to Lost Camo Program Director Keith Jennings, the intent of the show is to get Mathews retailers together with Mathews licensees and to increase one-on-one contact between them. "This is the one time of year our sales people and dealers have face-to-face contact. We feel this is vitally important to both of them and this show has done that," Jennings told us.

Jennings noted the Lost Camo business plan was created to change lives. Every cent of the year-end profits from the sale of Lost Camo and Mathews licensed products is given away, mostly to missions in the United States and overseas. Jennings said Mathews gives full support to 750 missionaries around the world and the goal is to achieve 1,000.

Keith Jennings, Mathews licensed product manager, speaks to manufacturers and distributors at the Vendor Orientation Meeting on Monday evening prior to the show.



The 2011 Mathews Dealer Show was held at the Chula Vista Hotel facilities in Wisconsin Dells, Wisconsin. The indoor sports complex shown here in the photo was about a mile from the hotel. Continuous shuttle service to and from the facility was provided for the hours the show was open.

In addition to providing face-to-face contact between dealers and vendors, Jennings said this year's show was intended to be informative, by offering world class dealer seminars, and to entertain by providing an evening dinner and a performance by well known comedian and musician Tim Hawkins. "We try to bring as much value as possible for everyone who comes to the show and we don't profit from it," Jennings added.

Lindsey Schultz, licensed product coordinator for Mathews and Mission, said in addition to the dinner and entertainment provided by Tim Hawkins, everyone present had an opportunity to participate in the annual Iron Buck Contest for a chance to win cash prizes and to compete for the grand prize of an antelope hunt for two from Table Mountain Outfitters



Tom Pappas (left) owner of Neil's Archery in Endicott, New York places an order with Mathews representative Ryan Winchel. Pappas said Mathews and Mission have become his top selling bows since he's become a Mathews retailer.



Engineer Gary Simonds from Mathews, conducts a seminar on new product technology, one of the ten different seminar topics from which dealers could choose.





Many came but few were chosen for the final round of the hugely popular Iron Buck Contest held after the Tuesday evening dinner. At far right Gail Whitcomb of Whitcomb's Whitetails in Princeton, Minnesota out-shot more than a thousand other shooters to claim top prize in the Iron Buck Contest. Whitcomb shot three straight bulls-eyes using a Mathews Genesis bow with no sights.

in Cheyenne, Wyoming. Each person in attendance had an opportunity to shoot one Full Metal Jacket arrow provided by Easton at a target surrounded by steel. Thirty-three shooters found the target's center, received \$50 and advanced to the second round. Those hitting the bulls-eye in that round received \$100 in cash. Five shooters advanced to the third round and after more than a thousand archers took their turn at the line the last man standing wasn't a man at all but a woman. Gail Whitcomb from Whitcomb's Whitetail's located in Princeton, Minnesota out-shot more than a thousand other dealers, vendors, family members and staff shooters to claim the top prize.

Megan Connors, marketing manager for the Mission line said Mission is now in its sixth year and the brand is growing. "We wanted to offer our dealers a mid-priced bow line for those customers who may be just starting out in archery or for those who want to cross over from a gun to a bow. The bows in the Mission line are very well made and incorporate a lot of proven technology so they deliver great performance but are offered at a lower price point," Connors said. "We've made a great deal of effort to encourage kids interested in archery and the Genesis bow, used in the National Archery in the Schools Program (NASP), has done just that," she added. Connors said

from this beginning many youngsters move on to a higher quality bow such as the Mission Menace, a truly universal bow that anyone from kids to adults can shoot. "This bow was a step up from the Genesis and had a great deal of appeal. The

Tim Hawkins provided a genuinely funny comedy show that catered to the entire family. A self-taught guitarist, Hawkins proved he could go note-for-note on everything from Skynyrd to Bon Jovi to Gordon Lightfoot all the while dishing out flawless vocal imitations of a number of well known artists. His stand-up material was vigorous, well-timed, and honed to perfection. The group loved him and he received a standing ovation for his performance.



Mathews provided daily lunch for both vendors and retailers. Here, they help themselves to the buffet meal.



More than a thousand people enjoyed the Tuesday evening dinner and show. Part of the crowd is pictured here.



Jon DuMars, director of sales and marketing for Mission, is pictured here with the new Mission Riot. DuMars said the Riot is the perfect bow for the price conscious hunter. He explained that the Riot has an incredible range of adjustment and a generous brace height making it one of the most versatile bows on the market.

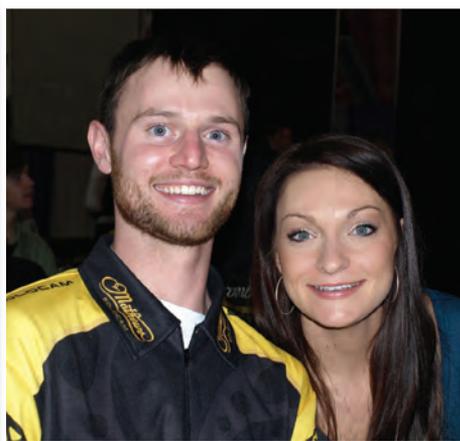
Menace gave dealers the ability to outfit a lot of people with just one bow," Connors explained.

"Our next offering was the Mission Craze which took the foundation of the Menace cam and made it more powerful. From the Craze we developed our new Mission Riot which offers an adjustable dual cam system and a longer riser making it a fully adjustable adult bow. The main benefits of all three bows are their adjustability, affordability, performance and quality," said Connors. "We truly build our bows to outperform their price. With Mission, customers feel they are getting a high quality bow from a credible manufacturer with a strong warranty and great dealer service," she added.

Connors said Mathews retailers are really the key with Mission. "We are very conscious of our dealers and are loyal to them by providing them with the exclusive right to sell Mission products which enables them to compete on an even



Pat Burke, shown here with the new Heli-m, said it is the company's flagship bow for 2012 and promises to be the smoothest, quietest, most technologically advanced lightweight bow ever offered by Mathews.



Mathews Marketing and Communications Specialist Corrine Yohan is now Corrine Bundy. Yohan married Mathews warrantee technician Mike Bundy this past year. The couple is pictured here attending the Tuesday evening dinner.

footing with the big box stores. Our retailers love the brand because it's an easy bow to sell," she added.

Pat Burke, director of sales at Mathews, told *ArrowTrade* the new Mathews Heli-m is the most technologically advanced bow Mathews has ever produced. "We are known as a bow company who produces a superior, complete line of bows and the Heli-m is creating such a stir, archers are racing to authorized retailers just to see it and shoot it. It's amazingly light, just 3.5 pounds, and the new GeoGrid riser is a technological breakthrough that gives it an incredibly strong but thin profile

Dealers took advantage of the shooting range to test the new Mathews and Mission bows. Here Terry Lowe of Select Archery in Normal, Illinois tries the new McPherson Series Monster MR8 bow.



Ray Weasner (right) of Weasner Archery in Bloomville, Ohio recently took back in trade a Standard he sold way back in 1993. It was Matt McPherson's first Mathews model, and McPherson (at left) autographed it. It is now a show piece for the pro shop.

making it virtually invisible in the field. Matt went through the entire bow to make it smoother, quieter and faster (332 fps) and, with a 7 inch brace height, this is truly an amazing new bow," Burke explained.

In addition to the Heli-m, Burke said "The company is proud to offer Mathews Genuine Accessories which are designed and manufactured to precise standards which optimize performance and provide perfect fit, finish and quality to a Mathews bow. You'll find Mathews innovation within each product and experience excellence in each shot." Accessories include the T-series Quiver, Harmonic Stabilizers, Downforce Arrow Rest, premium bowstrings, cables, grips and more. "With Mathews, shooters have confidence that they're getting the very best, high performance products at their Authorized Mathews Retailer," Burke added.

In talking to dealers and vendors attending the show, it was clear both groups enjoyed it and profited from being there because of the personal contact it provided. Vendors said dealers were focused on buying and that they wrote a large number of orders. Dealers felt they were much appreciated by Mathews and said they were impressed by the growing number of dealer-only Mathews Licensed Products being offered because their customers embraced them. Both groups said they appreciated the way Mathews does business and that they were pleased to be members of the Mathews family.

DEALER FEEDBACK FROM SHOW

As we did last year, *ArrowTrade* explored the loyalty retailers feel for both the brands created by Matt McPherson. Our questions included "What's the biggest advantage to you as a Mathews dealer?" and "Are Mission bow sales increasing for your shop and why?"

