

**Candidate Statement  
For Robert Kaufhold**

To my fellow Members of USA Archery;

My journey in life and in archery has been blessed with many opportunities to give back to the sport. I want to ask for your vote to allow me to serve as your At-Large Director on the USA Archery Board of Directors.

My passion for and involvement in target archery has remained high throughout my 50 plus years of experience with the sport. I have the experience, character and ethics to relate to and represent nearly every USA Archery member as your At-Large Director as I am currently or have been a; JOAD kid growing up, now a parent/coach of two JOAD kids (USAT/Jr.USAT members) helping to lead a successful JOAD club, Level 3 coach, an active or elite archer/athlete capable of shooting in Olympic Recurve, Compound and Barebow divisions, multiple USAT and World Team member(late 70's-late 80's), now a parent of 15 year old Casey Kaufhold, a top-ranked US Senior Recurve archer/World Cup and World Team member, successful tournament organizer/promoter of Lancaster Archery Classic since 2004, USA Archery and ATA/Archery Trade Association Board member, founder(2013) of Lancaster Archery Academy to promote grassroots, educational and advanced coaching of target archery.

Through my work, I've been effective in bringing increased awareness of USA Archery, its events, programs, archers and efforts in promoting the sport. I've worked hard with the entire archery community to prominently feature USA Archery in a positive manner while diligently pursuing improvements internally to enhance and improve every USA Archery member's experience.

USA Archery is faced with many challenges that are, thankfully, a result of the growth that we've seen in archery participation. Greatly increased customer service and making archers and their families feel appreciated and valued about their membership and participation in USA Archery events will be a major initiative. I'd also help to increase the quantity and quality of programs and facilities to try shooting and discover the benefits of archery along with a need for more focus on the mental aspects of competition and training for our USAT, RA, and coaches to improve performance during high-pressure competitions.

I want to strive to help USA Archery take advantage of the immediate and future opportunities that our sport has been given, using all of the experiences and resources that I have access to in accordance with the bylaws and wishes of the USAA membership, staff and Board of Directors.

(400 words)

## A. Robert Kaufhold

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### Education

- Conestoga Valley High School, Lancaster, PA. Graduated in Class of '79 1975-1979
- James Madison University, Harrisonburg, VA. Graduated in Class of '83 1979-1983
- BBA in Business Management, Minor in Marketing
  - Four-Year All-American Archery Team
  - Archery Team Leader and Gear Technician for Coach Margaret Horn
  - Sigma Pi Fraternity- Pledged as 2<sup>nd</sup> semester Freshman thru Senior Year
  - Honor Roll- Four Semesters of Junior and Senior Years

### Career Experience

#### Competition Archery Media/CAM

Lancaster, PA.

Founder and President

July, 2018-Present

- Created to bring professional quality broadcast and editorial coverage of major archery events to fans and the public.
- Invested over \$300k in our broadcast truck/trailer with TV network standard switching/editing capabilities.
- Attracted archery industry sponsorships to cover over \$200,000 in first year operating expenses.
- Developed an in-house and nationally sourced team of broadcast professionals who know archery and how to film it.
- 7/19, signed Eleven Broadcasting to broadcast CAM-produced Archery events to over 17.5 million viewers worldwide.
- CAM covers competitive archery events from USA Archery, NFAA, ASA 3D Pro Am, Lancaster Classic and others.
- CAM has gone from zero to over 21,000 facebook followers in its first year, generating over a million views on YouTube.

#### Lancaster Archery Academy

Lancaster, PA.

Founder

Jan. 2013- Present

- Created to provide exceptional, professional coaching, instruction and exposure to archers from beginner to Pros.
- Employs 3 full-time and 3 part-time USA Archery certified coaches that are kept very productive meeting archer's needs.
- Operates at Lancaster Archery Supply's facility on four indoor ranges with 55 lanes plus two outdoor ranges up to 70M.
- Director and Head Coach, Heather Pfeil (Level 4) manages and directs programs that have directly benefited well over 10,000 archers as well as coaching USAT/Jr.USAT and World Team members in both Recurve and Compound.

