

1 AMATEUR TRAPSHOOTING ASSOCIATION

2 MINUTES OF THE REGULARLY SCHEDULED AND CONTINUING

3 EXECUTIVE COMMITTEE MEETING

4 DECEMBER 8, 2014

5  
6 On December 8, 2014, at 8:00 HRS, Central Time (CT), President Rob Taylor of the  
7 Amateur Trapshooting Association, subsequent to Roll Call and confirmation of the quorum,  
8 called *this Regularly Scheduled and continuing Meeting of the Amateur Trapshooting*  
9 *Association (ATA) and the Amateur Trapshooting Association of America (ATAA)* to order.

10 Answering the Roll Call and seated in attendance were:

- 11 ▪ President and Southwestern Zone Vice President, Rob M. Taylor
- 12 ▪ Eastern Zone Vice President and Rhode Island Delegate, Wayne D. Morris
- 13 ▪ Central Zone Vice President and Nebraska Delegate, John Burke
- 14 ▪ Western Zone Vice President and Montana Delegate, Jim Jones
- 15 ▪ Southern Zone Vice President and North Carolina Delegate, Terry L. Roush
- 16 ▪ Ex-Officio, Allan R. Radway, from Alberta
- 17 ▪ Treasurer, Thomas G. Burkey, from Pennsylvania
- 18 ▪ Executive Director, Lynn Gipson, from Illinois
- 19 ▪ Secretary, Hunter H. Galloway III, from North Carolina

20 The Secretary advised, for the record, that proper Notice was given for this *Regularly Scheduled*  
21 *and Continuing Meeting*, and that all referenced meetings have been scheduled to be  
22 conducted in the Board Room at the ATA Headquarters located at 1105 East Broadway, Sparta,  
23 Illinois.

24 President Rob Taylor informed the Executive Committee members that the minutes of  
25 the *Regularly Scheduled and Continuing Meeting of the Amateur Trapshooting Association*  
26 *(ATA) and the Amateur Trapshooting Association of America (ATAA)* held on August 4, 2014  
27 through August 16, 2014, and subsequent Executive Committee Minutes and/or Memoranda

28 from the Regularly Scheduled Teleconference Meetings included other Committee Meetings (if  
29 any) held, have previously been distributed for review, comment and approval.

30 Subsequent to review and discussion and upon motion of Vice President Terry Roush,  
31 with second of Vice President John Burke and following the President's call of the Question,  
32 with no response, it was unanimously:

33 **RESOLVED**, that the *Minutes of the Regularly Scheduled and continuing Executive*  
34 *Committee Meeting of the Amateur Trapshooting Association (ATA) and the Amateur*  
35 *Trapshooting Association of America (ATAA) held from August 4, 2014 through August 16, 2014*  
36 *are hereby ratified, adopted and/or approved this date and time.*

37 President Rob Taylor further advised that the *Minutes of the Regularly Scheduled Annual*  
38 *Meeting of the Board of Directors of the Amateur Trapshooting Association (ATA) and the*  
39 *Amateur Trapshooting Association of America (ATAA) held on August 13, 2014 have previously*  
40 *been distributed for review comment and conditional approval of the Executive Committee.*

41 Subsequent to review and discussion and upon motion of Vice President John Burke and  
42 second of Vice President Wayne Morris, and following the President's Call of the Question, with  
43 no response, it was unanimously:

44 **RESOLVED**, that the *Minutes of the Annual Meeting of the Board of Directors of the*  
45 *Amateur Trapshooting Association (ATA) and the Amateur Trapshooting Association of America*  
46 *(ATAA) held on August 13, 2014, are hereby conditionally ratified, adopted and approved this*  
47 *date and time, subject to the approval of the Board of Directors of the Amateur Trapshooting*  
48 *Association (ATA) and the Amateur Trapshooting Association of America (ATAA) sitting at the*  
49 *next Regularly Scheduled Annual Meeting of the Board of Directors.*

50 President Rob Taylor advised the Executive Committee of the proper procedures  
51 regarding reimbursement of expenses for this meeting. It was noted that the Accountable Plan  
52 which was adopted on October 4, 2010, provides for lodging reimbursement in the Sparta area  
53 of \$115.00 per day and a per diem reimbursement of \$66.00 per day. Lodging was obtained for  
54 the Executive Committee at a reduced rate of \$99.90 per day at the Holiday Inn Express.  
55 Business travel is to be reimbursed pursuant to paid receipts or mileage according to the  
56 current Federal Charitable Rate.

57 President Taylor requested that Executive Director Lynn Gipson give an update on the  
58 World Shooting and Recreational Complex (WSRC). He stated that Art Ashbrook was released  
59 from his duties as Executive Director of the WSRC. The reason for Mr. Ashbrook's termination  
60 is unknown, and the Illinois Department of National Resources (IDNR) has no immediate plans  
61 to replace him. Possible privatization of the shooting sports aspects of the WSRC are being

62 considered by the IDNR. The aforesaid plan would have no effect on the contractual  
63 relationship that the ATA has with the IDNR in regards to the Grand American. IDNR staff  
64 would continue to be on site to maintain the infrastructure of the Shooting Complex.

65 The ATA would be able to keep their equipment (i.e., trap machines and Canterbury  
66 voice releases) on the grounds of the Shooting complex under any privatization agreement, and  
67 the ATA would look to IDNR instead of a third party for the maintenance and upkeep of the  
68 equipment. Thirty Canterbury voice releases are currently left on the grounds for state use. No  
69 target inventory remains on the grounds after the Grand. Each year the IDNR must replace one  
70 Pat-Trap machine and one Canterbury voice release pursuant to the lease agreement between  
71 the ATA and IDNR.

72 The Secretary's Report was given next to the Executive Committee. Secretary Galloway  
73 with the assistance of Executive Director Gipson discussed the following 2014 ATA Official  
74 Complaints.

75 **#14-01** – Filed against Thomas W. Larkin (#80-00811)

76 By David Winstead, Jr. (#81-01141)

77 Mr. Winstead alleges that on May 24, 2014, Mr. Larkin repeatedly verbally insulted and  
78 threatened Mr. Winstead with bodily harm while both were in attendance at the ATA event at  
79 the Redlands Shooting Park, Redlands, California. Mr. Winstead states that Larkin's behavior  
80 was witnessed by several others at the time, including club management. Mr. Winstead  
81 withdrew from the events and left the grounds after the incident. The complaint was sent to  
82 the delegate for investigation on June 24, 2014. During the meetings at the Grand American,  
83 the delegate recommended that the Executive Committee dismiss the complaint due to  
84 procedural complications. The recommendation was accepted and the parties to the complaint  
85 were notified on August 22, 2014.

86 **#14-02** – Filed against Van Phillips (#83-06534) by Robert J. Stuart (#86-00100)

87 Mr. Stuart alleges that on June 19, 2014 during the Ohio State Shoot, Mr. Phillips verbally  
88 abused three staff members and a state director because he believed that he was late for his  
89 squad. Efforts by all involved to calm Mr. Phillips were unsuccessful. After discussion,  
90 tournament officials determined on June 21, 2014, that Mr. Phillips would be disqualified and  
91 refunded for all remaining tournament events. The complaint was sent to the delegate for  
92 investigation on July 3, 2014. The delegate's investigation revealed that Mr. Phillips had  
93 violated Section XII, B, 1, a and f of the Official ATA rules. The delegate recommended that no  
94 further punitive measures be applied, recognizing that Mr. Phillips' disqualification from the

95 events at Cardinal Center seemed ample punishment. The Executive Committee accepted the  
96 recommendation and the parties to the complaint were notified on August 22, 2014.

97

98 **#15-01** – Filed against Joseph E. Webb (#25-15622) by Shawn To. Goad (#93-01779) and William  
99 F. Blacksiton (#98-02011)

100 Mr. Webb is the shoot manager at Millington Sportsmen’s Association (MD). Mr. Goad and Mr.  
101 Blacksiton allege that Mr. Webb approached them in the clubhouse at the Millington  
102 Sportsmen’s Association on August 17, 2014 during an ATA registered shoot. Mr. Webb told  
103 Goad that he had just told his father in the parking lot to leave the grounds, and that he was to  
104 leave the grounds also. When Mr. Blacksiton questioned Mr. Webb’s statement to Mr. Goad,  
105 Mr. Webb told Blacksiton to leave also. In his statement, Mr. Webb states that his reason for  
106 demanding that the Goads leave the grounds was due to verbal opinions Mr. Goad’s father had  
107 expressed to other shooters in the past. Mr. Goad and Mr. Blacksiton did not leave the  
108 grounds, so Mr. Webb phoned the state police and had the two escorted off the grounds by a  
109 state trooper. The complaint alleges violation of Section Xii, Paragraph B, Sub f of the Official  
110 ATA rules. The delegate’s investigation resulted in a recommendation that Mr. Webb be  
111 suspended from the Association for the period of one year and during that time not be allowed  
112 to work or manage any ATA events at any club. The Executive committee unanimously  
113 accepted the recommendation, and Mr. Webb was informed of the decision on November 3,  
114 2014.

