BOONE AND CROCKETT C L U B



FISCAL YEAR 2010 A N N U A L R E P O R T

MESSAGE FROM BOONE AND CROCKETT CLUB PRESIDENT LOWELL E. BAIER

we traverse.



MISSION STATEMENT

It is the mission of the Boone and Crockett Club to promote the guardianship and provident management of big game and associated wildlife in North America and to maintain the highest standards of fair chase and hunter ethics in all aspects of big game hunting, in order that this resource of all the people may survive and prosper in its natural habitats. Consistent with this objective, the Club supports the use and enjoyment of our wildlife heritage to the fullest extent by the present and future generations.

iven the perspective the Boone and Crockett Club enjoys looking back over its 123 years, today's members, partners, and allies can clearly see many wildlife issues in a far different context than most. We began when American conservation had no estate of public land. We persevered through the Great Depression, when Americans had little money. As we have built this volunteer based nonprofit organization now spanning three centuries, our forebears and we have seen challenges as seemingly endless as the inevitable sight of another peak beyond the immediate peak we approach. Today the threats to wildlife and habitat conservation, and our sportsmanship afield, are still dramatic and daunting. These challenges are unique to this new century, and demand adaptive leadership on all aspects of the rigorous landscape

Across the expanse of challenges, we have stretched ourselves to build a most comprehensive strategy. Like many approaches to a summit, our Mission comprises ethics, records, and a conservation program that itself includes education at all levels, research, outreach, publications and policy. Our Mission engages many of the challenges to the sporting world and habitat management, and — facing such diverse challenges — it is well to be so prepared.

It is with sober pride that we lay before you in this report the lofty objectives we have achieved on the mountainous challenges of our 123-year climb. These positions are like so many high-country vantages: worthy accomplishments of the past affording a great view of the difficult distance yet to cover. From here we pick immediate next steps and future goals.

This year is the 10th anniversary of the now 47-member confederation named the American Wildlife Conservation Partners (AWCP), which our Club founded at our headquarters in Missoula, Montana. In addition to every major national wildlife and sporting conservation organization in America, the group also includes the 50 states organized in 1902 as the Association of Fish and Wildlife Agencies (AFWA) who are on the front lines

dealing daily with weighty fish and wildlife management issues at ground zero. Our feet are also planted with the Departments of Agriculture and Interior, the stewards of our key federal issues, through the Wildlife and Hunting Heritage Conservation Council, an official advisory group also founded in large part by the Club's efforts that today includes eight of our Club members, one of whom is the Council Chairman. Our cooperation and partnership bears steadily ahead on a unified agenda — the 10-Year Action Plan to manage the nation's wildlife and its habitats created in 2008 by the predecessor Council, which has remained intact and in demand through the transition of two White House administrations.

Only in cooperation and partnership with our critical allies and colleagues can we address these individual issues as stewards of the public trust we've inherited. These daunting challenges are national in scope, and larger than any one organization, federal agency, or state can deal with or resolve.

For the Boone and Crockett Club to maintain its historic role of leadership, we will need to push forward on our several approaches. This report details our position on each of these. A careful reading and consideration will inform you of our next round of strategic planning, now underway.

Our mountainous challenges include a declining and aging population of sportsmen and sportswomen. Participation in all outdoor sports is declining as the American public retreats further into the electronic medium and cyber world. Their disconnect from the natural world is most alarming with our youth who increasingly suffer from a nature deficit disorder because fewer of their parents and grandparents take them into the natural world to camp, hike, hunt, fish, or otherwise appreciate the silences and spaces. Accordingly, recruitment and retention of our sporting public presents a major challenge going forward.

Access to forests and fields, rivers and streams where we pursue our sporting traditions and perpetuate our legacy is being eroded. Land fragmentation and real estate development for our expanding human population base cuts our historic trails and pathways off to both public and private

lands and waterways. The expansion of the non-essential, experimental gray wolf population in three western states, which now totals 1,660 wolves, is 5.5 times the 1987 agreed upon limit of 300, and the degradation of livestock and wildlife wrought by this predator is devastating.

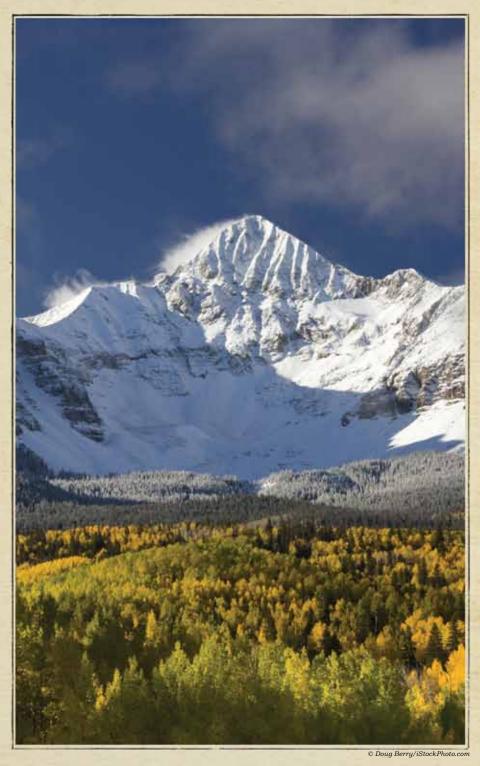


Lowell E. Baier
Boone and Crockett
Club President

This top predator species has reduced the elk and deer populations in Montana, Wyoming, and Idaho to below sustainable levels in many management areas, a further disincentive for sportsmen even to buy a hunting license and go afield. Driven by the mandate of the Endangered Species Act (ESA) and insidious litigation driven by environmental and animal rightist activists, our sporting world's response must form on our proven strategy of science-based state-level wildlife management.

