

Corporate Resume

Corporate Overview

"Don't confuse activity with accomplishment."

Quote from Tim Bailey, President & Founder

Tim Bailey & Associates Inc. was founded in 1973. Since our inception we have grown from one entrepreneur to 34 employees. Our sales organization is comprised of 26 experienced professional salesmen, six administrative personnel, and two promotional specialists.

The corporate headquarters in maintained in Northridge, California.

The sales force is comprised of manufacturer's representatives with extensive backgrounds in all levels of sales including distributor, retail, and manufacturing.

The territory we cover includes 29 western United States, all Canadian Provinces, and the Pacific Rim.

TBA offers our manufacturer partners the most comprehensive opportunity to not only meet but exceed their sales objectives offered in the sporting goods industry.

Why TBA Inc.?

Tim Bailey & Associates Inc. Brings

- Experienced sales and support personnel
- Proven success within the outdoor sports arena
- Unparalleled coverage and resources
- Consistency of one message, one organization
- Contingency planning
- Innovation in sales representation
- Professionally trained and monitored sales
- Relationships
- New customer contacts
- Investment into the future
- Support from West, Midwest, Canada, MINK, and TALO areas
- National retail promotion efforts
- Training mentorship program
- Planning
- Implementation and execution

A Step Above!

We can provide sales and service opportunities for the manufacturer to the mass merchant at an unparalleled level . . .

How?

- We have the resources
- We are strategically located
- Our people are professionally trained and motivated
- Our sales people have retail experience
- We offer our customer's employee training
- We offer sales seminars
- Inventory integrity checks
- Order writing capabilities
- Merchandising
- We understand the goals and initiatives of today's mass merchant retailer

Leadership & Direction

•Our organizational chart speaks to the support structure we have developed within the TBA Inc. sales organization.

•Our president and owner, Tim Bailey, provides the "big picture" direction for our company. Tim is in communication with our regional sales managers and manufacturers on a daily basis. He also retains account responsibility with Big 5 Corp.

•Senior vice president, Scott Schalliol, drives the TBA sales initiative. Scott's responsibility is to keep the company focused on reaching our sales goals. He challenges the RSMs to constantly work with their respective reports to meet and exceed each salesperson's established sales goals on an individual basis.

•Vice president, Jon Moore drives national account direction and marketing concepts within the company and with our manufacturers.

•Our regional sales managers; Greg Bunnell, Mick Cunningham, Ray Harms, Jon Moore, Scott Schalliol, and Tim Willett communicate daily with their respective reports as they

- Review sales objectives
- Disseminate new sales opportunities
- Review sales calls and results
- Track YTD sales versus projection
- Field training and development
- Gather key market trend information

Action Plan

Benefit:
Offering manufacturers the most comprehensive sales and service level in the sporting goods industry

Accomplished by:
•Having the largest, most skilled, and professionally managed sales force in our industry with 27 sales personnel, five regional managers, and six office support staff.

•Representatives strategically placed within each territory to maximize frequency of calls on customer base.

•Offices and showrooms with support staff in place to back up all operational sales and promotional efforts.

•Communication with our factories to create incremental sales opportunities

•Consistent reporting to our factories on territorial trends, competition, promotional results, events, advertising, and opportunities

•Contingency planning for major accounts. We purposefully have more than one TBA sales associate servicing major accounts

Service Levels:
• Distributors – bimonthly calls or more frequently depending on opportunities

•Chains – weekly to bimonthly calls depending on opportunities or needs

•Individual chain locations – quarterly for new product education and promotions

•Dealers – depending on sales activity or need, monthly to quarterly

•Law Enforcement Agencies

•Military – as bids or opportunities become available

Action Plan – Cont'd

Promotional Efforts:

•Actively working in conjunction with our distributors to make regional product and new product selections

•Making product presentations with distributor salesmen at the key account and dealer level to insure proper product selection and placement

•Direct calls on all viable dealers to insure proper presentations on products, promotions, and opportunities are understood

•Teaming with our factories to create incremental product, promotional, and or sales opportunities for our customers; based upon our customer's needs for turns, margins, promotional time lines and open to buy restraints

•Production of promotional advertising calendars so sales events are planned early and customers open to buy dollars are committed to us before competitors.