115 **#15-02** – Filed against Harry Franklin, Jr. (#10-12357) and David Franklin (#10-14937) by James  
116 J. Traynor (#08-11381)

117 During an ATA registered event at the Silver Dollar Shooters Club (FL) on September 1, 2014,  
118 Mr. Traynor alleges that Harry Franklin, Jr. left the firing line with a live round in his opened  
119 gun. The shell had slipped past the extractor of the gun and Mr. Franklin, Jr. left the line to  
120 seek assistance in removing the shell from his father who was seated in a sun shelter behind  
121 the line. While walking to the sun shelter, the muzzle of the gun was pointed in the direction of  
122 several individuals in the sun shelter. Harry’s father was successful in removing the round  
123 whereupon shooter Franklin, Jr. returned to the firing line only to have the same thing happen  
124 again. This time Harry’s father walked to the trap field and removed the live shell from the gun  
125 while standing behind the firing line. The complaint alleges violation of Section IV, I, rules 10  
126 and 12. As this was a safety violation the two complainants were immediately placed under  
127 administrative suspension. The complaint was sent to the delegate on September 2, 2014, and  
128 he returned his recommendation on September 9, 2014. The investigation revealed that the  
129 complainants were made aware of, and understood the safety violation shortly after it

130 occurred. It was clear that the violation was unintentional and that the complainants now have  
131 a heightened awareness of safety procedures. The recommendation to the Executive  
132 Committee was that the administrative suspension be removed and there be no further  
133 sanctions. The Executive Committee accepted the recommendation and the parties to the  
134 complaint were informed on September 13, 2014.

135 **#15-03** – Filed against Mr. Jeremie C. Summers (#99-01884) by Mr. Kenneth E. Neberker  
136 (#91-06503)

137 Mr. Newberker was witness to a verbal confrontation between the accused and Mr. Tim Doolan  
138 (#13-14450) during an ATA registered event at the Ogden Gun Club (UT) August 30-September  
139 1, 2014. The confrontation included profanity and threatening statements. The investigation  
140 by the alternate delegate resulted in a recommendation which was accepted by the Executive  
141 Committee that Mr. Summers receive a letter of reprimand (his second) and a 30 day  
142 suspension. Also receiving a letter of reprimand and required to write an apology was Mr. Tim  
143 Doolan. The parties were notified on November 24, 2014.

144 **#15-04** – Filed against Sportsmen’s and Farmers Association Brooke County Gun Club (WV)  
145 (#56-0010) by Mr. Dean Townsend (#40-67017)

146 Mr. Townsend alleges that the complainant violated Section III, E of the Official ATA rules. The  
147 complaint states that score sheets were not available for his inspection during a recent trip to  
148 the club, and it was questionable as to whether or not score keepers were utilized on the fields  
149 during most ATA events. The complaint was sent to the delegate on September 11, 2014. The  
150 investigation resulted in the recommendation and unanimous decision by the Executive  
151 Committee that the club be placed on probation for a period of 12 months during which time  
152 copies of all field score sheets must accompany shoot reports to the ATA office with the  
153 exception of the Tri-State and WV State Shoot reports. With the exception of nine specific  
154 shoots, all scores for all 2014 target year shoots will be disqualified and daily fees returned to  
155 members. All yardage reductions granted as a result of the disqualified scores will be reversed.  
156 As per ATA rules all yardage gains as a result of disqualified scores will remain in place. The club  
157 and all shooters will be notified of the decision no later than December 1, 2014.

158 **15-05** – Filed against Washington Sportsmen’s Association (PA) (#44-0295) by Mr. Glenn Lash  
159 (#44-26370).

160 Mr. Lash alleges that the complainant violated Section III, E of the Official ATA rules. The  
161 complaint states that the score sheets were not available for his inspection during a recent trip  
162 to the club, and it was questionable as to whether or not score keepers were utilized on the  
163 fields during most ATA events. The complaint was sent to the alternate delegate on September

164 11, 2014. The investigation resulted in the recommendation and unanimous decision by the  
165 Executive Committee that the club be suspended from hosting any ATA registered events for a  
166 period of six (6) months. Following the suspension period, the club will be placed on probation  
167 for a period of six (6) months during which time copies of all field score sheets must accompany  
168 shoot reports to the ATA office with the exception of the West Penn League. With the  
169 exception of seven specific shoots, all scores from all 2014 target year shoots will be  
170 disqualified and daily fees returned to members. All yardage reductions granted as a result of  
171 the disqualified scores will be reversed. As per ATA rules all yardage gains as a result of  
172 disqualified scores will remain in place. The club and all shooters will be notified of the decision  
173 no later than December 1, 2014.

174 Secretary Galloway presented to the Executive committee a letter from Mr. Ohmer  
175 Webb, Jr. requesting an explanation of the suspension against his son, Mr. Joseph E. Webb (ATA  
176 #25-15622), pursuant to the aforesaid complaint #15-01. Subsequent to further review and  
177 discussion, President Taylor called the Question, and with no additional response and upon  
178 Motion of Vice President Burke with second of Vice President Jones, it was unanimously:

179 **RESOLVED**, that the Executive Director Gipson send a letter to Mr. Ohmer Webb, Jr.  
180 explaining the following conditions of suspension against his son, Mr. Joseph E. Webb:

- 181 1. Mr. Webb is not allowed to shoot in any ATA registered events for the period of  
182 one year.
- 183 2. Mr. Webb is not allowed to classify, pre-squad, squad or cashier the entry of any  
184 ATA members or to influence any of these activities for ATA registered events at  
185 any gun club for this same one year period.
- 186 3. Mr. Webb will not be recognized as the contact or responsible party for any ATA  
187 gun club for this same one year period.

188 The effective date of this suspension is the signature date of the USPS certified letter  
189 sent to your son, November 7, 2014, therefore the concluding date of the suspension will be  
190 November 6, 3015.

191 Mr. Webb may seek reinstatement following the term of this suspension by submitting  
192 the \$25.00 reinstatement fee to the ATA in accordance with Section XII, C, 5 of the Official ATA  
193 rules.

194 Secretary Galloway informed the Executive Committee that Mr. Mark Schwake (ATA  
195 #05-15809) gave the ATA at the Grand American a check for \$225.00 which was returned due  
196 to insufficient funds in his checking account. On October 7, 2014, Executive Director Gipson

197 sent a letter to Mr. Schwake suspending him from the ATA until the check is paid along with  
198 payment of bank fees of \$20.00 and a reinstatement fee of \$25.00. The check still remains  
199 unpaid, and the ATA has received notice that Mr. Schwake has written bad checks at other  
200 registered shoot locations. Subsequent to further review and discussion President Taylor Called  
201 the Question, and with no additional response and upon Motion of Vice President Burke with  
202 second of Vice President Jones, it was unanimously:

203 **RESOLVED**, that Executive Director Gipson send a letter to Mr. Mark Schwake  
204 suspending him for life from the Amateur Trapshooting Association.

205 Subsequent to further discussion and review and upon Motion of Vice President Morris  
206 with second of Vice President Jones and following the President's Call of the Question, with no  
207 further response or comment, it was unanimously:

208 **RESOLVED**, that the Secretary Report(s) and the Official Act(s) of Secretary, Hunter H  
209 Galloway III are hereby ratified, adopted and/or approved this date and time as performed for  
210 the Amateur Trapshooting Association (ATA) and the Amateur Trapshooting Association of  
211 America (ATAA).

212 President Taylor called for a recess at 9:00 HRS.

213 The Meeting resumed at 9:12 HRS.

214 President Taylor introduced Bryan Brophy of Shamrock Leathers. He gave a follow-up  
215 presentation on the USA High School Clay Target League. Since his last presentation at the  
216 Grand American, Iowa and Arizona have been added to the league which includes Minnesota,  
217 Wisconsin, and North Dakota. Minnesota has already received over \$400,000.00 in grant  
218 money. It was noted that the League participants do not shoot registered targets since all  
219 League targets are shot in the spring and fall. Mr. Brophy stated that League shooting would  
220 not be in competition with the ATA registered shooting, during the summer months.

221 The League is requesting the ATA participate in this program with a \$20,000.00  
222 sponsorship. Since winning or receiving trophies or merchandise by participants in excess of a  
223 stated amount may result in disqualification, a cash contribution to the League is the only way  
224 the ATA can participate in this youth program. It was noted by members of the Executive  
225 Committee that the ATA has not participated in programs in the past that do not shoot  
226 registered targets. Since this program is currently limited to a certain geographical region, it  
227 would not serve the interests of all the states or provinces in the ATA. All the members of the  
228 Executive Committee expressed a desire to support youth shooting activities. No action was  
229 taken by the Executive Committee on this matter.