#### Lancaster Archery Supply, Inc.

Lancaster and Leola, PA.

Founder and President

May, 1983- Present

- Entrepreneur at age 21, began LAS in 40' x 25' Archery Shop with \$30,000 borrowed at 16% bank interest rate.
- Focused company mission on promoting target archery and creating target archers as customers we treat like family.
- Overcame countless challenges including multiple recessions and closing of a second location in 1991.
- Began supporting archers at tournaments with LAS Express Trailer(s) in 1992 through present day.
- Directed and implemented major business expansions in '85, '88, '92, '97, '02, '07 and 2011.
- World's largest selection of archery gear from over 700 vendor/partner companies from around the globe.
- Nearly 200,000 followers on facebook with millions of views of our YouTube and other social media archery content
- 500% Growth from 2010 to Current Year primarily in target and traditional recurve archery categories.
- 85,000 sf LAS Distribution Center and 30,000 sf Retail Showroom Pro Shop/Range Facilities.
- Wife and LAS CEO, Carole Kaufhold manages operations and day to day activities with 125+ employees.
- Current Role is Mission, Values, Growth, Customer Focus & Branding Strategies with Marketing & Purchasing Oversight.

Kaufhold Real Estate L.P. , Kaufhold Family Properties, Inc., CC Real Estate L.P., Lancaster, PA

Real Estate Investor/Developer

1982-Present

- Bought, remodeled and sold 6 houses from age 20 through age 30.
- Experience with engineering, subdivision, building, construction and remodeling.
- Coordinate and/or Manage multiple Commercial and Residential Development and Rental Properties.

Kaufhold's Machine Shop, Inc., Lancaster, PA.

Tool & Die/Machinist Apprentice & Archery Product Specialist

1976-1982

- Experience with all common machine shop processes including milling, drilling, grinding and lathe work.
- Assembled, packaged and processed Full Adjust Archery Products for customer & dealer orders.

Lancaster YMCA, Lancaster, PA.

1977-1979

- Taught Archery & Volleyball Classes at YMCA two evenings weekly

### Personal and other Professional Experience

- Served at TWAC (The World Archery Center) Camp as Equipment Technician and Level 3 Instructor 1977- 1980
- Began and lead Lancaster JOAD & the Lancaster Archery Club (Willow Street, PA) 1985- Current
- Public Speaking and Seminars to Christian, Archery or Business Groups using PowerPoint, etc. 1990-Current
- Active with Church, Civic, Sports and other local organizations including serving on boards or committees. Current

### Archery Experience Highlights

- US National Outdoor Champion- NAA(USA Archery) Intermediate (now Junior) Division. 1978
- Collegiate All-American Four Years with team and individual medals earned. 1979-1983
- World Field Team for USA to Helsinki, Finland('84) and Bolzano, Italy('88). 1984, 1988
- 6-Time Senior US Archery Team Member during 1980's. 1980-1988
- 4-Time US Olympic Festival- Archery Team Member 1978-1983
- Highest US Rank of 4<sup>th</sup> overall in combined Indoor, Field and Outdoor in 1984. 1984
- High FITA Score of 1291 in Eastern US Championship (5 time Eastern US Champion). 1985
- Numerous, National, Eastern and PA State Records set as a youth and adult archer during 70's thru 80's.
- Won Atlantic City Classic Tournament in 1994 shooting in Unlimited Championship Compound bow division.
- Coached several top archers including Casey Kaufhold, Amber Dawson, Evan Scudner & many others.
- Level 3 Coach Certification, SafeSport and Background Checks
- Bow hunt several states throughout the USA each fall; Children have each taken deer with archery gear.
- Decades of Experience shooting, coaching and studying archery as my life's passion and work!

### References

Tom Stevenson (lifelong friend, past USA Archery CEO) [ts1440@aol.com](mailto:ts1440@aol.com)  
Glenn Meyers (lifelong friend, Olympian, 50 year member) [olympics84@aol.com](mailto:olympics84@aol.com)  
Brady Ellison (friend, current World's #1 ranked archer) [brady.ellison@yahoo.com](mailto:brady.ellison@yahoo.com)