

ATA article for February 2019.

Greetings from Ontario, Canada.

Apart from winter leagues and some cold weather practice, trapshooting, whether registered or not, is virtually non-existent in Ontario until spring. More and more of our province's trapshooters are taking in competitions south of the border – best of luck to all of you.

Now for an initiative that you may want to consider to encourage new members to join the ATA.

What I am about to explain may be, for some, one of the best kept secrets.

Do you realize that every single club that throws ATA targets is given five free ATA one year memberships and five free AIM memberships each year to give to new shooters at their discretion? This does not apply for renewals. Although I do not have the actual numbers, my information is that a significant percentage of these memberships are never redeemed.

One state in the Eastern Zone is considering an initiative where they would like to make free memberships available to participants in non-registered competitions and have asked if consideration would be given to make an inventory of free first time memberships available. In discussing this with Lynn Gipson, my understanding is that additional free memberships will indeed be considered. Just contact "membership services" at the ATA office, make your pitch for what you have in mind, and you may find you are accommodated. We want new members. Look into this now before the winter non-registered leagues finish. There are lots of shooters that just may want to give ATA a shot and a free membership may be all they need to incentivize them.

On a lighter note, did you hear about the trapshooter that joined a squad that failed to follow all our strict rules for firearm safety and had to sheepishly attend his doctor's office?

Doctor: "Did you say you were shot in the woods"?

Patient: "No – I said I was shot in the lumbar region".

Paul Shaw,  
Ontario Delegate