Climate change has dominated the national political landscape without bipartisan resolve, and funding to address the very real effects of wildlife adaptation and requisite mitigation remain totally unrealized, and lost in partisan rhetoric. How and where will our states on which the burden falls most heavily get the monies desperately needed to address this challenge? As energy development in the West proceeds amid sage grouse, pronghorn and mule deer populations, we must continue a design-build relationship with those companies to maintain connectivity corridors for seasonal migration.

As it has been in the distant past, the Club is a national wildlife conservation leader. We are the oldest wildlife conservation organization in America, founded by our spiritual father and patron, Theodore Roosevelt. Are we up to that historic stewardship? We've formed a team of committed sportsmen as volunteer officers, Board members, committee chairs and members, and a dedicated, loyal, professional staff to be adaptive to our arena's demands and challenges. Our strategic planning process and business plan moreover remain current, energized and focused. As you, our members and allies, read through this Annual Report and the several divisional reports that demonstrate how we as an organization have evolved to meet these national challenges, ask yourself if the Boone and Crockett Club is responding appropriately to the threshold issues of the 21st century and tell us how we can improve our performance in the treacherous mountain terrain we traverse. *



Located in Colorado's Lizard Head Wilderness in Dolores County, southwest of Telluride, Mount Wilson is the highest peak in the San Miguel Mountains. The peak was named for A.D. Wilson, a topographer with the Hayden Survey. He was in the first ascent party, which climbed the peak on September 13, 1874. Mount Wilson rises over 14,000 feet above sea level. Coordinates: N 37.836833 and W -107.988167

CONSERVATION POLICY AND GOVERNMENT AFFAIRS

N THIS APPROACH | 2010 was a milestone year for Conservation Policy and Government Affairs. The Club now conducts on a larger scale what the Founders arranged in forming the Club: the assembly of friends and colleagues at a dinner table is now a council of allied organizations and advisory bodies in state and federal executive offices. The core of this network — the American Wildlife Conservation Partners (AWCP) — now has 10 years of experience working together setting and following a common agenda and taking common positions of greater strength.

WHERE WESTAND

Our central accomplishment this year is the successful adoption by the new Administration of the common sportsmen-conservationist agenda developed under the previous Administration. The Obama Administration reconstituted the federal advisory committee originally chartered by the Bush Administration and charged the newly-named Wildlife and Hunting Heritage Conservation Council (WHHCC) with implementing the 10-Year Action Plan also issued under the past Administration. WHHCC includes eight Club members. This passage across the partisan divide is a mark of political strength. With it, sportsmen are organized and moving in concert toward steady goals.

The Club is also now advising the Western Governors' Association (WGA). WGA recently established a Stakeholder's Advisory Group to advise the WGA Wildlife Council. The Club was appointed to represent sportsmen's issues and has begun participating formally in developing recommendations to the Wildlife Council and sharing important information with AWCP.

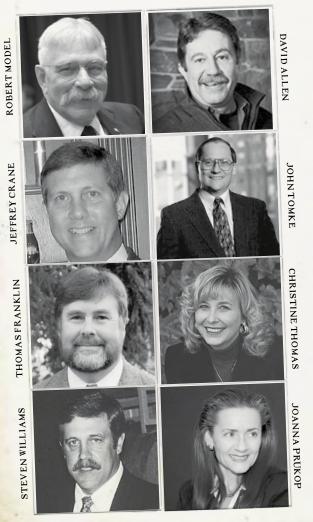
No less an accomplishment of the Club's Conservation Policy Committee is maintaining course inside the AWCP. As a network of organizations, AWCP is focusing on the three most important actions from the 10-Year Action Plan:

- 1. New programs and authorities to promote hunter access,
- 2. Preserving the tradition of hunting, and
- 3. Educating, recruiting and retaining hunters.

Keeping focused is a near daily struggle under the volume of issues and corresponding diversity of public officials. We covered this breadth by joining in advocacy letters on more than 2 dozen topics. Each letter represents at least one significant discussion with members of Congress or officials in the Executive Branch to whom the letter is

OBAMA ADMINISTRATION EXTENDS ADVISORY COMMITTEE, ADOPTS ACTION PLAN

Eight members of the newly titled Wildlife and Hunting Heritage Conservation Council are Boone and Crockett Club members.





addressed. For several issues, the groups sent multiple letters.

It is a busy and broad agenda. Two Club members — Steve Mealey and Jack Blackwell — are the incoming chairman and vice-chairman, respectively, for 2011. The group now numbers 47 conservation organizations.

The Club also remains a regular partner with and supporter of the Congressional Sportsmen Foundation and the Senators and Representatives of the Congressional Sportsmen's Caucus. Our contact with government is well rounded and inclusive of state and federal legislators and executives and their staffs.

PICTURED HERE (LEFT TO RIGHT) ARE THOMAS BAKER, CHAIRMAN, CONGRESSIONAL SPORTSMEN'S FOUNDATION AND REGULAR MEMBER OF THE BOONE AND CROCKETT CLUB; KEN SALAZAR, SECRETARY, U.S. DEPARTMENT OF THE INTERIOR; JEFF CRANE, PRESIDENT, CONGRESSIONAL SPORTSMAN'S FOUNDATION AND PROFESSIONAL MEMBER OF THE BOONE AND CROCKETT CLUB; SAM HAMILTON, DIRECTOR, U.S. FISH & WILDLIFE SERVICE; AND TOM STRICKLAND, ASSISTANT SECRETARY FOR FISH & WILDLIFE & PARKS, CHIEF OF STAFF TO INTERIOR SECRETARY SALAZAR.

