National Youth Shooting Sports Conference 2022

Stoney Creek Inn | Columbia, MO
October 7-8
Larry and Brenda Potterfield are the founders of MidwayUSA Foundation and our primary benefactors, generously providing the funding for our matching program. Every shooting team that receives a donation or contributes to their MidwayUSA Foundation endowment receives a match, and 100% of the donation goes directly to the intended endowment!

"We are very excited to host the only conference in the country focused on youth shooting sports!"

G. Scott Reynolds
Executive Director
MidwayUSA Foundation

Average Donation Match in 2021: $1.10 per dollar
An article recently written by Larry Case encompasses one of the key topics we will be exploring during the conference. The connection between shooting sports, hunting, and conservation is worth discussing. You are encouraged to scan the code with your smartphone to read the article!

"I always struggled to fit in or find a true place I felt accepted...until I was introduced to shooting sports. That first broken clay changed my life."
- Makayla Scott [WV]
### Agenda

**Friday, October 7, 2022**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>8:00 am – 9:00 am</td>
<td>Registration Open</td>
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<tr>
<td>9:00 am</td>
<td><strong>Welcome</strong> - Scott Reynolds, Executive Director, MidwayUSA Foundation</td>
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<td>9:10 am</td>
<td><strong>Attendee Introductions and Speed Meeting</strong></td>
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<td>10:10 am</td>
<td><strong>Welcome</strong> – Larry and Brenda Potterfield, Co-Founders, MidwayUSA and MidwayUSA Foundation</td>
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<td>10:20 am</td>
<td><strong>Introduction to MidwayUSA Foundation</strong> - Dani Farris, Marketing Manager, MidwayUSA Foundation</td>
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<tr>
<td>10:50 am</td>
<td>BREAK</td>
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<tr>
<td>11:00 am</td>
<td><strong>How Do We Double Shooting Sports in 5 Years</strong> - Jon Zinnel, Conservation and Youth Shooting Sports Sr. Manager, Federal, CCI &amp; Remington Ammunition</td>
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<td>11:30 am</td>
<td><strong>Youth Shooting Sports Contribution to the Industry</strong> - John Linquist, Relationship Manager, MidwayUSA Foundation</td>
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<td>12:00 pm</td>
<td>LUNCH in Salon C</td>
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<tr>
<td>1:00 pm</td>
<td><strong>Unique Education Programs</strong> - Jenna Stiek, Conservation Educator, Missouri Department of Conservation</td>
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<td>1:20 pm</td>
<td><strong>Marketing Your Organization</strong> - Brandon Butler and Nathan McLeod, Driftwood Outdoors</td>
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<td>1:40 pm</td>
<td><strong>Why Ranges Should Be Expanded</strong> - Charles “Swanny” Evans, Director of Research and Partnerships, Council to Advance Hunting and the Shooting Sports (CAHSS)</td>
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<td>2:00 pm</td>
<td><strong>How MidwayUSA Foundation is Advocating for Youth Shooting Sports: Range Grants</strong> - Yim Szeto, Program Manager (Southwest), MidwayUSA Foundation</td>
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**Friday, October 7, 2022**

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<tr>
<th>Time</th>
<th>Session Description</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>2:20 pm</td>
<td><strong>BREAK</strong></td>
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<tr>
<td>2:30 pm</td>
<td><strong>Range Grants: NRA</strong> - Peter Churchbourne, Director – Hunters’ Leadership Forum, NRA</td>
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<tr>
<td>2:50 pm</td>
<td><strong>Range Grants: Pittman-Robertson Act Funding</strong> - Peter Novotny, Assistant Chief, Ohio DNR Division of Wildlife</td>
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<td>3:10 pm</td>
<td><strong>R3 Initiatives for Youth Programs</strong> - Zach Snow, Director Member Development, NSSF</td>
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<td>3:30 pm</td>
<td><strong>Building Bunker and Trap Fields</strong> - Hank Garvey, 3GE, LLC</td>
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<tr>
<td>3:40 pm</td>
<td><strong>Panel Discussion: Range Experts</strong> - Peter Novotny, Peter Churchbourne, Jenna Stiek, Swanny Evans, Zack Snow, Hank Garvey</td>
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<td>4:20 pm</td>
<td><strong>Legal Issues Across Shooting Sports: California Law</strong> - Greg Lam, Partner, Copilevitz, Lam &amp; Raney, P.C.</td>
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<td>4:30 pm</td>
<td><strong>Wrap-up</strong> - Scott Reynolds, Executive Director, MidwayUSA Foundation</td>
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<tr>
<td>4:45 pm</td>
<td><strong>Social Activities</strong> in Salon A and B</td>
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<td>Scholastic Action Shooting Program Range Demonstration and Tournament with Prizes – Rick Leach, National Director, SASP</td>
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<td>James Hall, Director of Development, SASP</td>
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<td>4:45 pm – 6:30 pm</td>
<td><strong>Appetizers and Drinks</strong> in Salon C</td>
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<td>6:30 pm</td>
<td><strong>Dinner and Awards</strong> in Salon C</td>
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"With the endowment, it has helped keep costs down and participation up! It also provides opportunities for these young shooters to get involved in an activity that they might not be able to afford." - Michael Ehlers, Ft. Madison Shooting Sports
Saturday, October 8, 2022

7:30 am - 9:00 am | Breakfast in Salon C

8:30 am  **Endowment Holder’s Only Session: New Grant Process**  
Mandy Stallo, Program Coordination Manager, and Heather Laws, Senior Program Coordinator, MidwayUSA Foundation