•Attendance and display at all applicable distributor, buying group and consumer shows

•Participation in all retail sales events with key accounts

•Production of regional dealer listing ad programs to assist the pull of merchandise off of dealer's pegs or shelves

•Spiff programs for distributor sales forces and dealer sales personnel

•In-house production of sales or new product introduction flyers to promote sales at the distributor and retail level

•Participation in law enforcement seminars, shoots and shows

Show Coverage

Show/Event	**Month**
AcuSport	January
Ace Hardware	September & October
ATA	January
Bass Pro Classics	April & August
Big 5 Employee Shoot	July & August
Big Rock-CSI-Inland Sports	January-October-December
Bill Hicks	January
Cabela's Classics	Quarterly
Fred Hall Shows	March
GAS Show	August
Great Alaskan Sportsman	April
Heritage Trading	February & August
Hill Country-Camfour	January
ICAST American Sportfishing Assn.	July
IWA European SHOT	March
Izuo Bros	January & August
Maurice National Sales Meeting	January
Mid-States Distributing	February & August
Minnesota Consumer Show	March
NASGW	October/November
Nations Best Sports	February & Aug/Sept
National Hardware Show	May
NRA	April/May
Outdoor Retailer Expo	January & July
Portland Sportsman's	February
Puyallup Sportsman's	January
Robinson Wholesale	October
SHOT	January
SafariClub Expo	January
Sports Inc.	February & August
Sports Specialist	October
Sportsman's Supply	September
True Value	August
V.F. Grace	October
W.L. Baumler	January
Wheatbelt Inc.	February & September
William's Shooter Supply Show	February
Worldwide Distributors	February & Aug/Sept

