

Werner's Quest for Excellence

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Above: The back of the 'Werner and Iris Centre' showing the targets set at 30m, 50m and 70m
Left: Werner Beiter (right) greeting the architect who designed the building.
Right: FITA Executive Secretary, Tom Dielen presenting Werner with a gift

We have suspected it for some time but now there can be no doubt. Werner Beiter has been bitten! Bitten by the 'Archery Bug,' that is! For years this manufacturer of archery accessories, has been producing items of archery equipment that are acknowledged the world over as, arguably, the finest quality that money can buy. Every one of his products is thoroughly and extensively researched, tested and, passed, before it is ever allowed to see the light of day on the archery scene, hence archers are certain they are buying quality.

Werner's love of archery is known around the world but,

not even his friends could have envisaged his latest enterprise in the sport.

It was in September, 1995, while paying a visit to the Beiter home that Werner casually told me that he wanted to build an indoor shooting hall. He didn't mention size or give details except that it was to adjoin his property.

A year later, daughter Nicole, informed me that work was in progress and earlier this year told me that it was going along nicely and it was hoped that the hall would be opened early in the Summer. Then, some time later, I received a fax: "Could I go along to the Opening

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Left:
Alison Williamson
setting up her bow
and, below, left:
At full draw and
concentrating!



Right:
Martinus Grov
(Norway). Note the
two television sets
showing Targets 1
and 2 - 70m away.



Below, Right:
International FITA
Judge, and 'Judge'
for the day, Horst
Helfrich, mounted
on one of the
cycles provided so
that breaks between
shooting may be shorter - for
archer and spectator, to save energy
for Judge and
shooter and, to
allow the archer to
shoot just a few
more arrows!



Ceremony of the Shooting Hall to be held over the weekend of May 17/18?" This invitation found Brenda and I, along with another invitee (Alison Williamson) on an aeroplane bound for Stuttgart. We were met by Simone (Werner's younger daughter) and, joined by Norway's top recurve gentleman shooter, Martinus Grov, were soon on our way to Dauchingen.

Arriving at the Beiter family home I was amazed at the grandeur of this indoor venue. My visions of a 30m shed were totally shot to pieces. There, with all its Archery 'Gold'-painted exterior stood a hall of what must be close to 95m. A car park, capable of holding some 50 cars and, landscaped gardening ran along the out-facing side.

Through the entrance we found ourselves in an area complete with stairs going down-and-up! We walked through to the next room which, for the occasion on the morrow, was decked with food



The lovely Nicole Beiter

barrows, etc. (we were told that, after the ceremony, this area would house the shop which would have the Beiter products on display). From here a stairway led to offices and test rooms.

Looking outside we saw an outdoor range - a target placed at 70m, 50m and 30m. The ground was mostly soil - no doubt the grass having only recently been sown.

Werner was busy completing the last-minute items with his workmen and was not available so, we went on to our hotel.

The next morning and time for the Opening Ceremony. We returned to the Shooting Hall together with a growing number of invited archers, friends and dignitaries from the local town.

The barrows we saw yesterday were now decorated with cloths and were piled with tasty food.

After a while we were asked to go to the entrance area where proceedings were to begin. Spilling up and down the



Left:
The shooters' view
of the targets - 70m
away.



Right:
On the Shooting
Line, from left:
Martinus Grov,
Andreas Lorenz,
Juan Carlos
Holgado Romero,
Wiebke Nulle,
Tiny Reniers,
Andrea Parenti,
Alison
Williamson and
Alexander Frose.



Below, left:
The Target Line.



Below, Right:
From the right of
the Shooting Line,
a good view of the
Flags that Nations
and Associations
have presented to
Werner.



Left: The upper
Hall is divided into
three sections.
Two 18m ranges
and a possible
Seminar or work-
out area (for the
Opening only,
somewhere to
relax or eat) and,
right: Note the
provision of televi-
sion screens
which show differ-
ent views.



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Left: Some tasty food for the guests before going upstairs (right) for Werner to enjoy himself introducing his many guests and friends.



stairs and back into the food hall, the guests waited. Werner, flanked by his family of Iris, Nicole and Simone started by welcoming us all before introducing the Bürgermeister (Mayor) of the town. Following the Bürgermeister's speech (translated into English by Simone), it was the turn of the architect who designed the building to have his say (again, assisted by Simone) and then a friend read a poem (not translatable, apparently).