9:00 am  **Welcome** - Scott Reynolds, Executive Director, MidwayUSA Foundation

9:05 am  **Athlete Testimonial** - Shane Thiessen, Missouri 4-H Athlete

9:20 am  **MidwayUSA Foundation Team and Organizational Grant Data**  
Mandy Stallo, Program Coordination Manager, and Heather Laws, Senior Program Coordinator, MidwayUSA Foundation

9:40 am  **Other Funding Available to Youth Shooting Sports:**  
**Scholarships:**
- CMP – Dana Lynd, Assistant Programs Chief, CMP
- SSSF (SASP/SCTP) - Rick Leach, National Director, SASP
- USA YESS - Brian Beard, President, USA YESS
- College Shooting Sports Recruiting - Robbi Vincent
  President, FutureU Sports Corp

**Equipment:**
- NRA Grants - Peter Churchbourne, Director – Hunters’ Leadership Forum, NRA
- YSSA Equipment Resource - Cyndi Flannagan, Executive Director, Youth Shooting Sports Alliance
- Federal and Remington Ammunition Youth Program - Jon Zinnel, Conservation and Youth Shooting Sports Sr. Manager, Federal, CCI & Remington Ammunition
- Ducks Unlimited: Team Resource Assistance Program
  Justin Aycock, Manager of Youth Engagement Programs, DU

10:25 am  **Panel Discussion: Additional Support Programs**  
Dana Lynd, Rick Leach, Brian Beard, Peter Churchborne, Cyndi Flannagan, Jon Zinnel, Justin Aycock, Robbi Vincent

10:40 am  **BREAK**
Saturday, October 8, 2022

10:45 am  Connecting Youth Shooting Sports to Hunters - Swanny Evans, Director of Research and Partnerships, CAHSS

11:15 am  Growth of Youth Shooting Sports with State Agency Influence - Chris Van Gorp, Shooting Sports and Range Coordinator, Iowa DNR

11:35 am  MidwayUSA Foundation Coach Training Grants  - Jay McClatchey, Program Manager (Northeast), MidwayUSA Foundation

11:55 am  Advanced Coach Classes - Hank Garvey, 3GE, LLC

12:00 pm  LUNCH in Salon C

1:00 pm  MidwayUSA Foundation Programs and Fundraising Resources - Sarah Hall, Project and Events Manager, and Joey Adams, Logistics Coordinator, MidwayUSA Foundation

1:25 pm  Program Manager Round Table, MidwayUSA Foundation  
Ashley Petersen, Jay McClatchey, Yim Szeto, Jeff McClure

2:10 pm  BREAK

2:30 pm  MidwayUSA Foundation Industry Connection - John Linquist, Relationship Manager, MidwayUSA Foundation

3:00 pm  Engaging Endowment Holders - Ashley Petersen, Program Manager (Northwest), MidwayUSA Foundation

3:20 pm  The Olympic Path - Brent McPherson, COO, USA Shooting

3:40 pm  The Youth Shooting Sports Pipeline - Robbi Vincent, President, FutureU Sports Corp

4:00 pm  Wrap Up: Q&A, Growth in Columbia, Missouri, Drawing for Conference Sweepstakes - MidwayUSA Foundation
Presenters

Jon Zinnel  
Federal, CCI & Remington

Cyndi Flannagan  
YSSA

Greg Lam  
Copilevitz, Lam & Raney, P.C.

Swanny Evans  
CAHSS

Brandon Butler  
Driftwood Outdoors

Nathan McLeod  
Driftwood Outdoors

Peter Churchbourne  
NRA

Peter Novotny  
Ohio DNR  
Division of Wildlife

Zach Snow  
NSSF
Presenters

Rick Leach
SASP

Brian Beard
USA YESS

Dana Lynd
CMP

Justin Aycock
Ducks Unlimited

Brent McPherson
USA Shooting

Chris Van Gorp
Iowa DNR

Robbi Vincent
FutureU Sports Corp

Jenna Stiek
MO Department of Conservation

Hank Garvey
3GE, LLC
"A tree can take up to 15 years to bare shade. As a mentor, you can improve a youth’s life on the spot, one target at a time. Fundraising and growing your MidwayUSA Foundation endowment ensures future generations will get a chance to enjoy our shooting sports heritage."

K.R. Buck, Foundation Supporter

Funds generated and donated to an endowment are matched! Additional proceeds can be kept in the local community for immediate expenses.

MIDWAYUSAFOUNDATION.ORG/FUNDRAISING

Hunt to support your local youth shooting team!

Join us for pheasant and duck hunting on November 19, 2022, at the beautiful Duckhorn Outdoors Adventures, a hunting preserve just south of Kansas City, Missouri. Your donation to participate supports the youth shooting program of your choice and that contribution is matched!

Register online: MidwayUSAFoundation.org/events or Contact our Event Manager

Sarah Hall
shall@midwayusafoundation.org
573-303-8869
CHECK OUT OUR LATEST AUCTION!

Auction ends October 9
7:00 p.m. EST

Changing the future of youth shooting sports

Each month we offer an online auction to give our supporters the chance to win cool prizes and experiences, while also donating to a youth shooting program. Winning bids are donations and are matched through our matching program.

CARRERA ONE HR OVER/UNDER SHOTGUN

12 Gauge
3” Chamber
30 Barrel
TC XP70 5 Chokes
EJ-MSX System
14.5 Stock
7.9 lb Weight

Give Us Your Feedback

Help us make this conference better! Use the link to complete a brief survey.

Midwayusafoundation.org/survey