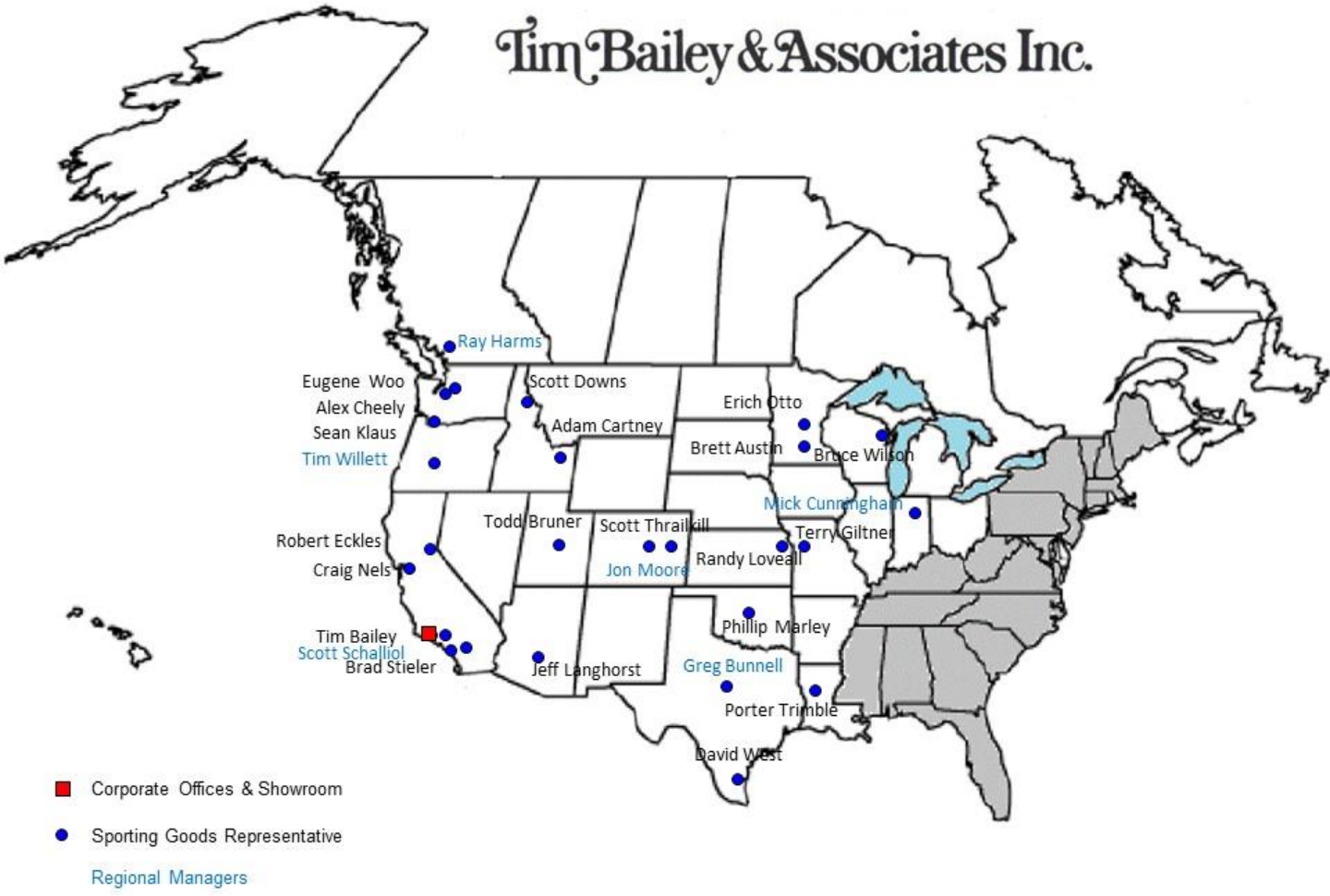
Accomplishments

Having been in the Manufacturer's Representative business since 1973 has afforded TBA Inc. the honor of receiving many industry sales achievement awards. We are honored and humbled each and every time we receive such accolades from our respected business associates.





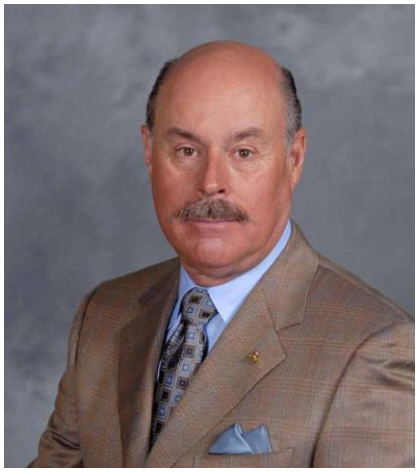
Tim Bailey & Associates Inc.



Organizational Structure



Tim Bailey



Tim Bailey is a native of California. He worked in various Southern California gun shops from the age of 14. After graduating Beverly Hills High School in 1962, he attended Santa Monica City College. Employed at Olympic Wholesale, he rose in position from warehouseman, to field salesman, to sales manager. In March of 1973, he left Olympic to form Tim Bailey & Associates, Inc..

Tim presently supervises the overall operation of Tim Bailey & Associates, maintains specific working relations with several key accounts, and communications with all factories. Helping factories develop new programs, sales strategies, and products has been key to our growth.

Chris Bailey



Chris Bailey is a native of California. After graduating from Santa Monica City College as a liberal arts major she completed two years of stenotype school for court reporting. Chris is an owner of Tim Bailey & Associates Inc. She holds the positions of executive vice president and CFO as well as being the secretary and treasurer of the corporation. Chris is also in charge of accounting and the 401(k) plan.

Brett Austin



Date of Hire: April 2013

Brett comes to us with a strong background in all outdoor categories; in a personal as well as professional level. His work experience started with Strike Master as a factory sales rep then with Double Bull Archery where he was responsible for national account sales. In 2007 he joined Ferguson-Keller Associates covering accounts in Minnesota and South Dakota and from 2008 to present he has worked for CSI as an outside sales representative. His coverage area for our company is Iowa, South Dakota, and eastern Nebraska.

Todd Bruner



Date of Hire: September 2015

Todd comes to our company with a strong business background having operated his own company in the home improvement business. He started his retail sporting goods experience at Scheels in Utah as their specialty shop manager during which time he developed customer service skills and follow through. Todd's personal interests revolve around fishing and hunting. He is a merit badge counselor for Boy Scouts of America in the fishing and shooting sports categories. Todd is also an NRA certified instructor in the disciplines of rifle, pistol, and shotgun. Todd earned his Bachelor's of Science degree in business management at the University of Utah.