230 President Taylor introduced Treasurer Tom Burkey and Michael Howell who is Director  
231 of Finance and Controller for the ATA. They stated that the portfolio value of the ATA on  
232 September 30, 2014 was \$10,776,943.33 as compared to \$10,069,545.66 last year. It was  
233 noted that the ATA has approximately \$1,000,000.00 in cash deposits in Sparta and another  
234 \$300,000.00 in cash deposits with Morgan Stanley. Controller Howell recommended that the  
235 ATA transfer a portion of the Sparta cash deposits to Morgan Stanley which is paying a higher  
236 rate of return.

237 The next topic discussed by Controller Howell was the current fiscal year financial  
238 statement as of September 30, 2014. The following items were brought to the attention of the  
239 Executive Committee:

- 240 1. Current year dues are down 2% from \$486,430 in 2013 to \$472,168 in 2014  
241 while fees are up 6% from \$625,586 in 2013 to \$661,225 in 2014.
- 242 2. Total revenue from operating activities was up 3% from \$1,427,647 in 2013 to  
243 \$1,440,206 in 2014.
- 244 3. Contribution expenses were up from \$700 in 2013 to \$254,900 in 2014 due  
245 to the \$250,000 contribution of the ATA to the Trapshooting Hall of Fame.
- 246 4. A net loss from operating activities of \$85,097 was the direct result of the Hall of  
247 Fame contribution.
- 248 5. Net income from investment activities was \$984,033 in 2014 as compared to a  
249 loss of \$15,118 in 2013.
- 250 6. Net income from operating and investment activities was \$898,936 in 2014 as  
251 compared to 136,190 in 2013.
- 252 7. Net income from the Grand American was \$334,985 in 2014 as compared to  
253 \$185,690 in 2013.
- 254 8. Net income from AIM was \$14,544 in 2014 as compared to \$32,014 in 2013. It  
255 was noted that in 2014 the ATA spent \$15,760 in sweepstakes expenses  
256 promoting AIM which did not exist in 2013.

257 Controller Howell began a discussion on liquidation of sponsorship product that could  
258 occur in the ATA. He stated that these transactions could be advantageous since the ATA  
259 receives merchandise each year in return for Grand American sponsorships. However, he  
260 recommended that the aforesaid transactions be approved by an outside party to insure that



261 they are aboveboard. It was the unanimous decision of the Executive Committee that the Ex-  
262 Officio review and approve all these transactions.

263 The last item of discussion by Controller Howell involved whether or not the ATA should  
264 accept foreign currency for payment at the Grand American. He recommended that the ATA  
265 accept only United States currency. It was the unanimous decision of the Executive Committee  
266 that payment at the Grand American be made in United States currency, and that the ATA will  
267 not convert foreign currency at the Grand American.

268 Subsequent to further review and discussion, and upon Motion of Vice President Burke  
269 with Second of Vice President Roush, and following the President's Call of the Question, and  
270 with no further response or comment, it was unanimously:

271 **RESOLVED**, that the Amateur Trapshooting Association's Financial Statements and  
272 Supplemental Data for the year ending September 30, 2014, as presented by Controller Howell,  
273 are hereby adopted and approved this date and time.

274 Subsequent to further review and discussion, President Taylor called the Question, and  
275 with no additional response, and upon motion of Vice President Burke with second of Vice  
276 President Roush, it was unanimously:

277 **RESOLVED**, that the Treasurer's Report(s) and Official Act(s) of Treasurer Tom Burkey  
278 are hereby ratified, adopted and/or approved this date and time.

279 President Taylor called for a recess at 11:00 HRS.

280 The Meeting resumed at 11:10 HRS.

281 Controller Howell continued his presentation with a discussion of the 2015 General and  
282 Administrative Budget. Total revenues are projected to be \$1,919,500, while expenses will be  
283 \$1,309,550. The aforesaid figures are similar to last year and will result in a profit of \$609,950.  
284 The 2015 Grand American Budget projects a profit of \$326,400 while the 2015 AIM Budget  
285 shows a profit of \$12,500. *Trap & Field* Magazine Budget shows a profit of \$14,613. Revenues  
286 and expenses were discussed in detail by members of the Executive Committee.

287 Subsequent to further review and discussion, President Taylor Called the Question, and  
288 with no additional response, and upon the Motion of Vice President Morris with a second of  
289 Vice President Burke, it was unanimously:

290 **RESOLVED**, that the 2015 Budget presented by Controller Michael Howell is hereby  
291 ratified, adopted and/or approved this date and time.

292 President Taylor recognized Executive Director Gipson who began a discussion on his  
293 conversations with SCTP regarding shooting registered targets in their state and national  
294 shoots. It was the general opinion of the Executive Committee that Executive Director Gipson  
295 continues his discussions with SCTP and enters into a memorandum of understanding with  
296 them.

297 Subject to further review and discussion, President Taylor called the Question, and with  
298 no additional response, and upon Motion of Vice President Burke with second of Vice President  
299 Roush, it was unanimously:

300 **RESOLVED**, that Executive Director Gipson has the authority to enter into a  
301 memorandum of understanding with SCTP in regards to shooting registered ATA targets at their  
302 state and national shoots.

303 President Taylor called for a recess at 12:15 HRS.

304 The Meeting resumed at 13:15 HRS.

305 President Taylor requested Executive Director Gipson to give his Administrative Report  
306 regarding year end comparison data of dues, fees, and participation. The following items were  
307 discussed:

- 308 1. Shoot Fees (rebatale) were \$634,657 which represents a 3.87% increase over  
309 last year.
- 310 2. Big 50 and League Fees (non-rebateable) were \$21,678 which represents a 24%  
311 increase over last year.
- 312 3. Dues were \$699,147 which represents a 2.24% decline over last year. Adult dues  
313 showed a 5% decline while youth dues had an 8% increase over last year.
- 314 4. Total paid membership in the ATA was 53,745 while active membership was  
315 28,507.
- 316 5. The total number of registered targets shot was 56,897,155. This figure  
317 represents 29,808,605 Singles targets, 23,941,095 Handicap targets, and  
318 12,874,721 Doubles targets.
- 319 6. The average age of participation at the Grand American is dropping because of  
320 the influx of youth shooters.
- 321 7. The total number of shooters in the Junior Gold category is larger than the  
322 Lady 1 and Lady 2 categories combined.

323           The following Tournament Director’s Report was given by Executive Director Gipson to  
324 the Executive Committee.

325   **SPONSORS**

326   The ATA staff will meet with most of the sponsors at the Shot Show in Las Vegas in January,  
327 however the process extends out several months after that. The most frustrating aspect of the  
328 sponsorship process is waiting for the sponsors (even repeat sponsors) to finally make their  
329 commitment. Many times the ATA has to contact the sponsors several times just to get any  
330 type of response.

331   The four sponsors that didn’t continue this year were Briley, NSSF, Precision Fit Stocks and  
332 Redring. The sponsors the ATA picked up this year were Gipson-Ricketts on AIM, City of Sparta,  
333 Clever Ammunition, FMG Publications, GUNS Unlimited, MEC Reloaders, Millennium Luxury  
334 Coaches, Negrini Cases and Zoli International. We had a total of 37 sponsors and sponsorship  
335 revenue for the Grand and AIM combined was up 8.81%.

336

337   **MANAGEMENT STAFF**

338   The staff did a wonderful job again this year in administrating the tournament. Jim Moody  
339 proved invaluable yet again as Assistant Tournament Director, taking on an even larger role in  
340 management of the trap line and responsibilities of the registration center. Gary Ebers begins  
341 his efforts as Personnel Manager in May with the level of activity increasing right up to and  
342 during the tournament. Gary and his staff schedule and process payroll for all of the ATA line  
343 workers and also keep track of a wealth of details and data that becomes invaluable to the ATA  
344 in analysis of the results of the tournament.

345   Cathy Lindner was named trap line manager at nearly the last minute when former line  
346 manager Mitch North informed Gary in June that he would not be able to fulfill the role again  
347 this year. Cathy did a wonderful job and was guided expertly by Gary and Jim throughout the  
348 tournament. At all prior Sparta Grand Americans there was a bank supervisor responsible for  
349 managing the employees on each four trap bank. This year however, the ATA instituted Jim’s  
350 idea to assign two banks (8 fields) to each supervisor and to provide a golf cart for each  
351 supervisor. This reduced the number of bank supervisors by half. There was some  
352 apprehension to implementation of this idea, but with the support of Jim, Gary, Cathy and the  
353 four Line Supervisors, the ATA experienced a total success. This revision in our labor staffing  
354 created a savings of approximately \$10,000 in labor cost. Additional labor savings was realized  
355 this year from benching squads for subsequent events 15-20 minutes earlier than last year and  
356 from using volunteer referees for shoot offs rather than ATA staff members.