**Jason Jones,
Lonesome Road Archery Taylor, Pennsylvania.**

"We've just become a Mathews dealer in September 2011 and we feel our biggest advantage is we now have a company that fully supports its dealers better than anyone else we've seen. People now come into the shop knowing what they want because of the great Mathews advertising and a bow is often sold before they even come into our store. With Mathews you have the best customer service program in the industry and our customers seem to know

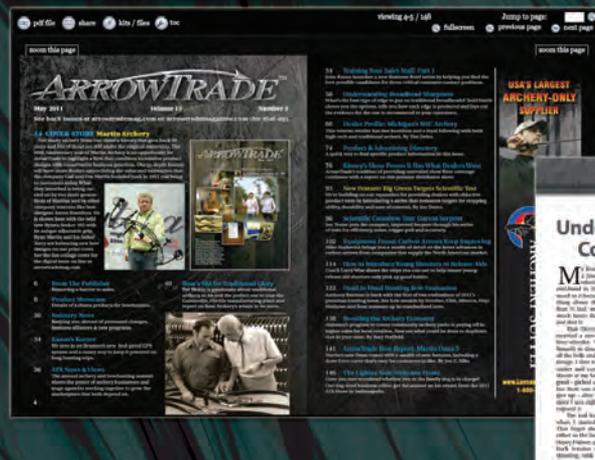
that. The Mission line has been great for us. Since September we've had 40 Mission Craze bows come in and we sold all of them. In fact, I'm hoping to get more of them for the Christmas holidays because the price point is great for people who have been affected by the bad economy. This bow is something just about anyone can afford and once our customers see its adjustability they buy it for other family members. It's the most saleable bow we've ever seen. With the Craze we only have to carry one version rather than the four or five we previously carried. Because they come in a variety of colors our customers love them."



Robin Smith (left) and Jeff Pippard of Niagara Outdoors, Niagara Falls, New York "The biggest advantage, absolutely, is that Mathews draws customers through the door because of their power in marketing and because they offer great products. Because we're a Mathews dealer, people actually hunt us down. I look at myself as a middle man because if a customer ever needs warranty service I can call my Mathews sales rep and he'll make things right. Even if I need parts for something like a 1992 model Mathews bow I know I can get them for my

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customers and no one else does that. Mathews is second to none when it comes to customer service. Our Mission sales are growing every year. We've carried Mission since its inception and we've both grown steadily ever since. It's a time tested product and I've had zero returned to me for warranty work and I can't say that about any other bow company. My customers are very pleased with the Mission line and if the Z7 is considered a Ferrari then the Mission can be looked at as a Cadillac. The Mission Craze is a great bow and I think the new Riot will be the next sensation."



Jon and Joann Courtney, Courtney Archery, Quakertown, Pennsylvania

"I'm proud to carry the best bow line out there and the fact the Mathews name sells itself is a big plus. The company is very good at innovation and provides consumers with a high quality product. More importantly, they care about their dealers. We're just a mom and pop pro shop but we're treated the same as the bigger dealers. Mathews customer service is excellent and they are really good people in every respect. We went through the Mathews Academy and saw the entire manufacturing plant while attending many excellent seminars that helped us take better care of our customer's needs. Our sales area is protected so we don't have stiff competition from other dealers. Mathews works hard to make their dealers successful, they want them to succeed. We've jumped on the Mission bandwagon and it has been a fantastic bow line for us. Parents love them because they can buy a bow that will grow with a young archer. The Mission line has introduced children and young adults into archery better than any other manufacturer. The bows grow with the children and they are affordable, making them an outstanding value. They really get the job done. I did very well with Mission last year. We had fathers buy bows for their children and then came in later to buy one for themselves when they found out how much fun they could have with their kids."

Barry and Charlene Morgan, Freedom Archery, Duncansville, Pennsylvania (shown at right)

"The biggest advantage to us is the support we get from the manufacturer in every respect. These

people (Mathews) really know how to run a business and they know how to market their products. If other businesses want to know what they may be doing wrong they should talk to a Mathews dealer to see how things should be run. Matt McPherson's policies are set in stone and it's the way he runs his company. For example, if someone says the person you need to talk to will call you back, you can rest assured they will. Everything filters down from the top. Mathews gives us good service and we in turn can give our customers good service. Our Mission bow sales are increasing because Matt McPherson took the time to listen to what the consumer wanted in terms of value, adjustability, quality and longevity and Mathews delivered all this in the Mission line. We did very well last year with Mission and basically sold an equal number of Mission and Mathews bows. Basically, we make money by selling Mathews products and that's not an easy thing to do in this economy."



Michael Morgan (left), and Chris Gable, Tradewinds Outfitters, Newman, Georgia

"The biggest advantage to us is the Mathews name itself. They are very well built products and the name sells itself. Just the Mathews name itself gets customers into our store. Mathews has proven itself in the archery industry by building

the best bows on the market. Every year they come out with a better product putting them way ahead of their competitors. It's plain to see many of these Mathews innovations will be copied by their competitors some time in the future. They are the



best company by far in terms of their warranty and in shipping orders. Mathews and Mission are the only bows we sell. Our sale of Mission bows is great because they are the best bows for the money, period. Mission is the best line of economy bows out there and our customers come in asking for Mission products. The Craze is our number one selling bow."

Mike Credeur, Austin's Outdoors, Opelousas, Georgia

"The biggest advantage I get from being a Mathews dealer is that Mathews marketing is so strong the bows practically sell themselves. When someone comes into my shop they already know what they want and all I have to do is put it into their hand. The service I get from the company is second to none and I get all the parts I need very quickly. If I have a problem all I have to do is call my Mathews sales person and they will make happen what needs to happen. Mission has done really well for us. We've been hurt hard by the economy and Mission gives my customers Mathews quality at a bargain price. We've been selling Mission for about 18 months and I'm guessing I've seen a 150 percent increase in the people coming in asking for Mission products. The new Mission Riot should do very well because it is so adjustable and so affordable. It's a great bow for everyone and that makes my job so much easier because I now have a bow that I can fit to just about anyone. The bow that has surprised me in the Mission line is the Endeavor. With its \$399 price tag I feel it's the best bow in its class. My Mathews and Mission sales are now split about 50/50."



SHOW FLOOR COVERAGE FROM THE MANUFACTURERS

Drew Arnesen, sales and support specialist at **Quality Archery Designs (QAD)** told *ArrowTrade* the company's recently introduced Exodus fixed blade broadhead is getting great reviews from shooters and dealers alike. Arnesen said the stainless steel American made Exodus flies like a dart and is extremely durable. He also noted the Ultrarest HDX has a new curved capture bar for better vane clearance and is lighter and more compact than previous models. Contact QAD at 434-846-5839.

Kinsey's has been an archery distributor for 55 years and considers it a great honor to be part of the Mathews Licensed Products Program. Kinsey representative Irene Hulse said Kinsey's is committed to exceeding its goal of excellent service, quality and product selection while providing same day shipping. Hulse noted for dealer convenience in ordering, the company has published an Exclusive Licensed Products Catalog to make product selection



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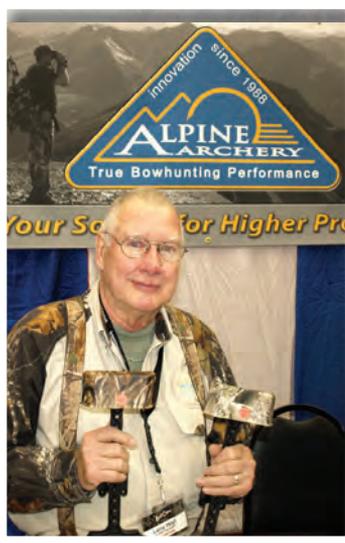
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as easy as possible. Contact the Mt. Joy, Pennsylvania company at (800) 366-4269.

Eric Price from **Burt Coyote** said for 2012 his company has added a new green Lumenok in addition to the red one currently available for crossbow bolts. Price said the Lumenok Signature nocks are also being offered in a Mathews variety pack containing a red, green and pink nock so shooters can experiment to see what color works best for them. He showed us the new Luma Loop Glow in the Dark string loop material that helps hunters find the string loop while hunting in a blind or under low light conditions. The Lumenok Fireball crossbow bolt is now available in a 3 pack of 20 inch or 23 inch Barnett bolts with flat ended Lumenoks installed. The company now offers a Lumenok to fit Easton's Full Metal Jacket shafts and FMJ crossbow bolts as well as the popular Victory VAP shafts. Contact the Burt Coyote company at (309)358-1602 for more information.

Larry Hoyt of **Alpine Archery** told *ArrowTrade* the Alpine Bear Claw quiver is one of the best selling quiver models on the market because of its price point and convenience of attaching or removing the quiver from the bow. Hoyt noted the quick release is very quiet and the quiver can be adjusted up or down to suit the shooter. If the arrows eventually get slightly loose while being held in the quiver, the arrow holder can be tightened using readily available tension pins. The tension pins are designed for holding smaller diameter arrows and each pin is molded in an oval shape designed to increase arrow tension with either the Bear Claw



or Soft Loc quiver models. Both quiver models are available in Mathews Lost or Lost AP camo. Alpine can be reached at (208) 746-4717.