Greg Bunnell



Date of Hire: June 2010

With twelve years at Western Hoegee Company, the largest distributor of its time in Southern California, Greg began his sporting goods career as an assistant account executive. After two short years he was given his own account responsibility where he was responsible for developing business plans for this account base and implemented plan-o-grams for Sears, Sport Chalet, Wal-Mart, and Oshman's. After relocating to Texas, Greg worked for Folsom of Florida covering independent tackle dealers in the TALO states, which has tremendously helped us with our entrance into this market. Greg is our regional manager for the TALO territory.

Adam Cartney



Date of Hire: August 2017

Adam comes to us from Guns-N-Gear Sports as manager and buyer, overseeing 15 employees and the buying for this large Idaho retailer. He is certified as a Smith & Wesson armorer, holds NRA instructor credentials, and participated in numerous firearms safety and self-defense classes. He is an all-around outdoors activity person. Adam is a very enthusiastic person which everyone can appreciate. His territory is Southern Idaho, Western Wyoming and eastern Montana.

Alex Cheely



Date of Hire: December 2014

A sporting goods buyer with over 28 years experience, Alex spent ten years with Turner's Outdoorsman in a sales and purchasing position. After Turner's, Alex spent the next eighteen years in a purchasing and then a merchandising management position with Big 5 Sporting Goods. Alex's product knowledge and retail experience is welcomed by our Northwest accounts and our factories.

Mick Cunningham



Date of Hire: May 2010

Mick's sporting goods experience began in 1988 with Outdoor Sports Headquarters being hired as key accounts sales manager. In 1993, Mick joined Faber Bros as senior buyer and merchandise manager, a position he held for nine years. In that position Mick was point man and contact person with Meijers and Bob Coffin. After Faber Bros closed, Mick took a position with Maurice Sporting Goods as senior merchandise manager in their hunting, fishing, and camping departments. Mick's addition to our sales force gives us a salesman with a vast knowledge of the account base and great relationships with the accounts in Illinois, Michigan, Indiana, and Ohio. Mick is our regional manager for the upper Midwest territory.

Scott Downs



Date of Hire: January 2011

Scott is a native of Eastern Washington, graduating from East Valley High in Spokane; he furthered his education at Eastern Washington University. Scott began his sporting goods career with Sportsman's Warehouse as fishing department manager for three of their locations. As part of their Store Set Team, Scott worked in ten different States to ready their grand openings. He continued with Sportsman's through their ownership change in 2009 to Wholesale Sports. His outdoor knowledge is a strong point with regular contribution made to regional publications such as *Spokesman's Review, Wichita Eagle,* and the *CDA Press.*

Robert Eckles



Date of Hire: September 2010

Robert came to us with a varied background in regards to types of products sold. His most notable accomplishment in the sporting goods industry was the founding of Sierra Mountain Archery Pro Shop in Sacramento, California. His store was one of the nation's top dealers in high-end archery products. In the economic downturn, sales suffered and he had to close the business. Robert covers the dealer base in Northern California and Northern Nevada for our group.

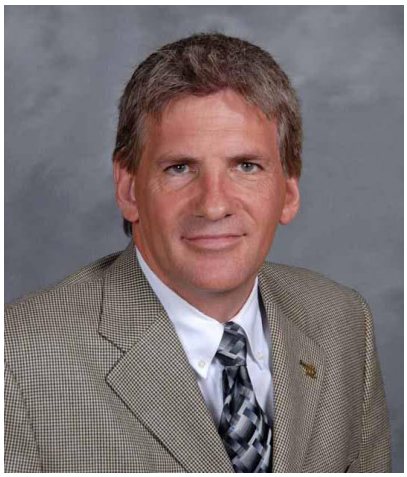
Terry Giltner



Date of Hire: October 2016

A native of Missouri, Terry completed his education at Kansas State University earning a Bachelor of Science in business marketing. He comes to us with a wealth of sporting goods experience having over 22 years experience of selling outdoor products. His most recent employment was with another representative agency where he managed over 100 Midwest accounts including Bass Pro, Cabela's, and Midway USA. His territorial coverage with our company is southern Illinois and eastern Missouri.