THE VIEW FROM HERE

We are 10 years into the new century with a 10-year horizon of unified goals and objectives. Yet, having organized the sportsmen community and focused it on a common agenda is a significant step, yet still only instrumental to ultimate purposes. The ability to take positions within the Club and among the community of sportsmen needs to translate into policy change. For example, sportsmen have yet to develop a breakthrough in funding wildlife conservation to relieve the decades-old approach funded by the excise taxes on sporting arms, ammunition, fuel, and other equipment and supplies. Our strategic commitments going forward is to hit hard targets for new policy, strive for breakthroughs, and continue handling the important annual and unpredictable short-term issues. \

AWCP Sign-0	On	Letters	from .	July	2009	through	June 2010
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DATE	SUBJECT	ADDRESSEDTO
July 27, '09	Support of Duck Stamp Bill Without Amendment	House Natural Resources
Aug. 4, '09	Federal Lands and Resources Energy Development Act Discussion	Chairman Rahall
Sept. 4, '09	Opposition to Sunstein Appointment	U.S Senate
Sept. 21, '09	Adoption of Climate Change Recommendations	U.S Senate
Oct. 5, '09	Opposition to Horse and Burro Bill	Senators Bingaman and Murkowski
Oct. 22, '09	Support of FWS Conservation Joint Ventures	EPW Committee
Oct. 22, '09	Renewable Energy Guidelines	Secretary Salazar
Oct. 22, '09	Support of Open Field Provision of 2008 Farm Bill	Secretary Vilsack
Nov. 5, '09	Support for Recreational Hunting and Fishing	U.S House and Senate
Nov. 19, '09	Support of Forest Landscape Restoration	Secretary Vilsack
Dec. 16, '09	Enhancement of Species - Black Rhino	Tim Van Norman - FWS
Jan. 20, '10	Responsible Development of Renewable Energy in Nevada and Across the West	Senator Reid and Secretary Salazar
Feb. 18, '10	BBC Support for Collaboration for Conservation	Secretary Salazar
Mar. 22, '10	Exxon Valdez Oil Spill Trustee Council	Laurel Jennings, Exxon Council
Mar. 23, '10	Mitigation Funding Letter	Senators Kerry, Graham, Lieberman
April 13, '10	Recreational Hunting, Fishing, Outdoors HR 3749	Chairman Rahall & Hastings
April 27, '10	Public Lands Filming	Senators Wyden & Barrasso
April 30, '10	FS Planning Rule Recreation Specific	Thomas Tidwell, Chief of U.S Forest Service
May 18, '10	Firearms & Ammunition Excise Tax	House and Senate leadership U.S House Committee on Ways & Means, Senators Reid and Baucus
May 27, '10	Oil Spill Disaster Funding	Rep. Obey and Rep. Lewis

AWARDS AND RECOGNITION

t remains a point of pride for the Club — and an indicator of its effectiveness — that Members earn recognition and responsibility in the conservation community and society at large. The Club has always comprised members of high-caliber in philanthropy, public service, and business. We honor our current members who distinguished themselves in this tradition this year.

Lowell E. Baier

Outdoor Life and its 5.5 million readers have selected President Lowell E. Baier in the publication's third-annual OL 25 Readers Choice Award as Conservationist of the Year. Outdoor Life lists people who've had the greatest positive impact on hunting, fishing and conservation and honors the top Conservationists, Leaders, Innovators and Unsung Heroes. Baier received his award January 19th at the 2010 SHOT Show in Las Vegas.

Baier was also awarded an Honorary Doctorate of Law and Letters on May 8, 2010, by Rocky Mountain College, Billings, Montana. Baier delivered the commencement address for the college titled, "The Geography of Hope: What Will Be Your Place In History?" Rocky Mountain College is the oldest college in the Northwest, started 133 years ago as a territorial college.

Vern Bleich

Professional Member Vernon C. Bleich was recently honored by the Society for the Conservation of Bighorn sheep, which awarded him Honorary Life Membership in recognition of his numerous contributions and accomplishments during his career with the California Department of Fish and Game. Vern has collaborated with the Society since 1987 on the hunter clinic that successful bighorn sheep applicants are mandated to attend. With the blessing of the Club's Big Game Records Committee, a new module addressing requirements and constraints associated with the Club's policies on Fair Chase and measuring was added in 2009, and it was rated highly by all participants.

Bob Brown

Professional Member Bob Brown was elected a Fellow of The Wildlife Society (TWS) at their annual meeting in Monterrey, California, this fall. Dr. Brown served as Southwestern Section Representative for 6 years, then Vice President, President-elect, President and Past-President of the Society. He initiated and led a successful \$3 million fund-raising campaign and facilitated the development of the members' magazine. He continues to chair committees for TWS and serves on the advisory board of *The Wildlife Professional*.

Brown also received the Distinguished

Alumni Award from the College of Agricultural Sciences at Colorado State University. Dr. Brown graduated from CSU in 1968 with a B.S. degree in Animal Nutrition. Dr. Brown has published more than 120 articles, edited 3 books, and presented 118 research reports at scientific meetings in the United States and abroad. He has served as national president of The Wildlife Society and president of the National Association of University Fisheries and Wildlife Programs.