357 After several years experience working in the score sheet annex, Lana Foster was appointed  
358 Score Sheet Annex manager earlier this year after high recommendations. Lana was given  
359 more authority to manage the score sheet workers than had been given in the past and  
360 selected her own staff members. Prior to the shoot, it was made clear to these workers that  
361 there was a change in manager and that there would likely be changes in operation. Again,  
362 with Jim and Gary's guidance, Lana's job performance was superb. A mobile office trailer was  
363 rented that was placed behind Bank 11 this year for score sheet entry. All of the sheets from  
364 the east line were taken to this location and all of the sheets from the west line were taken to  
365 the original west location. This resulted in less travel distance and time for the sheets, and in  
366 less staff cart traffic through the Event Center parking lot.

367 These were the only changes in management staff this year, and at this time, all managers are  
368 planning to return next year.

#### 369 **SOFTWARE AND DATA SERVICES STAFF**

370 The ATA computer room staff consisted of Sandra McAllister as operations manager assisted by  
371 Michelle Heinken; Kurt Brehm our IT manager, Troy Kueker, Emily Zollner and Kayla Burmester  
372 as the AIM Team, as well as covering marketing and promotions and IT support. This was the  
373 ATA's second year of use of the GADS software, and while there were a few problems,  
374 everything went much more smoothly than last year. The staff worked well together to solve  
375 any problems that came up. The software is nearly finished and will be tested again this year at  
376 the Southwestern Grand in San Antonio.

#### 377 **PRESQUADDING AND SQUADDING**

378 Since the reduction in presquadding cost from \$2 to \$1 didn't make any difference last year, the  
379 ATA went back to \$2 per post for presquadding. Presquadding was up 4%, but the revenue  
380 generated went from \$12,000 to \$25,000.

381 The average number of shooters per squad calculation allows the ATA to judge how well they  
382 are filling the squads on each event and throughout the tournament. The average went from  
383 4.47 shooters per squad last year to 4.74 this year. This result is also confirmed by the fact that  
384 with relatively the same attendance throughout the tournament, 13 of 24 events had fewer  
385 flights this year.

#### 386 **20/28/INTERNATIONAL EVENTS**

387 The packaging of these three events worked well this year. This approach provided a means for  
388 additions to existing sponsorship, and in one case (MEC) a means to become a sponsor.

389 Sponsorship revenue less direct costs resulted in excess revenues of \$8,917 for these non-  
390 registered events.

391

#### 392 **PHOTOGRAPHER AND STORE**

393 This was the second year for both of these entities and it couldn't have gone better. Mike  
394 Herman and Kelly Copeland are great to work with and seem pleased with the arrangement.  
395 Plans are to continue under the same terms again next year.

#### 396 **AIM**

397 Emily Zollner's management of the AIM program is phenomenal. All aspects of the AIM  
398 program are still growing. The AIM Championship tournament saw an increase in attendance  
399 of 24%. Emily's drive and enthusiasm are nearly matched by Troy's ambition to promote the  
400 program at every opportunity.

#### 401 **EVENING ACTIVITIES**

402 The ATA hosted a total of nine evening activities during the 15 days of the AIM Championships  
403 and Grand American. On all nights combined, 3,700 servings were made. Free food and drink  
404 is always popular and especially among trap shooters. Everything went smoothly with little  
405 waste of food. There were no complaints, so there will likely be no changes next year. Emily  
406 Beckman's management and her staff did an excellent job again this year. The ATA was  
407 required to secure a temporary liquor license this year for the first time at the complex. The  
408 cost of the license was insignificant compared to the application process with the state of  
409 Illinois.

#### 410 **TROPHIES**

411 Jamie Brand does a fantastic job in ordering all the trophies and managing the trophy room  
412 during the Grand. Trophies were purchased from Shamrock Leathers, Monarch, Sterling Cut  
413 Glass, Wendell August, Montana Silversmiths and Prize Possessions this year. The total budget  
414 for both the Grand and AIM trophies was unchanged from last year at approximately \$140,000.

#### 415 **SHOOT OFFS**

416 Much of our labor savings this year was due to the return to volunteer referees for shoot offs.  
417 On many nights it was still disappointing the Grand didn't have enough referees on hand until  
418 the last minute, and there is no doubt that this causes delays in getting the shoot offs started.  
419 The ATA plans to stay with the volunteer referees next year, but it may need to come up with  
420 an incentive to get the referees to report on time for the shoot offs and stay until released. Jim

421 Moody, Dan Wood and Executive Director Lynn Gipson all firmly believe that the shoot off  
422 procedure should remain the same for next year with one exception. That would be to resolve  
423 the Preliminary HOA and HAA by carryover to all three disciplines (first 100 of Monday's Singles  
424 and the first 50 each of Tuesday's Handicap and Doubles, remaining ties carry over to the  
425 second 100 and second 50's of these events).

#### 426 **TARGETS**

427 Executive Director Gipson recommends that the ATA return to the orange dome targets for the  
428 2015 Grand. During shoot offs, participants only shot past dusk on four of the twelve nights of  
429 shoot offs (including AIM), and even on these four nights, the number of shoot off fields has  
430 usually already been reduced. Dan Wood and Executive Director Gipson agree that switching to  
431 a different color target on these few nights would not create an issue and would be appreciated  
432 by the shoot off contestants. Judging from the comments made by shoot off contestants, Dan  
433 feels that the best color to switch to for shoot offs would be All White.

#### 434 **ADDED MONEY**

435 There was no added money at the Grand this year, and we have finally resolved the speculation  
436 as to whether or not the added money has a direct effect on attendance. The added money  
437 and number of classified shooters for the past several years follows:

438	<u>YEAR</u>	<u>ADDED</u>	<u>CLASSIFIED</u>
439	2008	None	3,447
440	2009	None	3,444
441	2010	\$100K	3,473
442	2011	\$300K	3,483
443	2012	\$450K	3,260
444	2013	\$100K	3,426
445	2014	None	3,490

446 (Note: the year of lowest attendance in the 7 years above was the year of most added money)

#### 447 **THE BOTTOM LINE**

448 The Grand American was the most profitable ever in Sparta. Despite the fact that target  
449 revenue was nearly the same as 2013, the ATA was fortunate to have revenue increases in

450 nearly all other areas. This combined with savings in labor, work comp rates, printing, added  
451 money and many other areas lead to a favorable net profit. It should be noted that  
452 depreciation of the GADS software and hardware took effect this year and resulted in an  
453 increase in depreciation expense of over \$20,000.

454 Executive Director Gipson made the following recommendations for the 2015 Grand  
455 American:

456 **2015 GRAND AMERICAN RECOMMENDATIONS-**

457 **1. Number of Banks**

458 Same as 2014:

459 Wednesday & Thursday 20

460 Friday 24

461 Saturday & Sunday 27

462 Monday-Saturday 24

463 **2. ATA Added Money**

464 Executive Director Gipson thinks there is convincing evidence now that added  
465 money does not influence attendance. He recommends that the ATA not add any money again  
466 in 2015.

467 **3. Shoot Offs**

468 Same Procedure as 2014

469 Shoot off Handicap events daily.

470 Carry over all singles and doubles events to the last event of that type

471 Continue to use volunteer referees-maybe offer a nightly drawing open to all  
472 referees for a prize.

473 **4. Program Change Recommendation**

474 Same program of events as 2014

475 **5. Options**

476 Consider eliminating some of the least played options with the thought in mind  
477 that if there are fewer options available, those left may be played by more  
478 shooters.

479 In singles these would be the 100s by class on the 100 target events (4.17%  
480 average participation) and the 200 total by class on the 200 target events (7.03%  
481 average participation)

482 Handicap- 100's (4.42% average participation) is the least popular

483 Doubles- Again the 100s (5.39% average participation) is the least popular

484 **6. Presquadding**

485 Stay with \$2 per post. Even with the \$1 increase, 2014 presquadding went from  
486 12,090 posts to 12,552 and resulted in an increase in revenue of over \$12,000.

487 **7. Promotional Bag**

488 The shooters liked the bags and the posters in 2014. The ATA will do this again  
489 this year and make the same offer to sponsors of a free insert. The ATA will also  
490 promote advertisers to buy space for insert in the bags.

491 **8. 20/28/International Event**

492 This was a great added opportunity for the sponsor in 2014 and a great revenue  
493 generator of the ATA. Continue the event in much the same method this year.