Steve Wagnitz, pictured here, informed Mathews dealers that **Lakewood Products** is now offering their popular Bowfile bow case in the Mathews Lost camouflage pattern and that each bow case features the Mathews name embroidered on the front. Wagnitz noted the Bowfile case is available in a new taller size this year to accommodate the Mathews Z7, Heli-m and other parallel limb bows. Also new for 2012 is the 47 inch Bowfile Tall Series double bow case designed to carry two bows. Both new cases allow the shooter to open the top of the case and store the bow within, quiver and all. They are made with foam lined heavy duty material that won't scratch the inside of a vehicle. Lakewood Products can be reached at (800) 872-8458.

According to Chuck Pella the new Elite Custom Cobra bow sling by **Paradox** is hand tied in the poplar cobra braid to give it a modern, rugged look. Pella said the Elite Custom Cobra sling is available in 19 models that include some of the favorite Paradox color blends. Some of the Custom Cobra target slings are constructed from a new series of paracord colors which are available only on Cobra models. The BowSling Elite and ProSling Elite slings are now being offered in eight bright





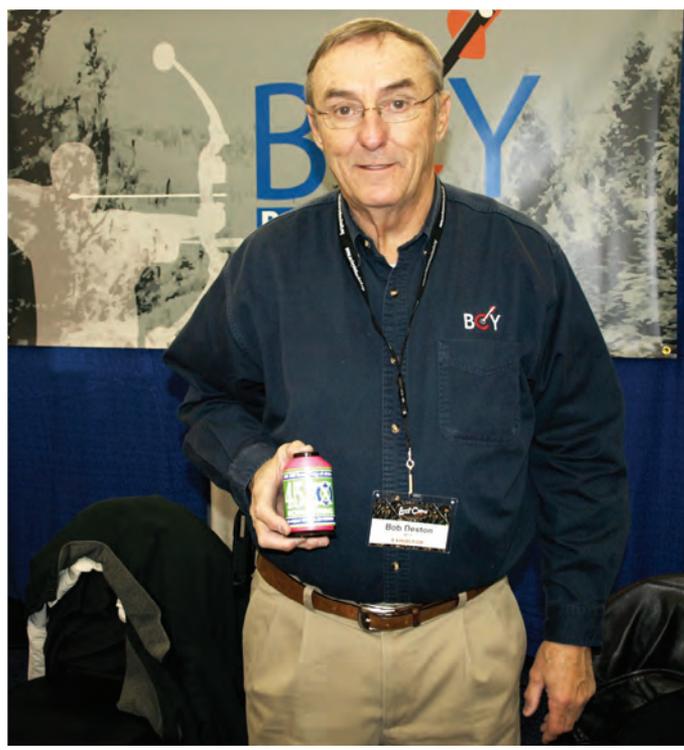
colors including red, green, orange, blue, purple, green, yellow and pink. For more information contact Paradox at (610) 593-6900.

Butch Thomas (right) is pictured here discussing the merits of **Morell's** new Mathews Field Point target with Stuart Sveeggen of Archery Outfitters in Sioux Falls, South Dakota. Thomas said this is one outstanding target with an incredible price and is available in Lost Camo. The Mathews Field Point Target which is only available to authorized Mathews dealers, features Morrell's patented multilayered design consisting of approximately 72 layers of material making it brutally tough. For 2012, Morrell is offering a new Mathews edition broadhead target. "We wanted to make a target to stop the new Mathews bows and it's been well received by dealers. It's a great target and will stop any arrow shot from any compound bow," Thomas explained. "The Morrell Double Duty will stop anything up to 400 feet per second including crossbows and compounds," he added. For more information on these or any Morrell products call toll free at (479) 632-5929.



Kristy and Todd Williams said **X-Factor Outdoor Products** is introducing a new Split Limb crossbow dampening system for 2012. Todd Williams told *ArrowTrade* this new system has been tested to reduce noise levels by as much as 38 decibels while providing up to a 30 percent reduction in vibration when installed on the leading split limb crossbows currently on the market. The components of this new sound dampening system

come in black, Mossy Oak Treestand or Mossy Oak Infinity camo as well as Realtree APG and Realtree AP patterns. He noted the F-4, 4 inch stabilizer, is also a new offering for 2012. According to Williams, the 4 inch F-4 along with the 6 inch F-6 and 8 inch F-8 models represent the next generation in sound and vibration dampening because there are no sound transferring steel rods or supports running through them. They are being offered in Mathews Lost and Lost Camo AT, Mossy Oak Treestand and



Infinity, Realtree APG and AP, Next by G-1 and Next Vista as well as Carbon Extreme patterns. Kristy Williams is pictured holding the new, made in America, X-factor Supreme Wrist Sling which comes in 12 different colors. These slings feature a rubber rather than a leather yolk which means they hold their integrity in wet weather. X-Factor Products can be reached at (770) 874-0390.

Bob Deston from **BCY Bowstring** (see above) said his company will be producing an incredible new bowstring for 2012. This string called 8190 will be crafted from a blend of SK90 Dyneema and Gore fiber and will offer increased speed and durability while virtually eliminating peep rotation. Deston said the new string will be available to dealers by January 2012. BCY's 452X is used in all Mathews products as well as by most other bow manufacturers. Contact BCY at (860) 632-7115 for additional information.

Specialty Archery is offering the new Pro Stix Stabilizer for 2012 and according to General Manager Michael Anderson, it is the most advanced tournament style stabilizer to date. He said the Pro Stix is made from an ultra stiff, high modulus

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carbon which offers the perfect blend of rigidity and vibration dampening. The Pro Stix has a machined aluminum base with a built in disconnect system for easy removal from the bow. It is available in either black or silver and comes in 10, 12, 15, 24, 30 and 36 inch lengths. Anderson noted another feature of the Pro Stix is an interchangeable weight system. The optional weights can be purchased individually or in a kit which comes with a 1/2 and 4 ounce weight and three 1 ounce weights which allow the shooter to add up to 7-1/2 ounces of additional weight. Specialty Archery is also offering a new Ultra Lite Super Ball String Peep that weighs only 7-1/2 grains and is 25 percent lighter than the original Super Peep housing. The new peep accepts all Specialty Archery Apertures, all 1/8 inch or smaller Clarifiers and 1-1/8 inch Verifiers. (Verifiers can help sharpen up pin sights, while the Clarifiers are designed to give a crisp view of the target face though a magnifying scope.) The Ultra Lite Super Ball String Peep is available in seven different colors. Call the company at (800) 555-2856 for more information.



Triple Crown Outdoors is a small but growing Pennsylvania company specializing in camo deer and turkey hunting blinds. Jim Kowalski (right) and partner Ken Mieczkowski said dealers have shown a great deal of interest in their Turkey

Nightmare blind as well as the Hunter's Den, a low profile 48x60 inch weatherproof ground blind. Kowalski said the Turkey Nightmare may be the ultimate bowhunting blind because it mounts directly to a bow or firearm in seconds and it weighs only 9 ounces. The Snap Shot offers shooters a generous 43x55 inch one piece blind that provides instant concealment and shooting windows for maximum visibility. All blinds come in Mathews Lost Camo, Mossy Oak Infinity and

Break Up patterns as well as Realtree AP. The company can be reached at (570) 738-6256.

Hot Shot is offering two new releases for 2012, the Nano and the Eclipse and President David White (shown here in photo) says both are receiving a great deal of attention from dealers. White said the Nano is loaded with features shooters will love such as a head that is 30 percent smaller than the company's best selling Infinity release and an extremely crisp trigger which is easily adjustable for tension and travel. The Nano comes with either a buckle wrist strap in black or Lost Camo or with a Velcro wrist strap in black only. The company's second new offering is the Eclipse which White said features a great ergonomic feel that eliminates finger tingle, numbness and dead hand. The Eclipse is available in three or four finger models and both offer a dual locking screw adjustment for trigger travel and trigger tension. For more information contact Hot Shot Manufacturing at (800) 551-3076,



The award winning Optimizer single pin bow sights from **HHA** are popular with many shooters and well known in the industry. This year many of the time tested features found in the Optimizer line have been incorporated into HHA's new FX series of multi-pin sights. According to Chris Hamm (at left in photo), HHA's national sales and marketing manager, all sights in the FX line are made completely from machined aluminum and feature a micro windage adjustment system. Like the Optimizer sights, Hamm said the A.M.O.U.R. sight pin technology makes the pins of the new FX series bullet proof. HHA also offers the Optimizer Speed Dial Crossbow sight mount with an exclusive yardage dial that allows users to make rapid adjustments in the field. He noted there is no guessing or gapping with this mount and that it is accurate to the yard from 20 to 80 yards. Hamm is pictured here with Mike Barton from Bay County Archery in Pasadena, Maryland. For more information contact the company at (800) 548-7812.