Jim Heffelfinger

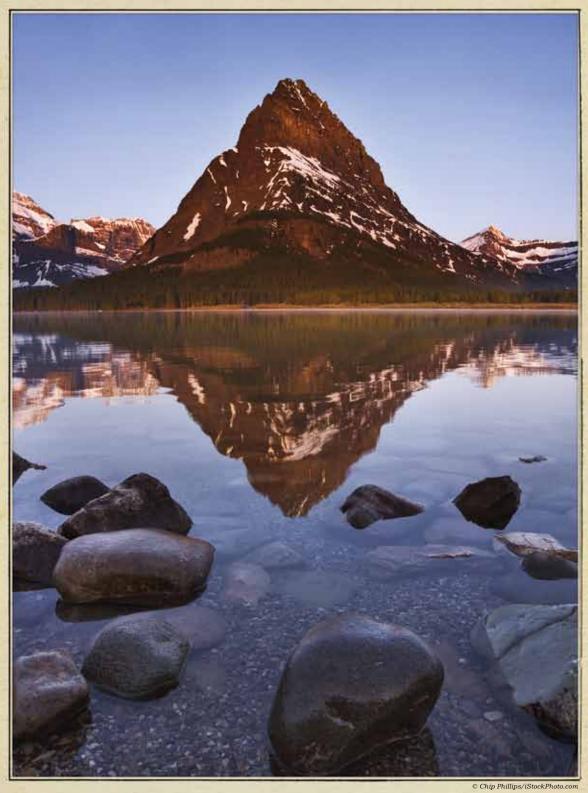
Professional Member and Arizona Game and Fish Department (AGFD) Game Specialist Jim Heffelfinger received the inaugural Professional of the Year award from Miles Moretti, resident and chief executive officer of the Mule Deer Foundation (MDF), recognizing a working wildlife professional from a state or federal agency who has made important contributions to mule deer conservation. The award was presented at the MDF Annual Convention on February 12, 2010. Heffelfinger serves as chair of the Mule Deer Working Group sponsored by the Western Association of Fish and Wildlife Agencies.

Dan Pletscher

University of Montana College of Forestry and Conservation Professor Dan Pletscher was awarded the George M. Dennison Presidential Faculty Award for Distinguished Accomplishment. The award recognizes distinguished accomplishments that have brought significant recognition to UM at the regional and national levels. Pletscher, who directs UM's Wildlife Biology Program, joined the faculty in 1984. His research includes endangered species, predator/prey interactions and strategies for conservation.

Christine Thomas

Professional Member Christine Thomas, dean of the College of Natural Resources (CNR) at the University of Wisconsin-Stevens Point, has been reappointed by Governor Doyle and unanimously confirmed by the Wisconsin Senate for a second six-year term on Wisconsin's Natural Resources Board (NRB). Thomas was chair of the board for much of her first six-year term.



Grinnell Point is a mountain cliff in Glacier National Park, named for Boone and Crockett Club Member George Bird Grinnell to honor his extraordinary efforts to establish the park. The Point climbs to 7,201 feet above sea level. Coordinates: N 48.787478 and W -113.68289

CONSERVATION

N THIS APPROACH | In the vision of the Founders, conservation was to be carried out by technically-trained, visionary administrators such as Gifford Pinchot — who had to be found in a world with few professional educational programs for conservation. The modern Club now trains new recruits specifically for a diversity of conservation work, contributes new knowledge to their practice, advances mid-career professionals to leadership positions, and demonstrates on-the-ground conservation.

WHERE WE STAND

The Club is distinguished by our ability to demonstrate private-land conservation and teach and support research from K-12 to the university level. With this particular — perhaps, unique — portfolio of conservation supported by land, facilities, and talent, the Club has achieved a sturdy place among programs of conservation in the country.

EDUCATION

Our program is fully functional: it is led by a credentialed academic with faculty status at two universities, delivered to teachers and K-12 students in partnership with other institutions, and evaluated for continuous improvement. Set on the working private lands of the Theodore Roosevelt Memorial Ranch, the education program runs alongside real-time land management. The adjacent Bob Marshall Wilderness furnishes it with rare facilities for active outdoor learning. We reached nearly 2,000 students, teachers, and other adults. We completed a self-evaluation of the Conservation Across Boundaries program and secured certification of the Rasmuson Wildlife Conservation Center as a Boy Scouts of America high adventure camp base, working with the Montana Council. The monitoring program for the TRMR is underway in conjunction with the Club's program at the University of Montana. This will inform the Club and students about goals for livestock and hay production, weed control, and coexistence of cattle, deer, elk, small mammals, and birds.



EDUCATION PROGRAMS

- **Conservation Across Boundaries MT-TX, June-July 2010:** Thirteen teachers from Pennsylvania, Texas,
 Missouri, Nevada, Kansas and Florida completed this twoweek course.
- MT Outdoor High Adventure Base: Twenty-four scouts participated in the 2009 MOHAB summer program over two weeks. 18 scouts participated in MOHAB Ultralight Backpacking Program, May 2010.
- Outdoor Adventure Camps, 2009-2010: the Little Critters, Outdoor Skills, and Wildlife Conservation camps hosted 49 campers in four separate camps.
- Outdoor Adventure Camp Scholarships: provided \$1,200 for eight low-income participants. Funds contributed by Dunrovin Ranch Suzanne Miller & Friends, Hampe Family Foundation and Mr. Hans Peter Giger.
- **Becoming An Outdoorswoman, June, 2010: Eleven women from around the U.S. participated. Co-sponsors included Montana Fish, Wildlife and Parks and the University of Wisconsin Stevens Point.
- Solution Conservation Education, 2009-10 academic year: included 1,558 K-12 students and 285 teachers.
- Publication, 2010: Flowers, A.B., (2010). Blazing an evaluation pathway: lessons learned from applying utilization-focused evaluation to a conservation education program. *Evaluation and Program Planning*, (Vol. 33, No. 2) 165-171.

TROOPS ENJOY
TIME IN THE
BACK COUNTRY
DURING A TREK
THROUGH THE BOB
MARSHALL
WILDERNESS AREA
AS PART OF THE
MOHAB PROGRAM.