Ray Harms



Date of Hire: June 2001

A native of British Columbia, Ray joins our organization with 21 years of combined experience in retail and wholesale distribution of outdoor and sporting goods products. His sporting goods employment record began at a leading retail chain of hunting and fishing supplies in the Vancouver area. Ray moved on to Inland Pacific Distributors initially as their purchasing manager and graduating to field rep. Redl Sports Distributors sought him out and hired him to cover the Vancouver Islands area. Ray is also an accomplished fisherman and hunter and is well known for his professionalism. He is our regional manager for Canada.

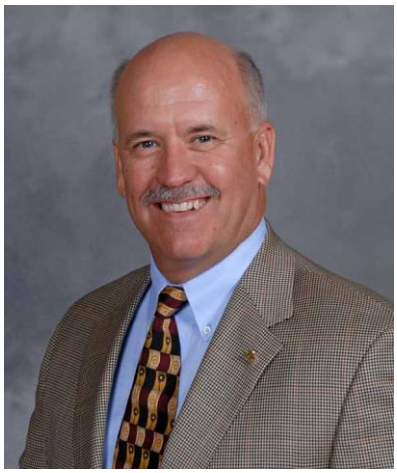
Sean Klaus



Date of Hire: April 2006

Sean started his professional career as a deputy sheriff for Multnomah County Oregon. He transferred to the Portland Police Bureau where he spent five years as a reserve lieutenant. His sporting goods career started at a Portland based dealer, Three Bears Guns. The company had stores in Vancouver and Portland which Sean was buyer and manager. After three years Sean joined G.I. Joe's where he spent the next eight years as department manager and part of Joe's pro-staff. Sean brings a wealth of practical knowledge to our company covering Southern Washington and Northern Oregon.

Jeff Langhorst



Date of Hire: December 1985

After receiving his Bachelor in business administration, Jeff was hired by Remington Arms Co. handling their full line in the upper Midwest then reassigned to the Southwest states. Commissioned thereafter by the L.H. French Company - a California based manufacturer's representative group covering the Rocky Mountain area. Jeff joined our company in 1985, his current territorial responsibility is: Arizona, New Mexico, and El Paso County, where he has been very influential in turning these Southwest states into a very profitable territory.

Randy Loveall



Date of Hire: December 2012

After serving six years in the US Army, Randy's work experience was comprised of management and buying responsibilities for hunting, fishing, and camping disciplines. His 32 year sporting goods career was spent with Jerry's Sports Center, a leading nationwide distributor in Kansas; beginning as warehouse assistant manager, working his way up to purchasing, then manager. Randy's hobbies and love of the outdoors have put him in the fortunate position of buying and selling the products he personally uses. Randy is known for his professionalism and excellent follow through.

Phillip Marley



Date of Hire: July 2018

Phillip Marley covers the Oklahoma and Arkansas territory for our company. Phillip comes to our company with a well-established reputation as a factory representative, working with the Giesecke Company for 17 years. As their territory manager, his achievements were recognized by sales increases in all categories and cost and efficiency savings by factories and customers. Phillip is also an avid hunter and fisherman. With Phillip's addition to our sales force we will increase our frequency of dealer calls in the territory, increasing sales potential for TBA and the factories we represent.

Jon Moore



Date of Hire: December 2003

After receiving his Bachelor's degree in communications from the University of Northern Colorado, Jon began his professional career with Maurice Sporting Goods as salesman covering seven western States. During the twelve years there he held various account management positions both on regional and national levels. He was then promoted to general manager of the West Coast division in Reno Nevada. Jon and his family moved back to Colorado where he became the fishing buyer for Gart Sports moving on to divisional merchandise manager over hunting, fishing, and camping. Two years later Wright & McGill Company hired him as vice president of sales and marketing. With experience in distribution, retail, and manufacturing Jon brings a unique perspective of customer service to Tim Bailey & Associates. He is vice president of national accounts and is our regional manager for the Rocky Mountains.

Craig Nels



Date of Hire: June 2012

Craig is a graduate of Ithaca College earning a Bachelor's degree in environmental studies. His work history includes Bass Pro from 2004-2011 where he was their fishing and marine department sales leader. He then joined Fisherman's Warehouse in 2011 as assistant store manager and has come to us from this regional chain. Craig also has obtained a U.S. Coast Guard Captain's license and established a professional guide business. His personable nature allows him to communicate easily with his Northern California customer base.