The Hall was declared open and, on dropping the curtain we discovered that it was to be known as the "Werner and Iris Center" (yes, I know, American spelling - but this is the way it is spelled!).

Now, we were invited to see just what was up and down those stairs. Going downstairs first, we walked through the door to discover a long hall (over 70m!) with four targets placed at the end, behind which was room to store targets and other items of equipment. The entire hall was carpeted (even part-way up the walls, would you believe!) and, draped from the ceiling and starting at the shooting end, the flags of nations and associations who had presented them to Werner. Behind the shooting line were benches, tables and seats with, in one corner, a small store room.

With his usual thoroughness, Werner had thought of everything! A small pit was just behind the Shooting Line. I asked Simone (she is no mean shooter, herself) what it was for. "Oh, to put our crocodiles in," she laughed before telling me that it was to accommodate those whose bows had high trajectory.

However, it is at the Shooting and Target Lines that this Centre has excelled. At the Target end, four cameras were set up, one for each face. Back at the Shooting Line and, just in front, were placed four television sets (two at either end) showing the target faces. As the archer shot he/she could just look at the set allocated to that target to see their arrow land! Brilliant!!

Also, at each end of the Shooting Line was placed another large screen which showed the archers in action.



Left: Britain's Alison Williamson signing one of the targets for Werner with Spain's Juan Carlos Holgado Romero behind.



Right: Current World Field Champion, Andrea Parenti, puts his signature to the growing list of names.

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The rest of the day was spent a little more relaxed with some of the world's top archers having a 'fun' tournament at 70m and, getting used to these wonderful facilities.

Sunday, and more presentations but, less formal than the day before. Several other German archers had been invited along this day and they joined in the fun in the 'long hall.' Food was to be had all day, along with liquid sustenance of different kinds.

Following the introduction of those present, most of the archery fraternity made their way to the 70m shooting area downstairs. Here a competition was going on. No class here! It was all in together - boy, girl, lady, gent, recurve or compound - a competition designed for fun! Having provided all with food and drink over the two-day period, Werner extended his generosity even more - offering 100DM for every archer who put an arrow in the 10 ring along with prizes ranging from 250DM to the winners of a number of rounds in which each archer had shot against every other archer in turn (e.g., 250DM for six wins, 200DM for 5, etc.). Most archers won no less than 100DM.

Here, in the competition, it was good fun and, no dearth of good shooting either! A 16-year-old (Stefan Grimm)

from a local club did extremely well, quite often beating some of the more well-known internationals. Another young German, Wiebke Nulle, an international junior, also put in some good shots but, at the end of the day, it was Italy's Andrea Parenti and Martinus Grov who emerged with the most winnings.

Following the competition, two unused targets were brought out and all the archers were requested to sign their names and write a message of a few words. Needless, to say, all did!

To finish the weekend, we went upstairs for the prize-giving and to watch the superb video "70 Metres to Olympic Glory."

The "Werner and Iris Center" is probably the finest Shooting Centre in Europe, if not the world and it is thanks totally to the man who has been bitten by the bug and has made our sport his great love. He is hoping that archers of all standards will visit and make use of the wide range of testing facilities present and, in so doing, make each archer's performance "par excellence!"

I think it fair to say that the Archery World owes Werner and his family a big "Thank you!"

Some of those at the Opening of the Werner & Iris Center



From left, standing: Werner, Iris and Nicole Beiter, Andreas Lorenz (Italy), Romeo Frigo (Switzerland), Sandra Wagner, Alexander Fröse (Germany), Andrea Parenti (Italy), Martinus Grov (Norway), Thomas Summ, Wiebke Nulle, Michael Heim (Germany), Tiny Reniers (Netherlands).

Kneeling: Simone Beiter, Jean Rosenost (Switzerland), Alison Williamson (Gt. Britain), Juan Carlos Holgado Romero (Spain), Stefan Grimm, Isolde Harter, Karl-Heinz Lienhard and Andreas Lippoldt (Germany)