UNIVERSITY PROGRAMS

We now support four programs operating under strategic direction with succession and growth underway. We have a new agreement with Texas A&M for our program there and a



governance policy in place for all current and future programs. The Michigan State University program recruited Dr. William Porter (left) to become its first Boone and Crockett Professor, and Dr. Porter

reported with four graduate students and two post-doctoral scientists for a ready-made functioning program. Two new programs have agreements in place for which we are raising funds (University of Colorado and the University of Wisconsin – Stevens Point). Two more programs are in an exploratory stage (Oklahoma State University and University of Alaska - Fairbanks).







CURRENT PROGRAMS

- ** University of Montana, since 1992: Five students enrolled (Club Management: Earl Sherron, Keith Ward, John Poston)
- Texas A&M University, since 2005: Six students enrolled (Club Management: Dan Pedrotti)
- Oregon State University, since 2007: One student enrolled (Club Management: Steve Mealey, Tom Price)
- Michigan State University, since 2008: Six students enrolled (Club Management: Morrie Stevens, Jake Shinners)

THEODORE ROOSEVELT MEMORIAL RANCH

The Ranch came under new management in 2010 as Mike Briggs and his family became the third Manager to embrace the task of conservation ranching. Like the expert ranching families before them, Mike and Kadie and the four Briggs children are ideal stewards for challenges of blending traditional ranch management with the educational and research operations of the Club. In addition to the manager's half-day tours and after-dinner discussions, the ranching program this year supported the livestock herd (173 mother Angus cows), the noxious weed control program, the public hunting program and cross-ranch access to the Bob Marshall Wilderness, and maintenance.

NATIONAL CONSERVATION LEADERSHIP INSTITUTE

This cooperative professional education program convened its fifth cohort of Fellows in 2010, consisting of 23 staff from state fish and wildlife agencies, seven staff from federal natural resource agencies, five from non-governmental organizations, and one from the industry sector.

HUNTER AND CONSERVATION ETHICS COMMITTEE

The committee has produced a simplified presentation of The Tenets of Fair Chase Hunting suitable for use as a pocket card and poster. This presentation form of the Fair Chase creed will support the more thorough White Paper on Contemporary Threats to Fair Chase that is in development. Together, these statements will closely scrutinize hunting today, particularly as fragmentation of land and reduced access inspire new hunting scenarios to meet demand. By the light of the time-honored ethic of Fair Chase, we can determine which of these innovations qualify as hunting and which do not.

THE VIEW FROM HERE

The Club Founders established a conservation estate, beginning with reserves of public land and followed by laws governing the management of those lands. Today, the Club is extending that estate to include privately-managed conservation lands cared for by a corps of conservation-minded youth and professionals.

The Club is among few — and perhaps the only — organization embracing such a broad reach of conservation. Properly for an effort so large, the Club is developing measures to signify whether we are changing society across this scale or dissipating

our resources. The combined operations at TRMR of research, demonstration, and education are possible only because the Club has the particular ability to subsidize the operation of a private ranch that studies its own function and adaptations and hosts research and education programs. Likewise, a university-based and research-grants program spanning multiple schools with a common vision would not evolve without a sponsor on a mission such as ours. Finally, to promote an ethical standard for the citizens who benefit from this enterprise attempts a far-reaching and deep-seated change.

Our challenge in the next Strategic Plan for

2011 is to discern from our daily efforts measures beyond simple tallies of the students reached, studies completed, and acres managed sustainably. For example, we seek evidence of whether we are exporting specific insights from our ranch management for use by private, non-institutional landowners—such as how to manage noxious weeds and at what cost. We must derive from nearly 20 years of supporting university programs indications that research is more relevant and public policy more effective. After 123 years of promoting Fair Chase, we must gather evidence that personal commitments are more widespread. \(\frac{1}{2}\)

WILLIAM I. SPENCER/TIM HIXON CONSERVATION RESEARCH GRANTS

Our grants program directed attention this year to wildlife diseases, leveraged investments with other institutions, and delivering findings in the popular press. From 14 proposals we selected two on diseases of bighorn sheep: one funded directly by the Club and the other in partnership with the Camp Fire Conservation Fund Inc., and the Pope & Young Club.

Paranasal sinus tumors of bighorn sheep: investigation of an infectious etiology

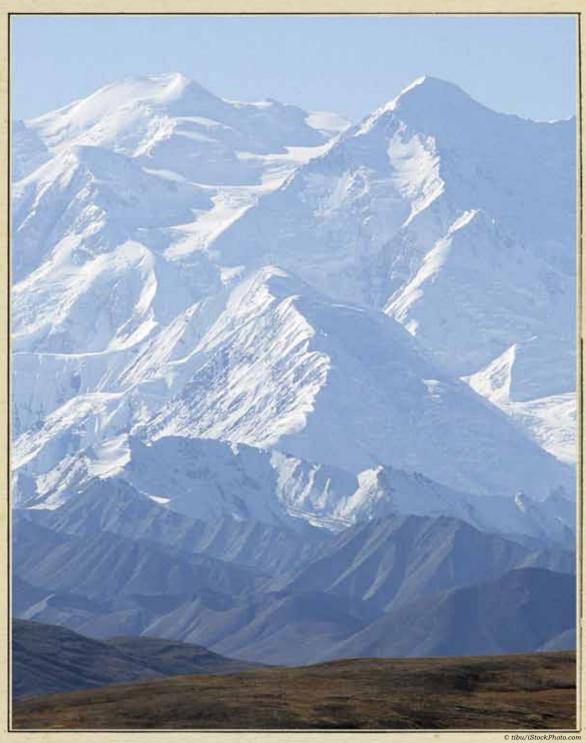
Dr. Karen Fox, DVM, Colorado State University. An investigation of the possible transmissible agent causing tumors in the nasal sinuses of bighorn sheep. We expect the results to inform biologists in trans-locating sheep to improve this strategy for augmenting declining populations.

