



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 6, 2023


8:00 am – 9:00 am | Registration Open

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

9:10 am Welcome - **Larry and Brenda Potterfield**, Owners of MidwayUSA &
Founders of MidwayUSA Foundation

9:20 am Attendee Introductions and Speed Meeting

10:20 am Keynote: Invest (by Being Vested) in Youth Shooting Sports - **Charles Hiltunen**, Principal & Chief Development Officer, Sextons Creek

10:40 am **BREAK** - Sponsored by SSP Eyewear 

11:00 am Introduction to MidwayUSA Foundation - **Dani Farris**, Marketing
Manager, MidwayUSA Foundation


11:20 am Industry Awareness of Youth Shooting Sports Impact - **Kevin Kozel**,
Director, Business Development/Strategic Projects, Italian Firearms
Group USA

11:40 am NSSF's +One & Where To Shoot Programs - **Zach Snow**, Director -
Member Development, National Shooting Sports Foundation

12:00 pm **LUNCH in Salon C** - Sponsored by Miller Shooting Sports 

1:00 pm Arkansas' Road to Youth Shooting Sports Funding - **Jimmy Self**,
Youth Shooting Sports Coordinator, Arkansas Game and Fish
Foundation

1:20 pm Youth Panel: Athletes Working in the Industry - **Kyleigh Kozel**,
Grayson Stuart, **Zach Abbott**, **Abby Jackley**
Mediated by **Jon Zinnel**, Conservation and Youth Shooting Sports Sr.
Manager, Federal, CCI, Remington, & HEVI-Shot Ammunition

1:50 pm **BREAK** - Sponsored by SSP Eyewear 

2:10 pm Best Practices in Fundraising - **Michelle Custer**, Advancement
Director, University of Missouri College of Health Sciences



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- 2:30 pm | Building Your Brand: Social Media for Shooters - **Abby Jackley**, Writer & Digital Creator, Junior Shooters Magazine, and Team Ruger
- 2:50 pm | Council to Advance Hunting and Shooting Sports Update - **Charles “Swanny” Evans**, Director of Research and Partnerships, Council to Advance Hunting and Shooting Sports
- 3:10 pm | Outdoor Industry Career Path - **Shaylene Keiner**, President, Headhunters NW
- 3:30 pm | USAYESS Update - **Brian Beard**, President, USA Youth Education in Shooting Sports
- 3:50 pm | Legal Issues Across Shooting Sports - **Greg Lam**, Partner, Copilevitz, Lam & Raney, P.C.
- 4:10 pm | Wrap-up - **Scott Reynolds**, Executive Director, MidwayUSA Foundation
- 4:15 pm | Appetizers and Drinks - Happy Hour sponsored by Otis Technology
- 6:00 pm | Dinner, Silent Auction, and 5-Stand Award



Saturday, October 7, 2023

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

- 8:00 am | Endowment Holder’s Only Session: Coach Training Grants
- 9:00 am | Welcome - **Scott Reynolds**, Executive Director, MidwayUSA Foundation
- 9:05 am | Athlete Testimonial - **Carter Taylor**, Missouri 4-H Shooting Sports Athlete
- 9:20 am | MidwayUSA Foundation Coach Training Grants - **Yim Szeto**, Program Manager - Southwest, MidwayUSA Foundation
- 9:35 am | Coach Training Panel - **Hank Garvey**, **Dave Miller**, **Rick Leach**
- 10:00 am | Media’s Role in Youth Shooting Sports - **Matthew Gay**, Managing Editor, Outdoor Lifestyles Media Group and Editor in Chief, The Sporting Life
- 10:20 am | CMP Range Development in Missouri - **Dana Lynd**, Assistant Programs Chief, Civilian Marksmanship Program



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- 10:40 am | **BREAK** - Sponsored by Vortex Optics 
- 11:00 am | Boy Scouts Shooting Sports Program - **David O'Neill**, Sr Associate Director of Camping, Philmont Scout Ranch
- 11:15 am | Vortex Optics Employee Mentor Program - **Sawyer Briel**, Brand and Communications Manager, Vortex Optics
- 11:35 am | Outdoor Adventures Impact on Shooting Sports - **Tari Garner**, Outdoor Adventures Coordinator, Outdoors Tomorrow Foundation
- 11:50 am | SSSF Update - **Rick Leach**, Co-President, Scholastic Shooting Sports Foundation and National Director, Scholastic Action Shooting Program
- 12:00 pm | **LUNCH in Salon C** - Sponsored by Walther Arms 
- 1:00 pm | Breakout Sessions
1. Sponsors: How to expand into youth shooting sports - **John Linquist**, Relationship Manager, MidwayUSA Foundation
 2. Endowment Holders: How to create a local marketing feel - **Dani Farris** and **Zach Abbott**, Marketing Team, MidwayUSA Foundation
- 1:30 pm | How to Properly Conduct a Gun Fitting - **Dave Miller**, Product Training, Events, & Shotgun Expert, CZ-USA
- 2:15 pm | **BREAK** - Sponsored by Vortex Optics 
- 2:30 pm | Shooting Sports and the Segue to Hunting - **Teresa Carroll**, Education & Outreach Program Coordinator, National Wild Turkey Federation
- 2:50 pm | MidwayUSA Foundation Range Development Grants - **Ashley Petersen**, Program Manager Northwest, MidwayUSA Foundation
- 3:10 pm | Innovative Range Solutions at MTA - **Matthew Gay**, Managing Editor, Outdoor Lifestyles Media Group and Editor in Chief, The Sporting Life
- 3:30 pm | MidwayUSA Foundation Programs - **Sarah Hall**, Project and Events Manager, and **Joey Adams**, Logistics Coordinator, MidwayUSA Foundation
- 3:45 pm | Wrap Up - Sweepstakes Drawing for the Remington Gun Safe
- 4:00 pm | Appetizers and Drinks Available