Erich Otto



Date of Hire: February 2009

Born and raised in Minnesota, Erich completed his education at St. John's University and St. Cloud State with a double major. During those years he was enlisted in the Naval Reserves and was cross-trained in both medical and aviation ordinance. He has over 20 years of experience in the outdoor industry. His hiring by H & H Sport Shop was his beginning employment into the hunting and fishing world. Erich then worked for Bill Hicks and Company in sales and customer service and later for CSI Sports/Big Rock Sports where he spent a couple of years in sales prior to twelve years in the purchasing department. Early fall of 2008 saw Erich transferring to the Cullerton Company as a territory representative in the Midwest. The merger of the Cullerton Company and Tim Bailey & Associates brought Erich to cover Minnesota accounts for our group. His extensive product knowledge and attention to detail, as well as his well-rounded retail and distributor knowledge, complement his account base very well.

Scott Schalliol



Date of Hire: April 1991

Scott is a native of Indiana. He received a Bachelor of Science degree after attending Indiana State University in 1972. Scott began his sales career in 1973 as a distributor salesman for Munson Sporting Goods Company in Costa Mesa, California. Scott received numerous sales awards during his career at Munson; Top Sales Volume 13 years in a row, Salesman of the Year 8 times, first salesman to reach $1 million in sales, and the only Munson salesman ever to sell over $2 million, which he did twice. After leaving Munson in 1988, Scott became sales manager for the W.B. Furnish Co, a manufacturer's representative group covering California, Arizona, Nevada, and Hawaii. In 1991 Scott became a territorial salesman for TBA Inc.. exhibiting an incredible work ethic. Scott earned the position of senior vice president and is regional manager for our Canadian and Southwest area representatives.

Brad Stieler



Date of Hire: May 2004

Brad began his sporting goods experience in 1976. Western Hoegee Company hired him and he spent twelve years calling on the San Diego area account base winning several Salesman and Million Dollar Sales awards. In 1989 he was promoted to regional sales and national accounts manager. For the next few years he worked for Pure Fishing (Berkeley) to manage regional chain business in the western United Sates. Brad's educational background is in business administration and marketing and he has attended various training and management seminars. Brad is an asset to TBA Inc.. with his coverage in the Inland Empire and San Diego market areas.

Scott Thrailkill



Date of Hire: August 2016

Scott Thrailkill is a native of Colorado where he attended the University of Northern Colorado receiving a Bachelor of Science degree in business management and marketing. His sporting goods career began as sales manager at Olin Corporation Winchester division, and Pentax Sports Optics, then worked for a local rep group for eleven years. He is known throughout his territory for his outstanding follow up and attention to detail. Scott covers Colorado, Nebraska, eastern Kansas, and Wyoming

Porter Trimble



Date of Hire: July 2018

Before joining our firm, Porter Trimble was in a sales position with the Louisiana distributor, Ferris Brothers. Porter is a Central Louisiana native and served in the US Navy Submarine Service for eight years as a sonar supervisor and weapons division training manager He has twenty years of outdoor industry experience, along with being a life-long fisherman and hunter. For eleven years Porter had his own regional outdoor television show and also was a regional tournament manager for American Bass Anglers. His addition to our staff will enhance our reach and frequency of call in the Louisiana territory.

David West



Date of Hire: February 2017

David comes to us from Del Mar Distributing Co., Inc. where he has been a purchasing agent. David has a long and varied background in the sporting goods industry starting with Del Mar as an outside field sales manager and buyer. From there he was employed by Dave Holder & Associates, a factory rep group. Various outdoor video enterprises, including host and producer of *Fishing Texas,* host and producer of the nationally syndicated *Cabela's American Outdoors* occupied David's working efforts. With David we are able to increase frequency of call with our key dealers in the southern Texas and southern Louisiana areas.