Bighorn sheep disease outbreaks: underlying genetic diversity of declining versus persistent populations

Dr. Marjorie Matocq, University of Nevada, Reno. A study of four populations of bighorn sheep in Utah that have a particularly well-documented recent history of establishment, augmentation, and disease-related die-off. We hope to learn whether a genetic difference exists between individuals that succumbed to disease and survivors, which will aid wildlife managers in designing trans-location programs.

These projects and a previously-supported project on elk populations in Idaho were reported in *Fair Chase*.





BOONE AND CROCKETT CLUB MEMBER CHARLES SHELDON HAD INFLUENTIAL FRIENDS IN WASHINGTON D.C. AND WAS ABLE TO MOVE A BILL THROUGH CONGRESS TO CREATE A NEW ALASKAN NATIONAL PARK NOW KNOWN AS Denali National Park, with Mount McKinley as its centerpiece. Sheldon personally delivered that BILL FOR SIGNING TO PRESIDENT WOODROW WILSON ON FEBRUARY 26, 1917. SHELDON LATER WOULD BECOME known as "the father of Denali National Park." Mount McKinley is the highest mountain peak in North America, with an elevation of 20,320 feet. Coordinates: N 63.068333 and W-151.0045

COMMUNICATIONS



N THIS APPROACH | Most hunters in America first hear or speak our name in regards to our records book before they understand our Mission and Vision. We now have reliable and established avenues to spread the rest of the story through print, television, Internet, and in the marketplace.

WHERE WESTAND

As of 2010, the Club has become a magazine publisher with steady circulation, an independent book publisher of distinction, and a television producer with growing experience. We also continue to discover new values in our brand to sustain the Mission: this year we licensed our scoring system for the first time and added revenue streams from the Awards Banquet.

FAIR CHASE - THE MAGAZINE

Our Associates and Official Measurers form the bulk our magazine readership and we are focusing our content on topics that appeal to and intrigue them.

We launched new series to document wildlife success stories from the past to the present (Then & Now) and to present photo essays on top trophy destinations (Look Closer). We reviewed in depth the different calibers used to harvest B&C trophies. With our partner, Swarovski, we published the Field Photo Contest, which we will repeat annually.

We ran a four-part series on wildlife law enforcement that profiled wardens and covered trafficking, forensics, and how the B&C scoring system is used to assess fines for poachers.



We also published several historical articles about Theodore Roosevelt and Daniel Boone, and other personalities from Club history such as Carl Akeley, Clarence King, General James H. "Jimmy" Doolittle, Dean Witter, Eugene du Pont, and George Eastman.

OUTREACH AND MARKETING

We now publicize our Mission and secure our brand and intellectual property through multiple channels: television, press and publicity, licensing, and sponsorships of the Awards Banquet.

We completed our fourth television season of 13 original episodes of *Big Game Profiles*. The program was nominated for network awards for Best Big Game, Most Educational, and Best Conservation. Production of our fifth season — under a new series

titled *Boone and Crockett Country* — was completed in June.

The Club also achieved a broader distribution of its activities through the 27th Awards Banquet with a new media partnership with Intermedia Outdoors. Numerous magazine and Internet articles about the Awards program, invited trophies, trends based on B&C historical data, and the correlation of trophy game to successful conservation were published in the mainstream media prior to and after the event. Readership and viewership estimated to be 40 million impressions.

Our licensing relationships continued in 2010 through the effects of the slow economy on product sales. We extended our agreement with Leupold. We continued to grow our partnership with Buck Knives. The Buck catalog ran the full B&C

BOOKS AND PUBLICATIONS

This year's shelf of publications features *Theodore Roosevelt – Hunter-Conservationist* by professional member R.L. Wilson. We produced and sold out 25 deluxe limited editions and 1,000 signed copies; it is currently available in paperback.

We began a FaceBook page as venue to post updates, press releases, and product launches to our fans. We also offer opportunities for fans to interact with each other by posting their own vintage hunting photos and other hunting related news. The Facebook page launched on December 27, 2009. By the end of FY 2010, we had 7,000 fans and climbing.

The B&C web store now offers e-books. For a nominal fee, customers can download a PDF of the new Official Measurers manual or individual chapters. Additional titles are coming.

In FY 2010, we will also be breaking into the iPhone application business. We are currently reviewing several opportunities to decide which will be the most beneficial to the Club.



WINNER

Independent
Book Publishers
Association Benjamin
Franklin Award
BIOGRAPHY



FINALIST

Independent
Book Publishers
Association Benjamin
Franklin Award
HISTORY



GOLD AWARD

PubWest Book
Design Award
HISTORY/
BIOGRAPHY



SILVER AWARD

Independent
Publishers
WEST-MOUNTAIN
NON-FICTION



FINALIST

Foreword Book of the Year HISTORY line of products. Also, Dick's Sporting Goods stores is again running a special presentation tin and knife for the 2010 holiday season, which sold out last year.

The Pope & Young Club was the first official licensee of the Club's scoring system. This relationship expanded to collaborate on topics of mutual interest, including records keeping, positions and policies, official measurer training, and fair-chase hunting ethics.

Adding to the success model of our Awards Banquet, and by featuring the Club's new trophy display, we this year earned revenue from the Awards event through sponsorships and an auction.

THE VIEW FROM HERE

Our strong brand stands primarily on the history of the records program. By securing this brand recognition and diversifying the ways we present ourselves to hunters and other conservationists, we are extending our relevance in the other areas of our Mission. The brand attracts readers and viewers to the full story of the Club's Mission.

