



# I Plucked a String....

## Texas State Archery Association's Newsletter

And other ramblings...  
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Photo Credits: Michael Hojnacki  
James Loesch and Jeff Hoag

### Houston Archery Lessons

Houston Archery Lessons was started in 2012 by James Loesch. Certified Level 3 in 1996, James had been teaching archery on the side for many years. James is a 13 time National Champion from his younger days and still holds a few USA Archery, TSAA, and TFAA records. James achieved Junior Olympian at age 14. He was named to two U.S. Archery Teams and represented the U.S. internationally. James was also the first Junior ever to break the 1300 barrier in a men's FITA round.

James' primary work in 2012 was making custom bow grips as the owner of Loesch Enterprises, which he established in 1995. In the spring of 2012, James was giving lessons in the evenings at West Houston Archery and Gander Mountain when, within 6 months, *Hunger Games*, *Brave*, and the London Olympics caused a surge in archery interest that changed everything for James and his family. This resulted in James booking lessons for every available hour at West Houston Archery and he even began employing other instructors to keep up. By October that year, it was apparent that James would need his own facility to accommodate the





demand for lessons. So, on November 5<sup>th</sup>, 2012, James opened Houston Archery Lessons & Range in a new facility with 20 indoor lanes and created **HoustonArcheryLessons.com**. His wife, Susan, also became a certified instructor and partnered in the business. With as many as eight additional certified instructors, including Susan's sons, Houston Archery Lessons offers private lessons, group classes, archery camps and birthday parties.

**Houston Archery Lessons** is now located at West Houston Archery again in their upstairs archery range and is going strong. Many students from the beginning are still there and several have achieved amazing things in that time. James has multi-national champions as well as quite a few who have reached their Bronze, Silver, and two Gold Junior Olympian in his JOAD program. He even has several adults who have reached their Adult Achievement Olympians. Most recently, two of James' students will be representing the United States in Turkey at the World Indoor Championships in March.

James has a unique approach to teaching which has led to dozens of National Championships for his students over the years. He has never bought into any "cookie-cutter" type instruction since every student is different. James' gift has always been to be able to determine what works best for each student based on who they are and how they are made - and then being able to communicate that to each personality in such a way that they understand and appreciate the "why" behind it. All while making sure archery stays FUN. James was also a student of Lanny Bassham (Mental Management, Inc.) as a competitor and has employed those principles in his instruction for over 20 years. Being a world class competitor and dealing with the struggles and successes associated with that journey provides James with invaluable experience which he draws from in his teaching. "There is nothing like first-hand experience when it comes to relating to what competitors go through - good and bad."

James has a proven track record of success from beginners to elite competitors and takes pride in the success of his students. "There is nothing more fulfilling than seeing a student's happiness as they improve." Houston Archery Lessons is the culmination of a dream James has had for the last 20 years: Being able to earn a living teaching archery... his first love. For information, visit [www.HoustonArcheryLessons.com](http://www.HoustonArcheryLessons.com).

## And now, a word from your editor....



I have shot competitively for more than 30 years and this year had its ups and downs on the field. It is amazing where five years will bring someone.

I reference 5 years, because it has been 5 years since the Bastrop Fires completely changed my life. Marriage, family, building a home, keeping a job while the company you work for goes through bankruptcy, all of it has been quite a ride.

This year has been special for me as I have stepped into the Master's division to continue competing. And after taking another trip to US Nationals this year, I was excited to capture an elusive medal! Third Place in Master's Recurve Men. What a week! Exciting to see old friends, make new ones and all in all, having a great time! I know why I shoot, it is truly for the friendships and the long lasting friendships at that!

To all my archery friends, I just wanted to add this personal note to thank everyone again who reached out and helped me in my time of need. You know the favor will always be returned.

Please send any new or noteworthy news to [secretary@texasarchery.org](mailto:secretary@texasarchery.org), and I will be sure to get it in future newsletters....

Signing off,

Michael Hojnacki