Eric Bidigare (left) and Kerry Verran of **K-Tech Designs** were surrounded by dealers interested in their Tech 1 and Hexcor Series Stabilizers in addition to their KSB 1 and KSB 1 R Stop Brackets. Bidigare and Verran told *ArrowTrade* both the Tech 1 and Hexcor Series Stabilizers are CNC machined from 6061-T6

aluminum and are fitted with Mathews Harmonic Dampers and Stabilizers. Mathews bow owners will love how the Gridlock pattern of the Tech 1 and the honeycomb design of the Hexcore match the risers on their Mathews bows. Each part of both models is machined with three grooves to provide different configurations of the Harmonic Stabilizer and Harmonic Dampers. The Harmonic Stabilizer and Dampers can be positioned to allow different weight and balance options resulting in a bow tuned to the shooter's exact requirements. K-Tech's new KSB-1 Stop Brackets are designed to be a direct replacement for the Dead Stop string suppressor found on Mathews and other bows. Bidigare said the KSB-1 also adds a little more weight to balance the bow. He described the K-Tech stabilizer, combined with the KSB-1 Stop Bracket, as giving hunters a one, two punch that promises to result in better shooting. K-Tech Designs can be reached at (810) 309-1582.

Bryan Bychowski, sales and marketing director for **Pine Ridge Archery** is shown below with the new Nitro Wrist Sling and Stabilizer mounted on a Mathews bow. He said the Nitro Stabilizer has no metal to metal contact which reduces noise and vibration and it comes with colored



rings that match any bow accessory. The Nitro wrist sling comes in eight colors and is adjustable to form any angle the shooter wants and is made from premium silicon tubing that won't rot or hold scent. The Nitro Stabilizer is available in Mathews Lost Camo, G1 Vista or tactical black patterns. Pine Ridge Archery can be reached at (847) 526-2349.

When Jeff Pippard (at right) was crawling along the ground stalking antelope on a recent western hunt, he realized his bow quiver was in the way making stalking difficult. Upon his return home he thought about the problem and designed the new **Screamin' Bull** Cross Fire Bow Quiver. The Cross Fire is a three piece integrated Cross Axis Quiver system that is fully CNC machined from 100 percent billet aluminum including the hood. The quiver securely holds three arrows and has a total mass weight of only 6 ounces while stainless steel fasteners ensure nothing will rust. It is currently available for the Elite Hunter E series and Quest Hammer as well as the Mathews Z7 and Z7 Extreme bows. Pippard noted a version designed to fit the new Mathews Heli-m is coming soon. Call him at (716) 695-5873 for additional information.



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Pape's Inc. is a leading worldwide distributor of archery equipment along with muzzleloading, camping, air guns and ATV accessories. According to Vicki Bell (left) and Pape's Sales Supervisor Erlene Shirley shown here holding the new Pape's order catalog, the catalog is acknowledged as one of the finest reference books in the industry. The user friendly catalog is produced annually and contains the largest selection of archery products distributed under one roof. Bell said because of the company's central location in Louisville, Kentucky the service they provide to dealers is unmatched. Their totally automated warehouse allows most orders to be shipped the same or next day. Bell told *ArrowTrade* that Pape's began selling Mathews branded products about five years ago and they've sold very well. She noted Founder Fred Pape is a huge supporter of the National Archery in the Schools Program and of Mathews Genesis bows. Bell said Pape's has an experienced sales team that can answer any dealer questions and the company's ordering system, is available 24 hours a day, seven days a week. Call Pape's at (800) 727-3462 to place an order or for further information.

According to Jeff Neal, (left in photo below) vice president of sales and marketing for **Heartland Wildlife Institute**, the company took 14 of its best selling food plot, mineral, blocks, attractants and scent products and packaged them in Lost Camo for Mathews. Neal said the Mathews licensed Rack Taker brand is committed to providing nutritionally superior



wildlife products containing the highest quality ingredients while providing consistent, sound nutrition. Among them are Deer Block, which is high in protein and doesn't fall apart in the rain, Lick Magic, a high quality mineral supplement that provides year round deer nutrition and End of the Trail, which according to Neal, is the highest quality deer attractant on the market. Ron Boyce, who was one of those manning the booth with Neal, informed *ArrowTrade* about Heartland's four granular deer scents that put out scent for up to seven days. These include, All Season Early Buck, Dominant Buck which is composed of a tarsal gland scent for making mock scrapes, Doe Estrus which is Heartland's version of a doe in heat product, All Scent Unscented, which allows the hunter to add their favorite liquid hunting scent and finally, Branch Magic containing dominant buck "head chemistry" incorporated in a polymer gel for simulating a licking branch. Pictured in the photo are (left to right) Jeff Neal, Ron Boyce, Bruce Ryan of Ryan Outdoors, and Chris Hartman. Call the company at (866) 494-3337 for additional information.

Matt Bateman (left) and Jace Johnson told *ArrowTrade* that **Grim Reaper** is the only broadhead licensed to carry the Mathews name. Bateman noted the new solid steel, bone crushing V-notch tip on both the mechanical and fixed blade heads is a Mathews edition exclusive. The 100 grain three blade mechanical version is crossbow approved and has a brushed gold aluminum ferrule and a 1-1/2 inch or 2 inch cutting diameter. The Mathews edition fixed blade Hades is a three blade head with a 1-3/16 inch cutting diameter and also features an attractive brushed gold ferrule. For more information on these or any of the other Grim Reaper products contact the Utah firm toll free at (877) 474-6732.

Atsko's National Sales Manager, Kurt Baumgartner informed Mathews dealers that Atsko is partnered with Mathews' licensing program for 2012 and is now offering its signature products in Lost Camo packaging. The Atsko scent control system now comes in a



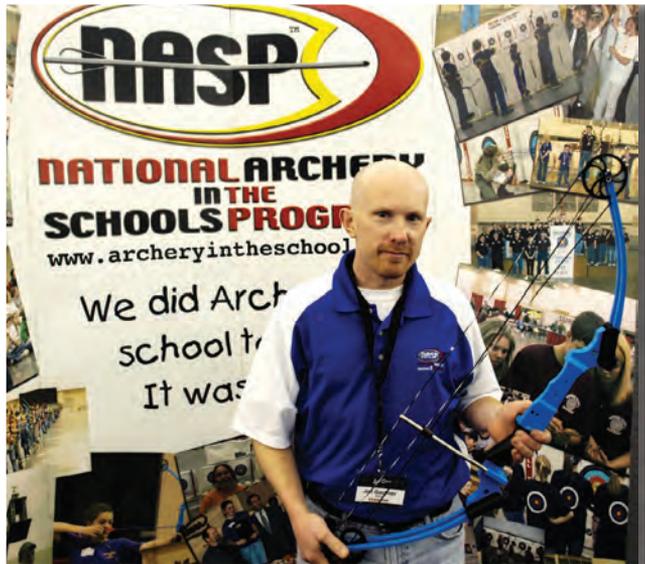
convenient three pack containing N-O-Dor odor oxidizer, Sport Wash Hair and Body Soap, and Sport Wash Scent Destroying Detergent. A four pack containing Atsko's U-V Killer that eliminates the ultraviolet glow added to dyes or soaps by some manufacturers is also available. Baumgartner noted that the popular N-O-DOR has new packaging yet still offers an unlimited shelf life since you mix in the powder activator before use. Now it is offered in a larger size with a trigger spray bottle. For 2012, the company has introduced the new U-V-Killer Bow String Wax. This new product is comprised of 100 percent beeswax combined with an ultraviolet absorbent dye in a formula thin enough to reach deep into the fibers. Baumgartner said other brands of string wax can actually glow because they contain paraffin, microcrystalline, or petrolatum. Atsko can be reached at (800) 845-2728.



Marcus Flesher (at left) told *ArrowTrade* that **Blacks Creek Guide Gear** is bringing its manufacturing back to the United States in 2012 in order to ensure prompt delivery and to provide the highest quality products to its dealers. Flesher said that Mathews new Heli-m bow changed the concept of bow cases and the new Mathews and Mission cases offered by his company are designed to carry bows with the string up and the riser down. By doing so, Flesher said bow weight is now balanced at

the bottom of the case which makes it easier to load and unload. The Mathews Heli-m Soft Sided Bow case is designed similar to a satchel with a flap that buckles shut. The Mathews Soft Sided Bow Satchel is an innovative and easy to use product created to fit each Mathews bow model. Unlike a standard bow case, the Satchel allows the shooter to insert the bow riser first and retrieve it without unzipping the case. Flesher said his company also offers a new soft sided bow valise with a Mission, Craze or Riot logo. Contact Blacks Creek at (800) 742-1405 for further information.

Mathews is the founding sponsor of the **National Archery in the Schools Program (NASP)** and has donated millions of dollars to the organization since its inception nine years ago. Genesis Education Coordinator Jon Gauthier (below) said the organization trains physical education teachers to teach archery and to incorporate it into the regular physical education curriculum at their school. Gauthier told *ArrowTrade* the program reaches students who might not participate



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in regular extracurricular activities and actually improves school attendance because of the enthusiasm children have for the program. NASP partners with state wildlife agencies to administer the program in any public or private school and the program is in 47 states including the District of Columbia. Contact Gauthier at (608) 269-0832 ext. 205 for further information.