ADDITIONAL BOONE AND CROCKETT CLUB BOOKS

A Boone and
Crockett Club Field
Guide to Measuring
and Judging Big
Game, Second
Edition - New edition
based on the updated
made to the scoring
manual last year,
published as a
convenient field guide with
rounded corners.

Records of
North American Elk, First
Edition and Records of
North American Mule Deer,
First Edition - Follow-up
editions to Records of North
American Elk and Mule Deer.
We had to split into two
separate books due to the
increase in the number of
trophies for these categories.

Ranching in the Wild West"

The Awards Book - The 27th Big Game Awards has become the 10th edition in the series of Awards Books, which the Club began

publishing in 1984. Boone and Crockett Club's 27th Big Game Awards, 2007-2009 is scheduled to be released in October 2010.



Measuring

and Judging

Big Game



To secure and build on the brand, we will maintain and increase subscription retention and the number of audiences, Associates, and licensing agreements. Our publications staff is refining the model for the most marketable titles, such as the upcoming An American Elk Retrospective (which follows up the Club's wildly popular retrospective on whitetail deer – now in its third printing) and a reproduction of the Club's extremely rare first-ever scoring manual published in 1906, Big Game Measurements. The volume and diversity of our outreach has prompted us to explore outsourcing sales. This will better allocate staff time to developing broader appreciation of our brand in conservation education and policy.



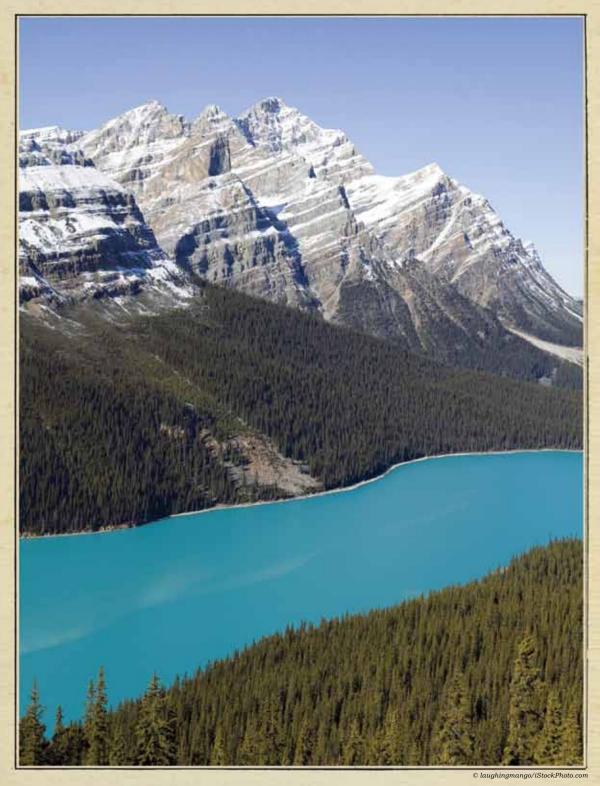
After four seasons of *Big Game Profiles* it was time to capture the equity in the Club's name and brand image. Development and filming of our new series *Boone and Crockett Country*, which is a narrated documentary honoring the animal and the hunt, as well as the Club's legacy in conservation, was

completed in June.
Returning will be
our narrators, Shane
Mahoney and Mark
Streissguth. This
year we will also be
featuring on-camera
expert dialog
provided by Jim
Heffelfinger (shown
at right), Fred King,
and others.



BOONE AND CROCKETT TELEVISION PARTNERS

■ Leupold & Stevens ■ The Dallas Safari Club ■ Buck
 Knives ■ Remington Arms ■ The Wild Sheep Foundation
 ■ Pope & Young Club



Mount Patterson is located in the Mistaya River Valley northwest of Peyto Lake in Banff Park, Alberta. Named in 1917 by John Duncan Patterson, a mountaineer who became president of the Alpine Club of Canada in 1914. Mount Patterson's elevation reaches 10,489 feet.

Coordinates: N 51.741667 and W -116.571667

BIGGAME RECORDS



N THE APPROACH | The Club chronicles crowning achievements among hunters as the standard for measuring big game trophies. Trophies certify an elemental connection between hunters and game, and the Club aligns this relationship with past and current practice of game management. Today's specimens were made possible by the restoration achieved by decades of sportsmen-conservationists. The

continuous increases in the number and origins of new trophies are made possible by continuing science-based and ethics-driven conservation.

WHERE WESTAND

This year we held the latest triennial Big Game Awards Program. The number of trophies qualifying for our books continues to rise, areas producing a trophy for the first time continue to appear, and new World's Records continue setting higher maximum scores. Our records supply data for academic works and debates on improving game management and regulation. We are also opening wider the junior ranks of hunters contenting for trophies. We began this year giving special recognition to young hunters.

KYLE LOPEZ (BELOW) RECEIVED A FIRST AWARD FOR HIS NON-TYPICAL MULE DEER. HE WAS ALSO RECOGNIZED DURING THE GENERATION NEXT AWARDS. TWO BIGHORN SHEEP WERE RECOGNIZED AT THE AWARDS BANQUET, BOTH TAKEN BY WOMEN HUNTERS FROM MONTANA (LEFT TONI SANNON, RIGHT DEBBY L. PERRY).



YOUTHS HUNTERS HONORED AT AWARDS PROGRAM

Young hunters age 16 and under have taken 72 Boone and Crockett qualifying trophies between 2007 to 2009. All were invited to be recognized at the Club's 27th Big Game Awards Program held in Reno, Nevada. Sixteen youth hunters made the trip with their families and were greeted by



nd Crockett Club's

hundreds of fellow sportsmen who helped celebrate their accomplishments.

