



**NATIONAL YOUTH
SHOOTING SPORTS
CONFERENCE
2022**

Stoney Creek Inn | Columbia, MO
October 7-8

Welcome to MidwayUSA Foundation's National Youth Shooting Sports Conference



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

G. Scott Reynolds
Executive Director
MidwayUSA Foundation

Special Guests

"Shooting sports provide wonderful opportunities for our youth to make friends, develop confidence, and learn discipline and leadership skills. However, there is little to no funding...
It's up to us to help."



Larry and Brenda Potterfield
Co-Founders of MidwayUSA

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!

Average Donation Match in 2021: \$1.10 per dollar

Conference Sweepstakes! Win an M1 Garand!

EVERY ENTRY IS A DONATION TO THE YOUTH SHOOTING PROGRAM OF YOUR CHOICE AND IS MATCHED!



**TICKETS:
\$20 EACH
OR
3 FOR \$50**

Additional Prizes

**\$150 in
Timney
Trigger Gift
Cards**



**Bone-Dri Rifle
Sleeve**



**Find a MidwayUSA Foundation staff member to get more entries!
Attendees receive 1 free entry.**

"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]



Guns & CORNBREAD

**Does the future of
hunting lay in the
youth shooting sports?**

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!





CHANGING THE FUTURE OF
YOUTH SHOOTING SPORTS

Agenda

All Sessions are in Salons A and B
Lunches and Dinner are in Salon C

Friday, October 7, 2022

8:00 am – 9:00 am | **Registration Open**

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

9:10 am **Attendee Introductions and Speed Meeting**

10:10 am **Welcome** – Larry and Brenda Potterfield, Co-Founders, MidwayUSA and MidwayUSA Foundation

10:20 am **Introduction to MidwayUSA Foundation** - Dani Farris, Marketing Manager, MidwayUSA Foundation

10:50 am **BREAK**

11:00 am **How Do We Double Shooting Sports in 5 Years** - Jon Zinnel, Conservation and Youth Shooting Sports Sr. Manager, Federal, CCI & Remington Ammunition

11:30 am **Youth Shooting Sports Contribution to the Industry** - John Linqvist, Relationship Manager, MidwayUSA Foundation

12:00 pm **LUNCH** in Salon C

1:00 pm **Unique Education Programs** - Jenna Stiek, Conservation Educator, Missouri Department of Conservation

1:20 pm **Marketing Your Organization** - Brandon Butler and Nathan McLeod, Driftwood Outdoors

1:40 pm **Why Ranges Should Be Expanded** - Charles “Swanny” Evans, Director of Research and Partnerships, Council to Advance Hunting and the Shooting Sports (CAHSS)

2:00 pm **How MidwayUSA Foundation is Advocating for Youth Shooting Sports: Range Grants** - Yim Szeto, Program Manager (Southwest), MidwayUSA Foundation



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- 2:20 pm | **BREAK**
- 2:30 pm | **Range Grants: NRA** - Peter Churchbourne, Director – Hunters' Leadership Forum, NRA
- 2:50 pm | **Range Grants: Pittman-Robertson Act Funding** - Peter Novotny, Assistant Chief, Ohio DNR Division of Wildlife
- 3:10 pm | **R3 Initiatives for Youth Programs** - Zach Snow, Director Member Development, NSSF
- 3:30 pm | **Building Bunker and Trap Fields** - Hank Garvey, 3GE, LLC
- 3:40 pm | **Panel Discussion: Range Experts** - Peter Novotny
Peter Churchbourne, Jenna Stiek, Swanny Evans, Zack Snow, Hank Garvey
- 4:20 pm | **Legal Issues Across Shooting Sports: California Law** - Greg Lam, Partner, Copilevitz, Lam & Raney, P.C.
- 4:30 pm | **Wrap-up** - Scott Reynolds, Executive Director, MidwayUSA Foundation
- 4:45 pm | **Social Activities** in Salon A and B
Scholastic Action Shooting Program Range Demonstration and Tournament with Prizes – Rick Leach, National Director, SASP
James Hall, Director of Development, SASP
- 4:45 pm – 6:30 pm | **Appetizers and Drinks** in Salon C
- 6:30 pm | **Dinner and Awards** in Salon C



"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



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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**



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- | | |
|----------|--|
| 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

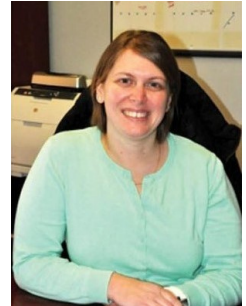
Presenters



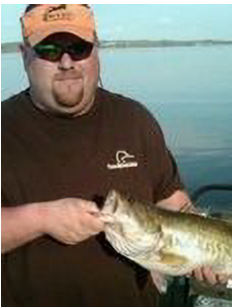
Rick Leach
SASP



Brian Beard
USA YESS



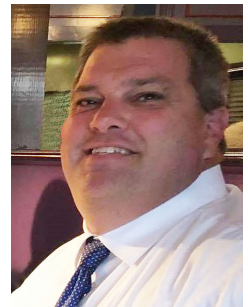
Dana Lynd
CMP



Justin Aycock
Ducks Unlimited



Brent McPherson
USA Shooting



Chris Van Gorp
Iowa DNR



Robbi Vincent
FutureU Sports
Corp



Jenna Stiek
MO Department
of Conservation

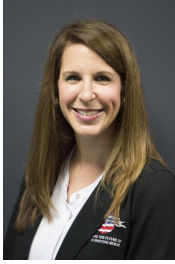


Hank Garvey
3GE, LLC

MidwayUSA Foundation Staff



Scott Reynolds
Executive
Director



Mandy Stallo
Program
Coordination
Manager



Brent Ferrell
Controller



Dani Farris
Marketing
Manager



John Linquist
Relationship
Manager



**Monika
Huenefeldt**
HR and
Logistics
Manager



**Jay
McClatchey**
Program
Manager,
Northeast



**Ashley
Petersen**
Program
Manager,
Northwest



Yim Szeto
Program
Manager,
Southwest



Jeff McClure
Program
Manager,
Southeast



Sarah Hall
Project and
Events
Manager



Heather Laws
Senior
Program
Coordinator



Ashly Perkins
Staff
Accountant



Joey Adams
Logistics
Coordinator



Riley King
Content
Marketing
Specialist



FREE Products For Community Fundraising!



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

MIDWAYUSAFUNDATION.ORG/FUNDRAISING

"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



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



**ITALIAN FIREARMS
GROUP**

Bid Now



Give Us Your Feedback

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



MIDWAYUSAFOUNDATION.ORG/SURVEY