494 The following 2015 Grand American Tournament Management Staff was announced by  
495 Executive Director Gipson:

496 Tournament Director.....Lynn Gipson  
497 Assistant Tournament Director.....Jim Moody  
498 Personnel Manager.....Gary Ebers  
499 Data Services Manager.....Sandra McAllister  
500 ATA IT Manager.....Kurt Brehm  
501 Shoot Off Manager.....Dan Wood  
502 Logistics Manager.....Bob Kunz



503 Cashiering Manager.....Barb Rocheford  
504 Squadding Manager.....Tom Rocheford  
505 Awards Manager.....Jamie Brand  
506 Trap Line Manager.....Cathy Linder  
507 Trap/Target Setting Manager .....Petey Chambliss  
508 Scoresheet Manager.....Lana Foster  
509 Membership Service.....Stacy Hawley

510 Trapline Supervisors:  
511 Tom Seals, David Goetting, Marie Heinz, Penny Gipson

512 Shoot off Staff:  
513 Dan Wood, Devon Wood, Renae Chambliss, Dennis Burnett and  
514 Stacy Hawley

515 It was pointed out by Executive Director Gipson that a proposed Illinois minimum wage  
516 increase to \$10.00 an hour from \$ 8.25 an hour would result in \$72,605.94 additional labor  
517 costs at the Grand. Assuming that the 2014 and 2015 Grand and AIM entries would remain the  
518 same, the proposed increase would result in an additional \$2.32 cost per 100 targets.

519 President Taylor thanked Executive Director Gipson for his hard work and dedication to  
520 the ATA. The next topic on the Agenda was a meeting with representatives from the IDNR  
521 Dennis Sneed, Manager of the WSRC, and Todd Rettling, IDNR Director of Office Management,  
522 spoke on behalf of the IDNR. The following Items were discussed:

- 523 1. IDNR is exploring the possible privatization of the shooting sports aspect of the  
524 WSRC. Privatization would result in a clay target concessionaire and a rifle and  
525 pistol concessionaire. There has been no interest in an entity operating the  
526 entire complex. Any agreement that the IDNR would make with an entity  
527 concerning operation of the complex would be subject to the existing IDNR  
528 contracts with the ATA and SCTP. An Agreement with the ATA in regards to the  
529 use of their trap machines and voice calls by the concessionaire would need to  
530 be negotiated by all the parties involved. IDNR staff would continue to be on site  
531 to maintain the infrastructure of the Shooting Complex.

- 532 2. A 2013 study estimated that the annual economic impact of the Grand American  
533 alone was ten to twelve million dollars to the southern Illinois area. Adding in  
534 other events throughout the year would double this impact.
- 535 3. Executive Director Gipson stated that the ATA must be able to maintain storage  
536 space at the Complex. If IDNR reaches an agreement with a concessionaire, it  
537 must be understood what items in storage can and cannot be used by the  
538 concessionaire.
- 539 4. It was pointed out that a new administration in state government will occur after  
540 the first of the year. Illinois will have a Republican governor. Hopefully the new  
541 administration will give the complex priority status.
- 542 5. Executive Director Gipson explained to the IDNR representatives that the first  
543 ten year term of vendor leases expire at the end of 2015, and vendors will have  
544 the choice of abandoning their lease or signing on for another ten or possibly  
545 five year term. Recognizing that economic conditions have limited the  
546 profitability of vending at the Complex, Executive Director Gipson asked that  
547 IDNR give consideration to not increasing the lease rates for the next ten year  
548 term of the leases. This commitment would hopefully retain the majority of the  
549 vendors that are critical to the success of the Grand American.

550 President Taylor called for a recess at 15:45 HRS.

551 The Meeting resumed at 16:00 HRS.

552 President Taylor began the meeting introducing Emily Zollner who is the National AIM  
553 Coordinator for the ATA. It was reported that the total number of AIM shooters has increased  
554 from 4,273 shooters in 2013 to 4,407 shooters in 2014. This figure represents 418 new  
555 shooters to AIM and 218 new shooters to ATA/AIM. Illinois with 77 new shooters had the  
556 largest increase of new AIM members while Tennessee was second with 69 new shooters. AIM  
557 monthly shooting events were up 127.9%. The number of AIM state shoots increased from  
558 thirty-eight to forty-two events.

559 The AIM Grand Championship was another huge success in 2014. The total number of  
560 participants in the AIM Grand Championship increased from 992 in 2013 to 1115 in 2014.

561 The total number of AIM registered targets increased from 4,474,500 in 2013 to  
562 5,221,300 in 2014. On behalf of the Executive Committee, President Taylor thanked and  
563 approved Ms. Zollner's effort and dedication to the AIM trap shooting program. Ms. Zollner  
564 concluded her remarks by stating that trophies instead of ribbons would be delivered this year

565 to the State/Provincial Director for awards in their state/provincial AIM shoots. A prepaid  
566 mailing label will also be sent to the Directors in order to return unused trophies to the ATA.

567 President Taylor asked Executive Director Gipson to continue with his Administrative  
568 Reports. The following Office Report was delivered to the Executive Committee by Executive  
569 Director Gipson:

570 ***Employment of Debbie Baird***

571 Debbie was working for Michael Howell full time at his office here in Sparta, the ATA was the  
572 only account that Debbie was working on so it made sense for Debbie to become an ATA  
573 employee. Debbie now works in our office full time. This decision will likely save the ATA  
574 \$20,000 to \$25,000 in annual accounting costs.

575 ***Resignation of Kerri Dethrow and Employment of Rachel Sickles***

576 Kerri had been seeking full time employment with full benefits for many months. Kerri found a  
577 state position at the Menard Correctional Facility Mental Health Hospital in September. Shortly  
578 thereafter, the ATA hired Rachel Sickles as its new camping manager. It's a great time of year  
579 for Rachel to learn her new job responsibilities, and to also learn and help with shoot reports  
580 and other office procedures.

581 ***Trap & Field Efforts***

582 ATA staff members are working to organize and index the photographs that the ATA received.  
583 Many have shooters names on the reverse and will be organized in alphabetical order.

584 ***SHOT Show***

585 Troy Kueker and Emily Zollner will accompany Executive Director Gipson to the SHOT Show in  
586 Las Vegas on January 19-23. Executive Director Gipson has started the process of setting  
587 appointments with past and potential future Grand American and AIM sponsors. The ATA staff  
588 is working on an informational brochure to present to sponsors highlighting the 2014 Grand  
589 American and the ATA's plans for the 2015 Grand American.

590 ***Southwestern Grand***

591 Executive Director Gipson and several other staff members will travel to the Southwestern  
592 Grand for the third year this spring to provide the data services. This will be a good test of the  
593 software and hardware and will likely confirm the completion of the software project.

594 ***Staff Outings***

595 In early October, the entire staff participated in a golf outing at the Sparta Country Club. After  
596 golf, everyone enjoyed a cook out at the shelter house at the Country Club followed by prizes  
597 and a campfire. The annual staff Christmas luncheon is planned for December 19 at Pistol City  
598 Restaurant. There will be a bowling outing some evening in the next few months at “Brad’s  
599 Blossom Bowling Center” in Red Bud. Teamwork and the willingness of the staff to work  
600 together remains high.

601 Executive Director Gipson continued his administrative Report with the following  
602 Marketing Report:

603 **SOCIAL MEDIA**

604 Facebook, Twitter, Instagram and Pinterest continue to grow as platforms to help the ATA  
605 disseminate information and garner new members.

606 ATA Facebook

607 January 1, 2014 – 2081 Likes

608 November 24, 2014 – **3152** Page Likes

609 51.5% Increase in Page Likes

610 AIM Facebook

611 January 1, 2014 – 757 Page Likes

612 November 24, 2014 – **1,088** Page Likes

613 43.7% Increase in Page Likes

614 Twitter, Instagram & Pinterest continue to grow and serve as a great way for the ATA to alert  
615 members and fans of ATA news and announcements.

616 Social Media was utilized to the fullest extent during the AIM Grand Championship and Grand  
617 American. The hope is that more people saw pictures of the Grand in all of its glory and will  
618 want to attend in the future.

619 **WEBSITE**

620 [www.shootata.com](http://www.shootata.com) and [www.aim4ata.com](http://www.aim4ata.com) are both up-to-date and performing well.

621 The ATA analyzes [www.shootata.com](http://www.shootata.com)’s traffic through Google Analytics and have found some  
622 statistics interesting. 51.15% of visitors to Shootata.com are men, meaning that 45.85% of all  
623 visitors were women.

624

625 **PRINT**

626 The ATA and AIM program maintain a great presence in *Trap & Field* Magazine in the form of  
627 advertising. On average, ATA/AIM runs 2 full-page full-color ads and 2 half-page full-color ads  
628 in each issue of *Trap & Field*. These ads consist of promotions (Golf Cart Raffle, Sweepstakes),  
629 programs (Big 50, Registered Leagues), and other special announcements (Grand Camping,  
630 Women & Children Shooter Awareness).

