



2024 ASA INDUSTRY FORUM

OCTOBER 29 – 30, 2024

TITLE SPONSOR



OCTOBER 29TH

6 – 9 PM

Welcome Dinner & Drinks

Otopia Rooftop Lounge
(Otis Hotel)

DINNER SPONSOR



OCTOBER 30TH

9 AM – 3 PM | ASA Industry Forum

Coopers Old Time Pit Bar-B-Que

6 – 10 PM | ASA-F Silent Night Banquet

Bullock Texas State History Museum

**Separate event*

MEETING SPONSOR



VENUES

HOTEL

**The Otis Hotel Austin
Autograph Collection**

1901 San Antonio St.
Unit 1100
Austin, TX 78706

RESTAURANTS

Otopia Rooftop Lounge

1901 San Antonio St.
Unit 1100
Austin, TX 78706

**Coopers Old Time Pit
Bar-B-Que**

271 Congress Ave
Austin, TX 78701

ASA-F BANQUET

**Bullock Texas State
History Museum**

1800 Congress Ave.
Austin, TX 78701

QUESTIONS & INQUIRIES

Contact Jessica Cummings at jessica@amsuppressor.com



ASA INDUSTRY FORUM AGENDA

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9:00 AM

Opening Remarks

ASA Executive Director Knox Williams

9:15 – 9:30 AM

ASA Sound Testing Standard SITREP

ASA Executive Director Knox Williams

Sound performance is one of the most critical metrics for suppressors, and yet until now there has been limited consensus on how to measure it. The ASA Sound Testing Standard, developed through the collaborative efforts of the suppressor industry and experts at SASRAC, is the only evidence-based method of measuring the sound reduction provided by a suppressor. ASA's Knox Williams will provide an update on where exactly the ASA Sound Testing Standard stands.

9:30 - 10:00 AM

ASA Foundation Litigation Strategy

Silencer Shop General Counsel Chris Boeck & ASA General Counsel Michael Williams

Anderson v. Raoul, the ASA Foundation and Silencer Shop backed lawsuit, is the first step in ASA-F's litigation strategy. However, it is only one battle in the war that we must win if we ever hope to make suppressors legal in all 50 states and eliminate the threat of bans. Silencer Shop's Chris Boeck and ASA's Michael Williams will give attendees an update on the case, explain the implications on your business, and outline our plans for future litigation.

10:00 - 10:30 AM

Suppressor Industry Market Trends

ASA Vice President Owen Miller

No one understands NFA statistical data as well as ASA's Owen Miller. Owen will take us on a deep dive through 15+ years of data to give participants an enlightened understanding of where the suppressor industry came from and where the market is going.

10:30 - 10:45 AM | BREAK

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ASA INDUSTRY FORUM AGENDA

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10:45 - 11:30 AM

NFA Processing: 2024 and Beyond

NFA Division Chief Stephen Albro & Deputy Associate Chief Counsel Ben Hiller

2024 has been a banner year for NFA processing. Join us as we sit down with NFA Division Chief Stephen Albro and Former Acting Division Chief Ben Hiller as they discuss how they dramatically improved processing times as well as the projects they are working on to continue to increase efficiencies.

11:30 AM - 12:15 PM | LUNCH

12:15 - 1:00 PM

CRC Advisors: Expanding the Market and Protecting the Suppressor Industry

CRC Advisors President Greg Mueller

CRC Advisors is one of the nation's leading PR and Communications firms. As our industry grows, so too do the threats our businesses face. Creating a national public awareness campaign with CRC is not just an investment; it's an absolute necessity for the expansion and protection of our industry.

1:00 - 1:15 PM | BREAK

1:15 - 2:15 PM

Suppressor Advocacy Panel

CSF Vice President of Policy Brent Miller, NRA-ILA Managing Director of Research and Information Josh Savani

When ASA formed in 2011, one of the first things we did was create relationships with the NRA and Congressional Sportsmen's Foundation. They have been among ASA's best partners ever since. In this panel, we will discuss the value of collaboration, the lessons we have learned through 13 years of partnerships, and our strategies moving forward.

2:15 - 3:00 PM

Suppressors and the Executive Branch

Former White House Chief of Staff Mick Mulvaney & ASA General Counsel Michael Williams

Mick Mulvaney's tenure as White House Chief of Staff from late 2018 through early 2020 was the sole window in President Trump's first term to see meaningful progress on Second Amendment and suppressor rights. Mulvaney will discuss why that was the case, and how the suppressor industry can be better positioned in the event of a future conservative Administration.

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