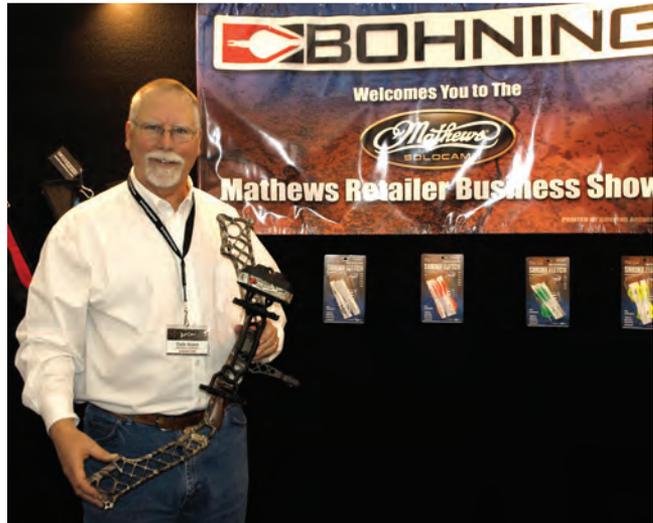
Jarrod Fondie (left in photo) and Jerrod Meyer told dealers that for 2012 **Vaportrail** is offering an all new limb driven arrow rest that according to Fondie is stronger and quieter than ever before. The new Pro-V full capture arrow rest is designed specifically for the bowhunter demanding a full capture rest that will deliver pinpoint accuracy. It features a free floating adjustable spring tension launcher arm and the proven limb driven technology found in the original Limbdriver Pro rest. The Pro-V Mathews Lost edition is designed exclusively for the newest Mathews bows and features a new Mathews only mounting bracket specific to the Mathews line. For more information call the company at (763) 862-8870.

Real Scent has a new size for its popular Pure Heat deer scent. Pat Strawser (at right) told *ArrowTrade* the new 2.5 ounce container naturally costs less than the original 4 ounce size enabling hunters to spend less and still get the same great product. "We felt with this economy, the reduced cost is important to a lot of hunters," Strawser noted. He added that the new sized package is licensed in Lost Camo and that it has opened up a whole new market for his company when several shops sold it on a trial basis last fall. Call Real Scent toll free at (888) 605-2825 for additional information.

Dale Voice (photo right) may have retired from his position as Vice President

of Sales and Marketing at **Bohning** but he was still on duty when we caught up with him at the Mathews Show. For 2012, Bohning has introduced the new Chameleon mechanical bow quiver offering the same features as its Chameleon three or five arrow model including nine interchangeable camo patterns to match a hunter's surroundings, bow or favorite camo. Voice noted the Chameleon Mechanical model has an easy on, easy off secure soft snap mounting and holds five arrows. This new quiver has a high impact, polycarbonate stem that provides the strength of metal without the weight and a slim design to keep it close to the bow. For crossbow enthusiasts, Voice noted Bohning has come out with a Topmount Crossbow Quiver mounting system that can be attached to the sight rail of a crossbow without removing the scope. This feature allows for parallel mounting of the quiver and reduces the forward weight of the crossbow. Several other new products are in the Bohning 2012 line up including the Barkshark, a small portable quiver mount designed for treestand hunting and the new BowHitch with a unique "L" bracket that stays attached to the bow's riser. Receivers are then placed wherever they are wanted or needed to secure the bow. A receiver can be placed in a closet for storage and another in a trophy room. A new line of bowfishing products and a whole new line of HD arrow wraps are also in the line-up. Reach Bohning at (231) 229-4247 for more information.

SKB produces high quality bow cases and company President, Steve Kerpan (photo below) told *ArrowTrade* this year, SKB has come out with its new Hunter XL Series bow case designed to accommodate wider bows such as the Mathews Z7 and Z9 even with a quiver attached. The Hunter Series bow case features a shaped ABS exterior, plush lined interior, foam arrow system and lockable draw bolt



atches. He said SKB is developing a case specifically for the new Mathews Heli-m bow and that it would be available by January of 2012. SKB has redesigned its ATA Shaped Parallel Limb Bow Case by making it deeper and larger to accommodate the new parallel limb bow styles including the Mathews Z7, Z7 Extreme and others. Also new for 2012 is the SKB Mathews Hybrid Bow Case featuring a rugged, weather resistant 600 denier ballistic nylon exterior and an interior roomy enough to accommodate a wider style of bows. SKB has added two new bow cases to its watertight i series line. The MIL-STD is an injection molded case that comes with a lifetime warranty and \$1,500 of content coverage while the Ultimate Watertight Double Bow/ Rifle Case offers maximum protection for two wider, parallel limb bows or a bow and rifle combination. SKB can be reached by calling (800) 654-5992.



According to Ben Summers pictured here talking to Tru Ball staff shooter Jeff Dumke, **Tru Ball** put Lost Camo on its line of Armortech sights last year and the move worked out really well for the Madison Heights, Virginia company. According to Summers, shooters embraced these already popular hunting sights and the company couldn't make enough of them. For 2012, Tru Ball is putting a 2 inch scope housing on the Armortech HD and Armortech Vision line of hunting sights to provide an optimal view of the target. Also new for 2012, is the Center X release that according to

Summers promises to be one of the most technologically advanced lines of archery releases to ever hit the industry. "The Center X has a special internal mechanism that allows a super light trigger pull coupled with individual micro adjustment screws for setting the sensitivity and travel," Summers explained. He added that the new Predator release with its adjustable draw length has all the built in quality shooters have come to expect from Tru Ball and at a modest price point. Tournament shooters haven't been forgotten because the company has introduced the new Inside Out back tension target release which features zero torque single head adjustment to remove the twist from any D-loop at full draw. Other features include a new infinite two screw speed adjustment with engraved marks on the handle for quick, easy and accurate settings and a flip sear that changes the release from click to no click quickly and easily. Call Tru Ball at (434) 929-2900 for further information.

According to **Easton** National Sales Manager Jeff Howard (pictured here) for 2012, Easton is providing factory crestring on it's A/C Injexion, Carbon Injexion, Bloodline, Bloodline WildThing, Carbon Ion, ACC Pro Hunting Series, Axis and Axis Realtree arrows to provide the look of custom arrows right out of the box. Howard said the new lightweight crestring

increases visibility, vane adhesion, and makes refletching simpler. Also new this year is the Arsenal Detachable Quiver that promises to be perfect when hiking the hills out west or when waiting in an eastern tree-stand for white-tails. The Arsenal comes in an easy



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to detach one piece model or, for those preferring a solid streamlined set up, a two piece version is available. This year Easton has partnered with New Archery Products and Muzzy to come up with the Deep Six arrow and broadhead system. Howard said Deep Six offers a new standard in high performance for shafts used specifically for hunting. The Deep Six concept features micro shafts coupled with an overbore broadhead design and it works in concert with Easton's X and G series micro diameter shafts including the Full Metal Jacket shafts. The overbore ferrule creates a channel wider than the arrow shaft decreasing friction for deep penetration and more pass throughs. Easton's Tracer lighted nocks feature a long lasting 90 hour lithium battery life and are available for virtually every make of hunting arrow. This year these long lasting lighted nocks will have extra replaceable batteries included in

the packaging. Easton Technical Products can be reached by calling (801) 539-1400.

According to Rick Calkins (right in photo at left) and Stacy Smallwood, the whole idea behind **FX Camo Products** was to make something easy to use and simple to remove. Calkins said FX Camo is a wax based product that doesn't run or

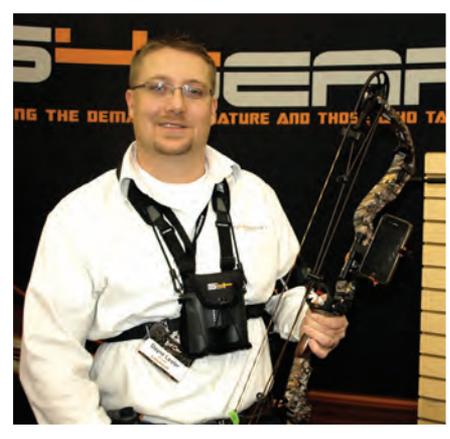
come off in the rain yet can easily be wiped off using a paper towel or soft cloth. The product comes in seven different color patterns including Mathews Lost, Mossy Oak Break Up and Infinity, Realtree AP and APG and Ground Blind Black. The company can be reached at (317) 439-1976 for additional information.