631 The ATA is also in the process of having a number of items printed. These items include the  
632 Golf Cart Raffle 11" X 17" poster, the AIM Sweepstakes 11" X 17" poster, the Golf Cart Raffle  
633 Tickets, Buckslips featuring ATA/AIM promotions for any upcoming mailers, Satellite Grand  
634 Programs, the AIM Operations Handbook and more.

635 A big focus has been placed on the presentation package for SHOT SHOW 2015. This is an  
636 effective way for the ATA to attract the attention of potential and returning sponsors. The ATA  
637 is currently pricing and starting production on these pieces.

638 **BANNER ADS**

639 The ATA added advertising banner ads to the [www.shootata.com](http://www.shootata.com) website early in 2014.  
640 Advertisers that joined during this campaign include Target Shotguns, Gamaliel, Guns  
641 International, Wisconsin's Homegrounds RV Park, SIAI, Phil Kiner, GF Mann Insurance and Clay  
642 Target Shooting Shirts.

643 **AFFINITY AGREEMENTS**

644 The ATA currently has affinity programs with Nationwide, Enterprise, National and Wyndam.  
645 The ATA has been contacted by an organization called Affinity Marketing Group and Troy  
646 Kueker is currently collecting information on more affinity programs for our members including  
647 an ATA Credit Card, membership programs with Lifelock, AVIS and Budget car rental, and an  
648 Office Depot Program offering discounts to ATA members on anything in their stores. Troy  
649 Kueker will continue to investigate these opportunities and report any progress made.

650 **GRAND PROMOTIONS**

651 The marketing department executed many different ad campaigns and promotions during the  
652 Grand American, including Bill Boards, TV, Newspaper and Magazine Print, Media Interviews  
653 (NRA News, Southern Illinoisan, BND, FKVS12 & more), Blue-Gray shootout autograph signing  
654 session, WWII flyover during opening ceremony, and other ceremony production throughout  
655 the AIM Grand and Grand American.

656 Executive Director Gipson continued his Administrative Report with the following  
657 Membership Report:

658 **2015 Average Cards**

659 The 2015 average cards for paid members went out September 26, 2014 from the outside  
660 vendor. The new plastic card machine is working great. Both Plastic and average cards are  
661 going out timely.

662

663 **Complementary Memberships**

664 The five complementary coupons for ATA and AIM (for new members) were mailed October 17,  
665 2014 to the active ATA gun clubs. Along with this mailing, the ATA included an informational  
666 letter explaining the rules for the complementary memberships as well as for the  
667 complementary annual membership for a new ATA parent member of a paid AIM member. The  
668 letter also includes other highlights for the 2015 target year.

669 As of November 24, 2014, the ATA has received 45 Adult, 9 youth, 3 AIM, 2 Adult with a paid  
670 AIM, and 1 NTD complementary coupons. The ATA will also send out the five complementary  
671 coupons to all new and returning gun clubs.

672 **Unpaid Memberships**

673 The change in the notification of the unpaid membership dues for members with registered  
674 ATA targets for the target year has been positive. The ATA is mailing out a letter the first week  
675 of each month to the member. The follow up letter will be sent to the originating gun clubs,  
676 secretary and delegate, two weeks later for those still unpaid from the prior month. As of  
677 November 5, 2014, mailing of the unpaid notices to members totaled 150 for 2014 target year  
678 and 505 for 2015 target year.

679 Executive director Gipson concluded his remarks with the following Camping Report:

680 **Grand Camping Breakdown:**

681 2014 as of 11/25/13

2015 as of 11/28/14

682

683 Premium Sites: 98% filled

Premium Sites: 94% filled

684 Standard Sites: 89% filled

Standard Sites: 77% filled

685 Electric Only Sites: 18% filled

Electric Only Sites: 15% filled

686 President Taylor called for a recess at 17:05 HRS.

687 The Meeting resumed at 8:00 HRS on December 9, 2014

688 The Meeting began when President Taylor asked Executive Director Gipson to give the  
689 IT Report. The following items were covered in his report:

690 **ATA Database**

691 The ATA is currently working on a few more enhancements to the ATA Database to improve the  
692 staff's efficiency. Below is a list of what is being worked on at the moment.

- 693 1. AIM Coaches login
- 694 2. Gun Club Login and email to members in specified radius.
- 695 3. 1/1/1900 birth date issue on members
- 696 4. AIM age category change for Database and
- 697 5. Rename of AIM Senior category to Junior Gold
- 698 6. Automation of unpaid member listing
- 699 7. Online average card – correction of recognition of yardage reduction refusal
- 700 8. Automatic email to yardage reduction recipients
- 701 9. Online average card sign up date by members
- 702 10. Bar Code Scanner for renewal
- 703 11. Excel report for accounting purposes- membership report daily summary by user  
704 and day
- 705 12. AIM group membership upload

706 **ATA and Trap & Field Websites**

707 The ATA and the *Trap & Field* websites are now being hosted on the same web server and are  
708 being managed in house. The ATA has also updated the *Trap & Field* website.

709

710

711

712 ***Trap & Field Files and Subscription Database***

713 All of *Trap & Field's* files are stored on the ATA's server and the subscription database is  
714 managed in house. The ATA would like to combine the membership database with the *Trap &*  
715 *Field* database so that the entire staff could handle *Trap & Field* subscriptions.

716 **GADS**

717 The GADS Software is improved compared to last year. A lot of the items that had to be  
718 manually run on the backend last year are now handled by the shoot manager.

719 Last year's squadding issue was not a problem this year, and the change to presquadding which  
720 allowed shooters to change their yardage helped with shooters presquadding at incorrect  
721 yardages.

722 The next topic on the Agenda was the Trophy Report. Executive Director Gipson  
723 discussed the following items:

724 **SATTELITE GRAND AMERICAN TROPHIES**

725 The 2015 Satellite Grand American trophy packages were approved and ordered November of  
726 2014. Our suppliers are Wendell August, Sterling Cut Glass, Shamrock Leathers, Monarch  
727 Trophy Studios, and Prize Possessions. Each supplier has been assigned an event and rotation  
728 per Satellite Grand American. The ATA supplies trophies for six events at the nine Grand  
729 Americans. Since they are Grand American Sponsors, Wendell August, Sterling Cut Glass and  
730 Shamrock Leathers were assigned more events than Monarch Trophy Studios and Prize  
731 Possessions. Each supplier has been given instructions to deliver the trophy packages two  
732 weeks prior to each shoot date. A signed contract from each supplier was received agreeing to  
733 the ATA's terms. The 2015 budget for the Satellite Grand American trophies is the same as the  
734 2014 trophy budget.

735 **STATE & PROVINCIAL TROPHIES**

736 The 2015 state and provincial trophy proposal requests were sent out in November of 2014.  
737 The ATA's suppliers will be Shamrock Leathers, Sterling Cut Glass, Wendell August, Monarch  
738 Trophy Studios, and maybe Mains Enterprises. The ATA is hoping Mains Enterprises can supply  
739 belt buckles for the All-Around Champion trophy this year. The terms for agreement on  
740 package deliveries and budgets are equivalent to any trophy package ordered by the ATA. The  
741 budget must be met with quality of trophies in mind as well as deadlines met for trophy  
742 deliveries (two weeks prior to shoot date). The 2015 budget for the state and provincial  
743 trophies is the same as the 2014 budget.



744 **ZONE SHOOT TROPHIES**

745 The 2015 zone shoot trophy packages may follow in the same succession as the 2014 zone  
746 shoot trophies. Wendell August and Sterling Cut Glass will most likely provide trophy proposal  
747 requests. The packages will be approved in time for production and shipment to the shoots.  
748 The budget for the 2015 zone trophies will be the same as the 2014 budget.

749 **2015 GRAND AMERICAN TROPHIES**

750 Trophy proposal requests will be sent out to the companies by early Spring-Mid February-  
751 March, 2015. The ATA will still emphasize to the companies that the ATA looks for quality  
752 traditional type trophies, but variety will need to be considered. The 2015 Grand American  
753 trophy budget will not change from 2014.

754 President Taylor called for a recess at 9:40 HRS

755 The Meeting resumed at 10:00 HRS.

756 President Taylor asked Executive Director to give the *Trap & Field* Report. The following  
757 items were discussed.

758 **SUBSCRIPTIONS**

759 When the ATA acquired *Trap & Field* Magazine, the magazine mailing list consisted of  
760 approximately 7300 paid subscribers. The December issue of *Trap & Field* mailed to 7663 paid  
761 subscribers, a paid subscriber increase of 5%.

762 **REASONS FOR INCREASE**

763 Executive Director Gipson believes that there are a few reasons why the subscription numbers  
764 have increased in the last 3 months. These reasons include the new pricing structure and  
765 promotion of said structure through normal promotional outlets, and the increased use of  
766 contemporary graphics and design in the magazine.