Tim Willett



Date of Hire: June 1998

After receiving a Bachelor of Science degree in Management and Marketing from the University of Oregon, Tim worked for a sporting goods representative firm. He is extremely familiar with the account base in the Washington and Oregon markets having worked for that group for six years. Tim's duties include calling on all dealers and chain stores in the southern Oregon market going from the Coast to eastern Oregon. His addition to Tim Bailey & Associates allows us to offer a far greater frequency of call in a rapidly growing area of our territory and one of the fastest growing regions in the country. Tim is the regional manager for the Pacific Northwest and Alaska.

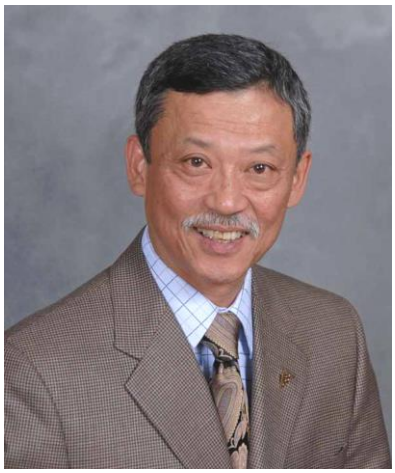
Bruce Wilson



Date of Hire: February 2009

Bruce Wilson was born in Green Bay Wisconsin and started his sales career in 1984 as a divisional sales manager for Interstates Brands Corporation. Bruce successfully managed the sales activities of thirteen route salesmen and two retail outlet stores. In 1992, Bruce was hired by Bill Hicks & Company to work with their management to develop an outside sales force. During his three years with BHC, Bruce was responsible for opening 40 new accounts in Wisconsin, including a regional and national chain. In the same three year period sales in Wisconsin increased over 200%. In 1995 Bruce accepted a position with The Cullerton Company. Over his fourteen years with The Cullerton Company, Bruce has called on or assisted other Cullerton salesmen with training and support at every key account within the territory. Over the years Bruce has been recognized for outstanding sales achievement by his customers and the factories he represents.

Eugene Woo



Date of Hire: July 2007

As a native of the Pacific Northwest, Eugene comes to us with 33 years of experience in the sporting goods business. His product knowledge extends into all types of fishing and hunting and includes tryouts for the Olympic Shooting Team in International Skeet. Eugene brings a wealth of experience to us, covering the dealer base in the state of Washington.

Rhonda Barnes



Date of Hire: November 1980

Rhonda is a native of Oregon. She attended Pierce College where she majored in marketing then joined us as receptionist, secretary, and office manager. During her tenure Rhonda has continually grown in stature within our firm. She now holds the title of director of communications, which requires her to handle all aspects of communication in our sales department between our office, our sales force, and the factories we represent. Her position also requires travel to all major trade shows and factory sales meetings ensuring she has first hand information to dispense. Rhonda is also our information technician assisting the sales force and office staff on all computer-oriented questions.

Lacey Langford



Date of Hire: September 2009

After completing her Associate of Arts at College of the Canyons and furthering her education at California State University at Northridge, Lacey started her employment with us. She began as receptionist and administrative assistant with our Northridge office staff and advanced to handling our sales commission structure for our sales force. Lacey was born in Pampa, Texas and was raised in Southern California. Her hobbies include those in the outdoors; camping, hiking, and fishing.

Cherrie Makay



Date of Hire: September 2012

A native of Southern California, Cherrie comes to us after 23 years at a local manufacturer in the automotive industry where she supported their project design engineers and maintained the intranet support system. She has a wide variety of computer skills including strong knowledge of MS Office applications; Excel, Word, Power Point, Outlook, Project, and various database applications. Cherrie is the voice of Tim Bailey & Associates at the Northridge office.

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Kim Smith



Date of Hire: August 1994

After attending Pierce College for two years, Kim transferred to the Fashion Institute of Design and Merchandising studying graphic design and marketing. This background has allowed Kim to create all our customer's flyers and sales sheets in-house as they are requested. Kim is our office manager for the Northridge office.

JeriLynn Thrailkill



Date of Hire: January 2013

JeriLynn comes to us as junior assistant buyer at The Sports Authority in the hard lines categories. She is well versed in retail operations in the sporting goods industry with over ten years experience. Her background level offers our group a person who can assist our sales force with seasonal ad planning, reporting, forecasting, and plan-o-gram creation.



Northridge
Office and Showroom