Arizona Archery Enterprises (AAE) has improved its popular DOA arrow rest for 2012 and according to AAE Vice-President Dan Fisher it now contains ball bearings on both sides of the launcher axle. The axle rotates on twin ball bearing assemblies for speed and longevity and contains a delay mechanism allowing it to stay up and support the arrow longer. The new DOA is available in Standard, Hoyt Tec, Hoyt Carbon and Mathews mounts and comes in either black or Lost

Camo. Fisher, pictured bottom left with Assistant Marketing Director Nina Hinton (center) and National Sales Coordinator Amber Hudson (right), said dealers have shown a great deal of interest in the newly designed rest and the trio wrote a lot of orders. Contact AAE at (928) 772-9887.

S4Gear makes outdoor equipment and Vice President Dayne Lester (above) said this company is dedicated to providing sportsmen with superior quality, expert craftsmanship and technically advanced products that exceed the most demanding standards. Lester showed us the new JackKnife smart phone bow mount that is designed to fit any smart phone and allows the user to film their hunting experience and then share it with friends or family. "It's a social media, live in the woods," Lester explained. The new Wing Man Treestand Console is likely to be a big hit for those who hunt deer from trees. It is a gear management tray that keeps a hunter's most used items like binoculars, deer calls and even his lunch at the ready thus minimizing movement. The console has a quick detach T-bolt system and a pivoting arm that moves it out of the way when taking a shot or when getting into or out of the tree. The Wing Man is made of 6061 T-6 aluminum and features a closed cell molded foam armrest to provide added comfort for extended time in the stand. Having a set of binoculars hanging around your neck while hunting is a handy place to have them but that arrangement poses numerous problems. S4's Lock Down Optics Deployment System solves that problem by providing lens protection coupled with ShockCord Security Straps that fasten to the optic to provide maximum security. Hunters will appreciate how Anti-Bounce Technology safely secures the binocular to a hunter's chest without the movement or bounce associated with traditional harness designs. Call the firm at (541) 998-8800 for additional information.

Hold Up Displays offers dealers a variety of display innovations and accessories for archery, rifles and other outdoor sports. All products are made in the U.S.A. and are backed with



a structural lifetime warrantee. Travis Thieman (facing page bottom right) said the Mathews Bow Holder only comes in walnut as an exclusively licensed Mathews product and is a great accessory to sell with every bow. He added that the Stabilizer Bow Hanger is now available in either a 90 or 45 degree angle and can face either left or right. The stabilizer threads into the stabilizer hole of the bow and can be mounted to a 3

inch slatwall system or on a flat wall surface. The company can be reached at (608) 435-6623.

Mossback Game Calls has set out to increase their brand of what owner Weston Clark (left in photo) says are the most life-like game calls ever made. Plant Manager Hoss Ridinger (right) joined Clark in



explaining how the Mossback brand of calls features nasal and throat technology. The key is in the revolutionary patented design that mimicks the throat, mouth, and nasal passages of a game animal to produce the most realistic sound. The calls feature a simple to operate reed system so a hunter can change reeds and adjust the call to produce different tones. Reach Mossback Game Calls at (719) 487-9078.

According to Tim Humble, sales and customer service representative for **Scott Archery** (photo below), the company is introducing four new releases for 2012. The Scott Fox and Scott Cougar feature a single jaw stainless steel head and come with a Velcro youth strap or small buckle. Both are offered in pink. The Scott Wolf is a double jaw, blackened stainless steel release with an angled trigger and it is furnished with either a nylon or standard rigid connector. The Wolf has a whisper quiet trigger stop and a rubberized locking band for quiet storage. The fourth new release offering is the Wolverine

which is similar to the Wolf except it has a single jaw. Humble noted, Scott has also introduced the new Tek Hybrid bow Sight which combines target sight adjustment capability and hunting sight durability. For more information on any of these new products contact the company at (606) 663-2734.

The **Brunton Outdoor Group** values its partnership with dealers and for 2012 it is leveling the playing field by implementing a new Minimum Retail Pricing Policy (MRP).

Brunton's product margins are often unmatched by other brands in a particular category and the company wants to keep things that way by limiting distribution of their MRP products exclusively to Authorized Partners. National Sales Manager Joel Bell (photo) said this year Primus, part of the Brunton Outdoor Group, is offering a new line of rechargeable lights including the new Glacier 320 with 150 lumens of game finding brilliance and a 320 foot directional beam. Bell said all of his company's recreational compasses will be manufactured in the United States beginning this year and that the company has partnered with National Geographic to allow a purchaser of a Brunton O.S.S. compass with National Geographic markings to download up to five topographic maps free of charge. Bell also noted the popular compact Get-Back GPS system is now available in the Mathews Lost Camouflage pattern. Call the company at (307) 857-4700 for additional information.

Sam and Judy Collora have been supplying hunters with high quality deer scents since 1991 and specialize in maintaining the integrity of their products the way nature



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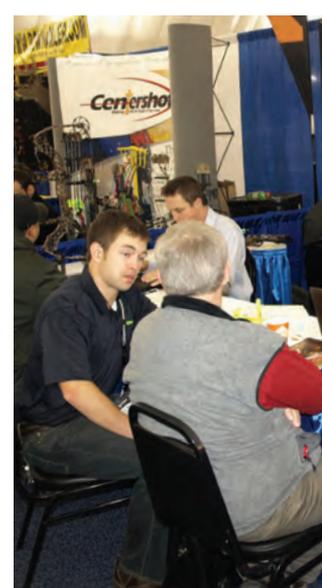
intended. **Mrs. Doe Pee**, Special Blend Doe in Estrus Urine is now being offered in the Lost Camo edition and comes in a new 2 ounce applicator bottle to allow the hunter to drip, squirt or spray a fine mist near his stand site. A 4 ounce bottle is also available so a hunter can refill the applicator bottle with the amount needed for a day's hunt while keeping the refill bottle fresh in the refrigerator. Judy Collora (at left above) said a 6 ounce combo pack consisting of a 2 ounce filled applicator bottle and a 4 ounce refill bottle is also available. "We were really busy and wrote orders all morning," Judy commented. Call the Colloras at (319) 385-3875 to find out more.

Covert Scouting Cameras is offering four new camera models for 2012, Kimber Johnson (photo below) told us. The stealthy Code Black is an 8 Megapixel camera with black LED's and has no visible glow. It is capable of sending photos to an existing email account for evaluation and viewing just about anywhere. The Extreme Black 60 has the same features as the Code Black except it doesn't email pictures. The Extreme Red

40 has 40 LED's and is capable of taking time lapse photos while the MP6 is the company's price point camera and is available in Lost Camo or black. All models have a viewing screen for checking photos in the field and all models are available in the Mossy Oak pattern. The company can be reached by calling (877) 462-1799.

The guys at **Apex Gear** were busy writing orders when we stopped to take this photo. For 2012, Apex has introduced the new Gamechanger Series of bow sights with a new Tru-Zero pin design that minimizes pin gaps. Fiber colors can be changed without changing pins while an ultra-fine click adjustment fine tunes windage and elevation settings. The new sights are coated with what the company calls a Tru-Touch coating to provide a soft feel. The aperture is 2 inches in diameter and an adjustable micro push button light is included. Apex has also introduced the new Accu-Strike Pro Series and new Tundra Series bow sights all with the Tru-Touch coating. Two new quivers have been added to the line for 2012. The Accu-Strike holds four arrows and has a technical rubber liner that keeps the hood quiet and won't dull broadheads. The new five arrow Gamechanger quiver features CNC aluminum construction and easy, one hand removal. An adjustable tension Cam-Lock moves the quiver tight against the bow riser to reduce torque and provide better balance. To get more information on any of these Apex products call the Texas firm at (877) 701-2739.

Dustin Wardell (below), national account manager at **Black Gold**, said the company has streamlined its line of hunting sights for 2012 and is now offering six sight models





shooting system with a slim line design to allow for easy maneuvering in a ground blind or treestand. Despite its high speed of 355 feet per second and 119 foot pounds of energy, the SLS is lightweight and well balanced. Rezmer said Eastman is also introducing the new Covert CX2 crossbow with a 9 inch multi-position adjustable picatinny rail system making it perfect for mounting accessories. With a fully adjustable forearm and a custom tactical fore grip, the CX2 promises to provide the

with several new features. The Bigdog 2 inch pin guard is now offered on the Rush and Vengeance models while two new sights with dovetail mounting brackets are available in the Ascent and Vengeance models. The Amp, Rush and Surge are now being offered in the Mathews dealer exclusive Lost Camo pattern. Wardell said the company has also introduced a new Ascent target sight that has full first, second and third axis adjustability and a speed dial adjustment system that is fast, precise and reliable. Black Gold can be reached by calling (406) 388-9060.

ultimate in custom fit and comfort, according to Rezmer. Contact Eastman Outdoors at (810) 720-8790 for additional information.