767 The *Trap & Field* Pricing Structure changed to include a discount to members when they renew  
768 their ATA Membership and T & F Subscription at the same time. *Trap & Field* subscription rates  
769 increased from \$31 to \$35/yr, but with the *Renew Together and Save \$\$\$ discount*, members  
770 can get their subscription for \$30. Saving \$5 on their subscription is a big deal to a lot of our  
771 shooters, and they definitely have taken advantage of it so far.

772 You can see the difference in quality when you pick up an October, November or December  
773 issue of *Trap & Field* Magazine. In October, *Trap & Field* moved from a mixed color format to a  
774 full color publication throughout. This has enhanced many features in the monthly magazine

775 including shooters pictures in the otherwise drab Gun Club Scores section, more colorful and  
776 interesting photo coverage of shoots and other ATA events, and the opportunity to sell more  
777 full color ads which are priced higher than black & white ads. The cost for full color throughout  
778 is roughly \$900/issue or 12cents per paid subscriber.

#### 779 **FUTURE ENHANCEMENTS**

780 While the look and feel of *Trap & Field* Magazine has been improved lately, there are more  
781 enhancements being planned for the future. Terry Heeg has talked with a few columnists that  
782 have a “field” background as well as trapshooting, and they are working to incorporate more  
783 “field” into some of the articles written for *Trap & Field*. Information has been gathered in  
784 regards to providing a digital version of *Trap & Field* Magazine. Cost associated with a digital  
785 version of the magazine will be between \$800 and \$1200 per month but along with the cost  
786 comes opportunities. Opportunities for more sales and advertising revenue from the  
787 online/digital version of the magazine such as banner ads, display ads, pop-up video ads, and  
788 much more would be available to sell thus increasing revenue as a whole.

789 Currently the *Trap & Field* circulation database is running on File Maker Pro and runs  
790 completely separate from the ATA database. A transition is on the horizon that will migrate  
791 *Trap & Field's* database with the ATA database making it easier to check and update  
792 subscription records from any workstation by any ATA employee. This will also make for easier  
793 accounting of subscriptions and memberships and will give the ATA a great deal of information  
794 when researching and planning for new promotions as well as maintaining a progressive  
795 business plan for *Trap & Field*.

#### 796 **FUTURE REVENUE SOURCES**

797 There has been discussion of a further effort to increase the avenues that *Trap & Field* has to  
798 increase revenue. The efforts that have been discussed include a “Hoppe Handbook” that will  
799 include old articles and photos of Frank Hoppe that could be sold, the potential of a *Trap &*  
800 *Field* Calendar, and exploring regional sales opportunities that could partner the ATA and *Trap*  
801 *& Field* sponsorships.

#### 802 **TRANSITION**

803 The circulation department was the first to be transitioned in-house at the ATA office in Sparta.  
804 This transition has gone well and the ATA is receiving nothing but good feedback about  
805 Stephanie Rider’s performance as circulation clerk. The next transition is already underway as  
806 the ATA works to move all design and layout procedures to Sparta. The ATA is working to find a  
807 skilled graphic designer/production artist that will be able to take over the majority of the job  
808 that Hill Design is doing now when it comes to layout of the magazine and ad design.

809 Executive Director Gipson concluded his remarks by stating that the future profitability  
810 of the magazine will depend mostly on advertising revenue. He reminded the Executive  
811 Committee that the 2015 *Trap & Field* Budget projects a net income of \$14,613.

812 President Taylor called for a recess at 11:45 HRS and requested that all members of the  
813 Executive committee visit the construction site of the Trapshooting Hall of Fame after lunch at  
814 the ATA headquarters.

815 The Meeting was resumed at 14:00 HRS.

816 President Taylor asked Executive Director Gipson to discuss Satellite Grand American  
817 dates for 2015. The following dates were presented by Executive Director Gipson for approval  
818 by the Executive Committee:

819 **2015 SATELLITE GRAND DATES**

820

821	Dixie Grand	Silver Dollar Shooters Club, FL	Jan 19-25
822	Spring Grand	Tucson Trap & Skeet, AZ	Feb 23-March 1
823	Southern Grand	Silver Dollar Shooters Club, FL	March 16-22
824	Southwestern Grand	National Shooting complex, TX	April 7-12
825	Great Lakes Grand	MTA Homegrounds, MI	May 20-24
826	Empire Grand	NYSATA Homegrounds, NY	May 27-31
827	Western Grand	Vernal Rod and Gun Club, UT	June 9-14
828	Heartland Grand	Stockdale Gun Club, IA	Sept 1-7
829	Northeastern Grand	NYSATA Homegrounds, NY	Sept 15-20
830	Autumn Grand	Tucson Trap & Skeet, AZ	Nov 5-15

831 Subsequent to further discussion and review and upon Motion of Vice President Burke,  
832 with Second of Vice President Morris, and following the President's Call of the Question, with  
833 no further response or comment, it was unanimously:

834 **RESOLVED**, THAT THE AFORESAID Satellite Grand American Trapshooting Tournaments  
835 and the corresponding dates for each tournament are hereby approved.

836 The next topics on the Agenda were the Committee Reports. President Taylor asked Ex-  
837 Officio Radway, chairman of the ATA Official Rules Committee, to give his report. He proposed  
838 four rule changes which would be effective immediately. Two of the rule changes involved  
839 rules of conduct of an ATA shooter pertaining to average cards, and the other two rule changes  
840 concerned Special Handicap Rules. Subsequent to further discussion and review and upon  
841 Motion of Vice President Jones with second of Vice President Roush and following the  
842 President's Call of the Question, with no further response or comment, it was unanimously:

843 **RESOLVED**, that effective immediately the following two ATA rules would be changed as  
844 follows:

845 **Section II, C, 4, Rules of Conduct for an ATA Shooter.**

846 4. The Average Card is intended to provide classification personnel at registered  
847 shoots with current data on a member's shooting ability. Shooters not having their Average  
848 Cards up to date may be put in a higher class or otherwise penalized. The falsification of scores  
849 may lead to disciplinary action including suspension from the ATA.

850 **Section IV, F, Recording Scores (the new rule will replace all the verbiage shown in**  
851 **Section F)**

852 1. All 16 yard, Handicap and Doubles scores are required to be accurately and  
853 legibly entered on each member's Average Card or on a downloaded Average Card in the  
854 spaces provided at the completion of each registered event. If an Average Card is not  
855 presented at the time of Classification, digital records from the ATA (website or download) are  
856 to be used to determine classification or known ability whichever is higher. This is done at the  
857 discretion of the Classifier.

858 President Taylor requested Vice President Burke, chairman of the Grand Program  
859 Committee, to give his report. He stated that he had no further report than what was already  
860 covered in this Meeting.

861 President Taylor, chairman of the Marketing and Industry Committee, was next on the  
862 Agenda to give his report. He stated that he had no further report than what was already  
863 covered in this Meeting.

864 President Taylor requested Vice President Morris, chairman of the All American Team  
865 Committee, to give his report. The following items were discussed in his report:

866 1. Vice President Morris thanked Kathy Key and the ATA staff for the excellent work  
867 that they have done on his committee. The All American teams were certified at  
868 an earlier date this year.

- 869           2.       Vice President Jones distributed to the Executive Committee a letter from Larry  
870                   Flanagan, President of the Missoula Trap and Skeet Club, requesting a onetime  
871                   waiver of the All American qualifying shoot major tournaments requirements of  
872                   600 combined shooters for the 2015 Hoppie Shoot. The request was denied by  
873                   the Executive Committee.
- 874           3.       Kathy Key announced that letters, new average cards, and a refund of  
875                   registration fees were sent to any shooter who had any of his scores disqualified.  
876                   Curtis Paul from Pennsylvania was removed from consideration for one of the All  
877                                American teams because of his disqualified scores. He failed to meet the  
878                                minimum target requirement to be on the team.
- 879           4.       Kathy Key announced a problem that exists with the ATA software in regard to  
880                   changes in All American category status. The system will throw a shooter into a  
881                   new category during the target year regardless of whether or not he elects to go  
882                   into that category. Once a shooter declares a new category, the system should  
883                   prevent him from going back to his old category. It was also noted that the  
884                   system will not automatically change a shooter from Junior to Junior Gold, and  
885                   that any changes must be done manually. Executive Director Gipson stated that  
886                   he would ask Stan Stramel of CompuTech Business Solutions to correct these  
887                   problems.

888           President Taylor called for a recess at 15:15 HRS.

889           The Meeting resumed at 15:25 HRS.

890           President Taylor, chairman of the Human Resources Committee, was next on the  
891           Agenda to give his report. At 15:26 HRS President Taylor called for an Executive Session, with  
892           no objections from members, in order to consider some Human Resource issues in closed  
893           session. At 15:45 HRS the Regular Meeting reconvened. President Taylor stated that his report  
894           was covered in the aforesaid Executive Session meeting.