ARRO board member Marty Stubstad (left in photo above right) discusses ARRO buying programs with ARRO member Tom Wilcox. ARRO is a national organization of professional full time archery ranges and pro shops, independently owned and operated by some of the most knowledgeable archers in the country. Members have access to the widest and best selection of archery products on the market today and the group buying power enables the organization's pro shop members to offer competitive pricing. In addition, ARRO says member pro shops provide an ideal environment to learn about the sport of archery, equipment and the skills required to be successful afield. For information about how to become an ARRO member call the organization at (800) 234-7499.



Lennie Rezmer, executive vice-president of **Eastman Outdoors** (center in photo to right) is shown here discussing the new Carbon Express Covert SLS crossbow with Taylor Jacobs (left) and his father Bob, owner of the Straight As An Arrow archery shop located in Topeka, Indiana. Rezmer said the new compact SLS is designed to be a high performance

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Dealer Profile

AVID BOWHUNTERS KEEP PRO

Bowhunters in the Lapeer, Michigan area welcomed an impressive new pro shop in mid-2011, one that's risen like a phoenix from the site of a long-time retailer.

Once a proud name in archery retailing with multiple Michigan locations, Starlight Archery had been winding down after the death of owners Charlie and Marilyn Nicholas. Their heir had consolidated operations into the Lapeer store, with the intent of closing it out once the remaining inventory was sold.

Tom Drake had spent nearly 30 years working in archery pro shops, and was doing his best to keep the doors open for Lapeer-area bowhunters and competitive archers. He had the idea of approaching a couple of long-time customers about buying the business.

Russ Arnold had owned Arnold's Auto Wash for 11 years and his bowhunting buddy, Scott Beckwith has owned Beckwith's Auto Body Shop for

about twice that. Both Lapeer businessmen wanted to see the community retain an archery pro shop, but neither one of them had the time to oversee the day to day operation. They found Mark Howard to do that as the store's new manager.

Howard had owned an excavating and hauling company for 28 years. That extensive business experience is something that helped qualify him for his new role in retailing. He had been spending most of the year in Florida but agreed to move to Lapeer to oversee the rebirth and operation of the new pro shop.

Before the would-be owners signed on for the significant investment, Arnold and Beckwith accompanied Tom Drake to the Mathews Retailer Business Show in early December of 2011. Drake introduced them to his contacts for the Mathews and Mission brands and the three spent nearly an hour speaking with Mathews founder Matt McPherson.

Mathews had been the number one bow line for the existing pro shop and the new owners wanted to make sure they could count on selling the Mathews & Mission bows and the growing line of licensed accessories. Research the Sparta, Wisconsin bow builder had done showed Lapeer County had one of the highest concentrations of archery hunting license holders of anywhere in the state. "Mathews was really excited for us to have a store here," Arnold said. "By the time we got home they had us pretty excited that the store could do really well."

In addition to the Mathews and Mission bow brands the new owners wanted to carry over two key employees. One was Tom Drake, who I have already mentioned. The other was Ryan Jager, who has been shooting a bow since age four and is as comfortable serving competitive archers as he is bowhunters. "These are two of the best bow techs in Michigan," Howard assured me.

Howard, Arnold and Beckwith agreed that once the business was acquired it should be shut down and then reopened under a new



Russ Arnold (left) and Scott Beckwith (right) are avid bowhunters who own their own businesses in the Lapeer, Michigan community. Arnold owns a car wash, and Beckwith an automotive body shop. Rather than lose their local pro shop, they joined forces to buy the business, completely remodel it and open it under the name Hunters Den. They're sitting in a conversation area just behind the shooting lanes. Behind them you can see part of the showroom with its gleaming red epoxy floors and solid wood panelling.

SHOP SERVING LAPEER, MI



Hunters Den is a newly remodeled pro shop serving the bowhunters and competitive shooters of the Lapeer, Michigan area. Formerly the site of the last Starlight Archery location, the new business is at 2110 North Lapeer Road at the north end of the east central Michigan community.

name and with a totally new look. The Starlight Archery name had to be retired in any case because the family trust that owned it would be shutting down. A new name would represent a break with that pro shop's image. Beckwith said the Hunter's Den name would allow the inventory to grow beyond archery, to include for instance muzzleloading rifles. The remodeling plans were ambitious and yet the goal was to reopen in just 30 days, so few existing customers would feel the need to shop elsewhere.

As soon as the business closed in early summer, a lighted sign let people driving by on busy Highway 24 know that it was under new ownership and would be reopening in plenty of time

Bill Severns holds a Strother Valor in the Predator Fall Gray pattern. Severns has been a customer of the Lapeer, Michigan pro shop, and a league shooter, for 24 years. He was happy to see it reborn under new owners and eager to check out the much larger selection of merchandise, including bows from Bear, Mathews, Mission, Strother and G5.



for them to stock up before bow season. The exterior of the 4,200 square foot building received a new coat of paint. The interior was gutted and completely redone. The range was reduced in width to make room for a larger showroom and service area. A new floor to ceiling wall was built left of the lanes and bright new florescent lights were installed in the ceiling.

The entire showroom was finished in rough sawn lumber to give it a comfortable, woody appeal. Old carpeting was removed and the concrete floor was repaired and then given a thick coat of long-wearing epoxy, the kind of paint being used on some garage floors. The color chosen was a dramatic red flecked with gold and tan. The floor color was one of the few areas where the three men did not agree. Howard, the manager, thought brown or tan would have been a better choice yet now agrees the red provides a dramatic contrast with the store fixtures and the many camouflage bows and accessories.

Understandably, many new pro shops open with a limited inventory

that expands over a period of years as the owner plows profits back into the business. The old Starlight Archery was suffering from an image of having too little to choose from, so it was important to counter that perception in the new operation. I visited the store about a month after it opened and it was stocking bows by Mathews and Mission, the Quest and Prime brands from G5, plus

Bear Archery and Strother Archery. The growing number of crossbow customers was well served by models made by Ohio's TenPoint, Ontario's Excalibur and Florida's Barnett. Between the large inventory, the new store furnishings and decorative touches like big game mounts and a carved Indian bowhunter, Hunter's Den was achieving the desired effect from new and



Tom Drake has spent almost three decades working in archery shops, and like co-worker Ryan Jager has a big following among Michigan bowhunters who count on both their tuning skills and their ability as instructors. I photographed Drake as he was replacing bow limbs that were likely damaged by being left in an overheated vehicle. Drake said one problem under the former owners was that service was often done for free. "It was run more like a hobby than a business." When the pro shop reopened as Hunters Den, this attractive service rate sign (right) was posted next to the entrance to the service area, as an aid to getting customers used to reasonable fees. Below is part of the FirstString inventory the pro shop keeps on hand for customers.



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RESERVE CABLE	\$10.00	\$20.00
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INSTALL NOCK SETS	\$2.00	
INSTALL PEEP SIGHT	\$10.00	
INSTALL E-BUTTONS	\$5.00	\$10.00
INSTALL & TUNE ARROW REST	\$5.00	\$45.00
R&R LIMBS	\$20.00	\$40.00
R&R CAMS	\$10.00	\$30.00
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Bill Taylor stopped in to have the biscuit replaced on the Trophy Ridge Whisker Biscuit rest he has mounted on his Hoyt Maxxis 31 bow. Ryan Jager (behind counter) started archery at age four and is as comfortable advising competitive archers as he is serving bowhunters.

returning customers alike. "We want people when they walk in to say 'Wow' and that's what we've been getting," Howard said.

The bow brands were chosen in part to give a wide range of price points. In 2011, Bear Archery alone had adult compound hunting bows priced from

the \$299 Charge to the \$849 Carnage that co-owner Scott Beckwith planned to use on the lanes and in the woods that fall.

"We want something for everybody," Howard emphasized, "from the guy who has a lot of money to the guy who is making minimum wage and comes in and buys a bow on a lay-away plan." That way entry level bow buyers "can still get that pro shop feeling, instead of going to a box store and getting that kind of feeling."

Both Tom Drake and Ryan Jager have excellent coaching skills, said Howard. Anyone who buys a bow at Hunter's Den will have it fit to them, they'll get help sighting it in on the range and they should be comfortable shooting their new bow and be relatively accurate with it before they walk out the door. Two hours of free range time are included with each new bow purchase and if they choose to sign up for league shooting they'll be in excellent company. Nine people can shoot on the line at one time and the winter leagues were filling rapidly at



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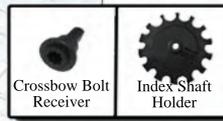


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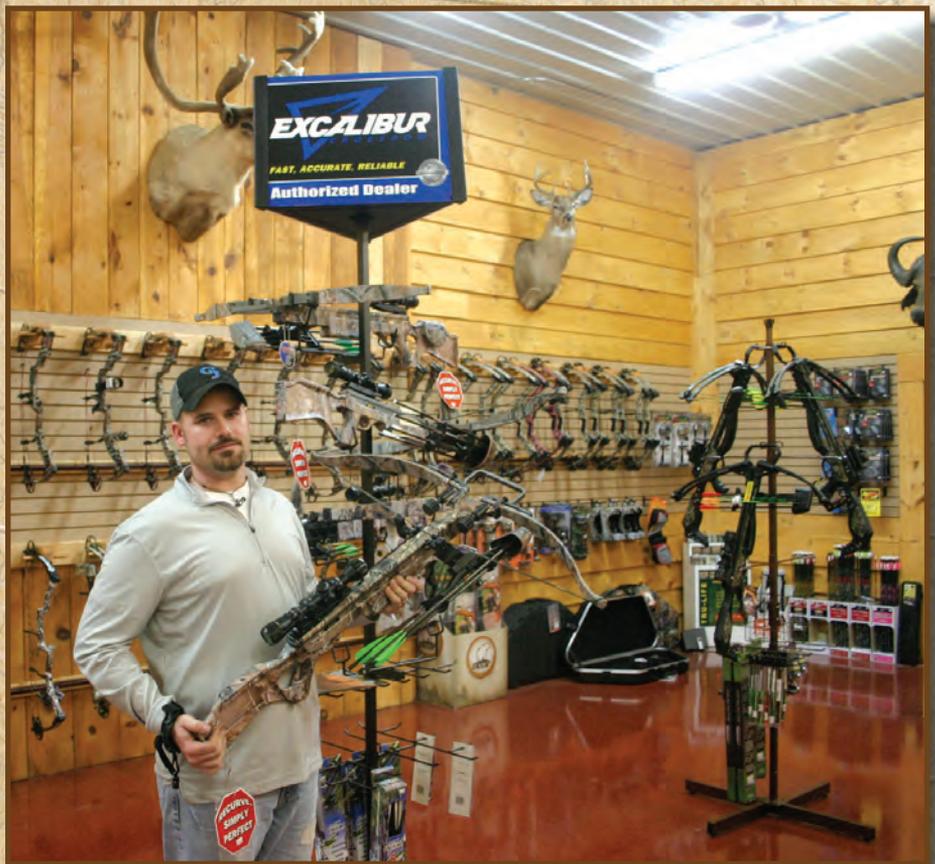
the time of my September 7 visit. They are offered Monday through Saturday evenings.

Saturday morning the store sponsors a youth archery league taught by Jager and Drake with the assistance of some of the parents. During the week archery team members from two local high schools shoot at the business. Some archery retailers make do with a single sight-in lane or even have just a target butt outdoors. Howard is convinced the large, NFAA certified range at Hunter's Den is an important part of the pro shop experience. He keyed in on the youth aspect. "If you don't have a place for these kids to shoot, the sport is never going to start to grow again," he said. "We have two high school teams shooting here," he reminded me. "What would they do if we shut down? It's not like a golf team that could find another local course if one shut down."

"We had a grandpa come in and buy his two 10-year-old grandsons new Mission bows," Howard continued. "These kids looked like their faces would break, they were smiling so hard. This is absolutely a family friendly store. We had a whole family come in Saturday. Mom, Dad and five kids poured out of the van and pretty soon they were shooting on the lanes."

While Howard said the business was probably 80 percent stocked when the doors opened, he is planning to bring in more camouflage clothing for women. The store already had a good selection of bows suitable for women, in both standard and pink camouflage. "We have some women who say they hate pink on a bow and others who say they love it," Howard commented.

The manager generally compares notes with Jager before he orders new merchandise and he deliberately lets Drake and Jager take the lead in most sales and service issues. The first reason for this is obvious: Howard is learning to shoot a bow under their expert tutelage but at this point he doesn't have the archery skills or product knowledge to handle every customer. Howard also pointed out he is not from the area and since Jager and Drake have a wide following among area bowhunters, it's better for business if those two veterans remain the face of the area pro shop for most customers.



Ryan Jager holds an Excalibur cross-bow, and said there have been weeks the Michigan pro shop has sold more cross-bows from Excalibur, Barnett and TenPoint than it has vertical bows. At right, a display of Bone Collector-branded automotive accessories stands in front of clothing from Buck Wear and Predator Camo.

For similar reasons, co-owners Arnold and Beckwith may help out behind the scenes during their frequent visits to the store, but you won't see them ringing up a sale. Both plan to shoot leagues this winter (as does Howard) and they hold weekly meetings with the manager as well as enjoy doing things together socially.

As we sat in comfortable rocking chairs in a conversation area set up behind the range, I asked the trio how long it would be before they knew if buying and revamping the local archery pro shop had been a good business decision. "We can tell already that it was a good business decision," Howard said. "We don't have much overhead and there is no debt. There are enough existing bowhunters in the county to keep this business open and hopefully make a little money too."

While Howard has been putting



in more hours than he anticipated, he seems to be enjoying his second career. The hours don't seem that long when he compares them to his years in the excavating business and the workday starts a lot later in retail. "I've never been in the retail business before," he told me. "When people come here it's not like they are going into Walmart to buy groceries and laundry detergent, stuff they need but are not really excited about. They generally are in a good mood, they're excited and are talking about hunting stories." ←

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How to Enjoy a Heart Attack

While I am certainly interested in the latest medical advancements I would rather read about them in Reader's Digest then learn about them first hand as I did recently. It seems as if early in the 2011 bow season I suffered a heart attack, (I hate when that happens). I was minding my own business on a pleasant fall day relocating a couple of tree stands when I suddenly felt like an elephant was standing on my chest as my arms and legs turned to solid lead and my jaw felt like someone was using it for an anvil.

Let's fast-forward to the doctor's office where they not only found signs of the heart attack but also a blockage within my arteries. Although they didn't give me much detail on the blockage I suspect it might have been a couple of chunks of pepperoni which probably caused a milk shake and a piece of apple pie to back up. The pain in my chest definitely got my attention and gave a whole new meaning to the idea of eating healthy. It was obvious I would need to revamp my normal diet of pizza, Chinese food and chocolate.

I tried to have a brief conversation with the doctor as I explained the importance of the bow season and asked if we could possibly delay the operation until after the rut. He mumbled something about the fact that I would not need an operation after the funeral and then instructed his nurse to make the necessary arrangements immediately.

A short time later I was flat on my back staring up at the lights as I was wheeled into the operating room to have stents installed in my arteries to open up the blockage. Before I knew it I was waking up in my hospital room. Because stents are normally installed through an artery in the groin I knew it was critical not to move after the operation to give the artery time to seal. I remained motionless and tried to not even blink. The last thing I wanted to do was survive the heart attack and bleed to death in bed. My bowhunting experience told me I would leave a heck of a blood trail but it wouldn't be very long.

My body was turning into one giant cramp when a pretty young nurse came to check on me. "How are you doing," she asked in a pleasant voice. "Actually very well," I answered. "The pain is gone and I feel like someone took a plastic bag off of my head and I can breathe again. My only problem is I am really cramped up. How long before I can move my leg?" "Oh you can get up and walk around now," she replied. "They used Mynx on you."

Suddenly I was wide awake as I wondered out loud



John Kasun

why did they use a Mink? The only thing I could think of is that they ran out of leeches. In my mind a Mink is one of those long rat type creatures with real expensive fur. "Not Minks," she laughed, "Mynx." She quickly explained that Mynx is a medical sealant the doctor injected into the incision and on the outside of the artery which expands and seals the incision and artery without the use of clamps or stitches eliminating discomfort and allowing for a quick recovery.

As she described the Mynx sealant to me all I could think of was the cans of insulating foam you buy at the hardware store. You

spray the foam in a crack and it swells up and seals the crack and hardens in minutes. It made me think that soon I simply may be able to go to the local hardware store, give them my symptoms and they will sell me a medical do-it-yourself kit. For example, a hemorrhoid kit might consist of a side mirror off of a 1957 Chevy and a single edge razor blade. The directions for removal would be pretty basic. "Hold mirror behind posterior, identify hemorrhoid and remove using razor blade. Dispose of properly and do not take internally."

As the nurse helped me to the bathroom I suddenly realized I was outfitted with a designer hospital gown with a plunging neckline or in this case I guess you would have to say a plunging butt-line. I felt like Superman with his cape on backwards.

Upon returning to my bed a second attractive nurse was checking over my paperwork and making sure I signed twice on every page and put my initials in any vacant space. I am sure I signed my house over to her and also agreed to make her car payments for life.

As I tried to crawl into bed I found myself being strangled with IV tubes. Trying to roll over and get untangled while retaining some degree of modesty, as my hospital gown seemed to flap in the breeze exposing all my personal secrets, was more than I could manage. I silently thanked God that at least there was no one around who knew me or at least I thought so.

"Hey, aren't you the guy that writes that humor column in the local paper," my new nurse friend asked with a smile? I was caught like a deer in the headlights. "Yea, that's me," I responded hoping she would never tell anyone she saw me half naked. "I just love your columns," she cheerfully responded. "But tell me, how do you find all those funny things to write about?" "Oh, it's not hard," I said. "I just wait to have a heart attack and funny things just seem to happen."

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