895           The committee reports continued with Vice President Roush, chairman of the Website  
896           and Communications Committee. He stated that his report has already been covered by  
897           Executive Director Gipson.

898           Vice President Morris, chairman of the Membership Committee, was asked by President  
899           Taylor to give his report. He stated that his report has also been covered by Executive Director  
900           Gipson.

901 The Grand, Zone and Satellite Grand Trophy Committee report to be delivered by  
902 President Taylor was next on the Agenda. He stated that his report has also been covered in  
903 this meeting.

904 Treasurer Tom Burkey, chairman of the 501 (c) (3) Advisory Committee, was next on the  
905 Agenda to give his report. He announced that the ATA is operating within the federal statutory  
906 guidelines established for non-profit organizations.

907 Ex-Officio Radway, chairman of the Foreign Shooting Committee, was next on the  
908 Agenda give his report. He announced that New Zealand would like to be a member of the  
909 Western Zone. The Executive Committee decided to consider this proposal at next year's Board  
910 of Directors meeting.

911 Vice President Morris, chairman of the Investment Committee, was next on the Agenda  
912 to give his report. He stated that his report has already been covered in this meeting.

913 President Taylor requested that the Satellite Grand After Action Reports be given. Vice  
914 President Burke was unable to attend the Heartland Grand, and hence no report was given on  
915 the Heartland Grand.

916 Vice President Morris gave a report on the Northeastern Grand which was held in  
917 Cicero, New York. The grounds were in excellent condition. The club has twenty-four program  
918 fields with Pat-Traps which were all serviced by Vincent Valois. The targets on each field were  
919 set pursuant to ATA guidelines. Vice President Morris maintained high visibility at the club  
920 house where he worked at the classification desk each day. He stated that the shooters he met  
921 had no real complaints about the ATA or the shoot.

922 President Taylor and Vice President Jones gave a report on the Autumn Grand which  
923 was held in Tucson, Arizona. The report indicated that the grounds were in excellent condition,  
924 and the trap help was well organized and trained. The targets were not set according to ATA  
925 guidelines. The two hole bars were missing, and hence, the angles were outside of ATA  
926 guidelines. Club management was told to replace the two hole bars immediately. President  
927 Taylor, Vice President Jones, Vice President Burke, and Ex-Officio Radway met several times  
928 during the shoot to discuss ATA issues.

929 The next item on the Agenda was Unfinished or Old Business. President Taylor pointed  
930 out that on August 16, 2014 the Executive Committee had an exit meeting with representatives  
931 from the IDNR. This meeting was reported in the August 4, 2014, minutes of the Executive  
932 Committee meetings. President Taylor asked Executive Director Gipson if there was any update  
933 from that meeting, and he responded that the issues and problems discussed in that meeting  
934 are being addressed by the IDNR.

935 New Business was the next item on the Agenda. The following topics were discussed:

- 936 1. The Executive Committee was unanimous in its decision to accept Executive  
937 Director Gipson's recommendations in regard to target selection at the 2015  
938 Grand American. White Flyer orange dome targets will be used during the  
939 tournament. All white targets will be used during shoot offs at the decision of  
940 the Shoot Off Manager. Orange Crush targets will be used for the Blue-Gray  
941 Shoot Out.
- 942 2. Executive Director Gipson reported that the ATA has a good relationship with  
943 Gamaliel Shooting Supply in regard to the shell contract for the Grand American.  
944 Two years remains on this contract.
- 945 3. Executive Director Gipson stated that Stan Stramel of CompuTech Business  
946 Solutions will accompany him to the Southwestern Grand in San Antonio, Texas.  
947 It was previously noted that the ATA will provide the data services for this  
948 tournament, and Mr. Stramel will supervise the operations. The ATA should be  
949 ready for the Grand American in regard to its software and hardware after this  
950 trial run.
- 951 4. It was the unanimous decision of the Executive Committee to accept Executive  
952 Director Gipson's recommendation that no added money be provided at the  
953 2015 Grand American.
- 954 5. President Taylor announced that there will be no changes in the committee  
955 appointments that he made during the 2014 Grand American. It was noted that  
956 the members of the Central Handicap Committee will remain the same.
- 957 6. It was the unanimous decision of the Executive Committee that the additional  
958 two yards accessed in handicap yardage to Mr. Adam Stefkovich beyond the  
959 Grand American earned yardage be subject to routine review for reduction.  
960 President Taylor agreed to write a letter to Dean Townsend, chairman of the  
961 Central Handicap Committee, explaining the position of the Executive  
962 Committee in this matter.
- 963 7. Executive Director Gipson circulated among members of the Executive  
964 Committee a White Paper prepared by Delegate Larry Grenevicki. Various  
965 proposals to increase female participation in all registered trapshooting were  
966 described in his paper. The Executive Committee agreed with the concept, but  
967 they felt his proposals should be handled at a state or local level.

968 8. The Executive Committee reviewed the proposed By-Law change submitted by  
969 Past President and Delegate Phil Wright in regard to the Accountable Plan  
970 Compliance Committee. It was decided that a further discussion of the By-Law  
971 change be put on the Agenda for the spring meeting of the Executive  
972 Committee.

973 President called for a recess at 16:51 HRS.

974 The Meeting resumed at 8:00 HRS on December 10, 2014.

975 President Taylor recognized Vice President Jones who had a request from one of the  
976 shooters from his zone. George Seubert from the state of Washington wants to give away ATA  
977 life memberships to youth shooters. It is his request that the life membership rebate remain in  
978 state. Secretary Galloway informed the Executive Committee that Article III, Section 2 (f) of the  
979 ATA By-Laws requires the rebate to go to the State or Provincial Association in which the  
980 purchaser of said life membership lived at the time of purchase. Vice President Jones agreed to  
981 tell Mr. Seubert that a By-Law change would be necessary in order to fulfill his request.

982 Executive director Gipson distributed to the Executive Committee a folder describing his  
983 Tournament Director's Report in regards to the 2014 Grand American. Based on a review of  
984 this report, the Executive committee made no additional changes to the 2015 Grand American  
985 than already discussed at this meeting.

986 President Taylor stated that the Executive Committee cannot thank Executive Director  
987 Gipson enough for what he has done for the ATA and its members. It is President Taylor's  
988 opinion that the ATA can make Trap & Field magazine profitable and serve as an important  
989 benefit to all ATA members. It was noted that the Grand American is profitable because of the  
990 excellent relationship that the ATA has with its sponsors. President Taylor and Executive  
991 Director Gipson are discussing the possibility of having a one day seminar for delegates at the  
992 ATA headquarters to discuss ATA operations.

993 President Taylor ended the discussions stating that the Executive Committee would  
994 meet again at 9:00 HRS EDT on March 15, 2015 in Odessa, Florida, at the Southern Satellite  
995 Grand. The location for the meeting was chosen because of reduced travel costs for members  
996 of the Executive Committee as well as obtaining input from ATA shooters at a major registered  
997 trap shoot. The location of the shoot is the Silver Dollar Shooters Club, 17101 Target Way,  
998 Odessa, Florida.

999 **FOR THE GOOD OF THE AMATEUR TRAPSHOOTING ASSOCIATION**, President Taylor  
1000 called for the presentation of further business, with no response, and subsequent to reviewing  
1001 the MEETING AGENDA and polling the Executive Committee members, it was determined that



1002 there was no further business to properly come before the Executive Committee at this  
1003 *Regularly Scheduled and Continuing Meeting*, and on unanimous concurrence of all Executive  
1004 Committee members present, this *Regularly Scheduled and Continuing Meeting of the Amateur*  
1005 *Trapshooting Association* will stand adjourned at 10:30 HRS on December 10, 2014.

1006 **RESPECTFULLY SUBMITTED:**

1007 **CERTIFICATION:**

1008  
1009 I, Hunter H. Galloway III, Corporate Secretary of the Amateur Trapshooting Association  
1010 and recording for the Executive Committee, hereby certify that the foregoing **MINUTE RECORD**  
1011 is substantially accurate and complete, subject to edification of the Executive Committee as a  
1012 whole.

1013 The undersigned, duly appointed Corporate Secretary of the Amateur Trapshooting  
1014 Association, further certifies:

1015 ● Notice of this *Regularly Scheduled and Continuing Meeting of the Executive*  
1016 *Committee of the Amateur Trapshooting Association*, commencing December 8, 2014, in Sparta,  
1017 Illinois was properly given.

1018 ● At the meeting(s) of *this Regularly Scheduled and Continuing Meeting of the*  
1019 *Executive Committee of the Amateur Trapshooting Association*, a quorum was constituted in  
1020 accordance with said Notice.

1021 By: \_\_\_\_\_, Secretary

1022 Hunter H. Galloway III

1023 AMATEUR TRAPSHOOTING ASSOCIATION

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