Pictured below are the youth hunters who were recognized at the Club's inaugural Generation Next awards banquet. Pictured from left to right in the back row: Jordan B. Phillips (non-typical mule deer - 242-4/8), Griffin M. Terrell (non-typical whitetail - 224-2/8), Adam J. Bouch (typical whitetail deer - 162-7/8), Rylan Rudebusch (Shiras' moose - 180-2/8), Brandon R. Kurkierewicz (black bear – 21-3/16), Kyle Lopez (non-typical mule deer – 306-3/8), Jacob L. Billman (black bear - 20-2/16), Cole M. Martinsen (black bear – 22), James P. Hamik (typical whitetail deer - 172), Cody C. Sanders (Roosevelt's elk - 307-4/8), Wesley S. Brown (black bear - 21-9/16), and Jakob P.

Olsen (pronghorn -84); Left to right in the front row: Kalee C. Teel (typical mule deer - 191-4/8), Morgan T. Daugherty (cougar - 15-2/16), Jolayne M. Collings (cougar - 15-1/16), and Kelsey A. Smith (typical Columbia blacktail - 135-6/8).



NEW WORLD'S RECORD MOUNTAIN CARIBOU, HUNTER HONORED

aul T. Deuling of Whitehorse, Yukon Territory, received the Sagamore Hill Award, the highest honor given a hunter by the Boone and Crockett Club. Deuling received the award, named for the New York home of Theodore Roosevelt, for taking a World's Record mountain caribou in a hunt that exemplifies the sporting values that Roosevelt championed—fair chase, self-reliance, perseverance, selective hunting, and mastery of challenges. Roosevelt founded Boone and Crockett Club in 1887 to help uphold these standards.

Deuling spotted the huge caribou during a 1988 solo hunt for Dall's sheep in the Pelly Mountains of Yukon Territory. He had backpacked six miles across two shallow valleys and a range of hills, all choked with thick, tangled brush. After setting up camp, Deuling climbed a ridge to glass for sheep when he spotted the magnificent bull with a single cow. Deuling later recounted the bull "appeared to have a black oak tree growing from its head." A meticulous stalk and 10-yard shot with his .270 ended the hunt but began a grueling five-day meat-packing ordeal that would make Deuling temporarily regret his decision to take the trophy.

Eldon Buckner, chairman of the Boone and Crockett Club's Records of North American Big Game Committee, said, "A Yukon game officer told me that Paul was the only person he knew who

> Deuling's new World's Record mountain CARIBOU WAS VERIFIED BY THE 27TH BIG GAME AWARDS JUDGES PANEL IN RENO, NEVADA. LEFT: A NEWSPAPER CLIPPING PHOTO DATED NOVEMBER 2, 1988, SHOWS Deuling with his caribou, which scores 459-3/8 POINTS. BELOW: SIMON ROOSEVELT (RIGHT) PRESENTED DEULING WITH THE SAGAMORE HILL AWARD DURING THE 27TH BIG GAME AWARDS BANQUET HELD ON JUNE 26. B&C'S VICE PRESIDENT OF BIG GAME RECORDS ELDON L. "BUCK" BUCKNER (LEFT) WAS ON HAND TO MAKE THE PRESENTATION AS WELL.

would have tackled that job, as the area where Paul killed his caribou is extremely tough country to get around in."

Buckner added, "Along with being a hunter of the highest ethics, Paul also is an extremely modest man. It's a story in itself,

but he was finally persuaded to strip the hardened velvet from the antlers and have the

caribou measured."

When Deuling took his trophy to a Boone and Crockett Club official measurer to tape the antlers, they scored 459-3/8—more than 7 inches larger than the next largest

mountain caribou in the Club's records book.

For all potential new World's Records, the Club requires score verification by a Boone and Crockett judges panel. However, years passed before Deuling shipped the antlers to complete this process. His trophy was included in a special public exhibition held in June as part of the Club's triennial 27th Big Game Awards celebration in Reno, Nev. There, a judges panel verified the final score and confirmed the trophy as a new World's Record, and Deuling was honored with the Sagamore Hill Award.

The award was created in 1948 in memory of Theodore Roosevelt, Theodore Roosevelt, Jr., and Kermit Roosevelt to honor outstanding trophies worthy of great distinction. Only one award may be given in any three-year period, but the actual frequency has been even less often. Deuling is only the 17th recipient of a Sagamore Hill Award.

The 27th Awards Program displayed the significant curatorial and statistical capacity of the Club staff, which handled 2,000 trophies this year (a total of 5,797 for the 3-year period of the 27th Awards Program), assisted with publication of the Awards book, and told the stories through a steady series of updates and background information in *Fair Chase*. The edition for this year's program will be published in 2011.

For this triennial awards program, we launched the Generation Next Recognition Program. Hunters who were 16 years old and younger and whose trophy has been accepted in the 27th Awards Program were honored for their accomplishment in a special banquet. Seventy-two young hunters were invited.

We also continued building our corps of Official Measurers, by adding 25, for a total of 1,341.

THE VIEW FROM HERE

As curators of the trophy room and arbiter of greatness among the specimens, we meet many hunters who can help us confront challenges in hunting today. The Records Program is a strong point-of-entry for new members, supporters, and allies. Our challenge is to build on the Records Program those activities such as Generation Next that, by first drawing hunters to excellence, then leads them to involvement in the larger enterprise of stewardship, education, and advocacy.

Going forward, we will find ways to focus on the connection for young hunters to aid in hunter recruitment, commitment to Fair Chase, and involvement in the Club's other programs in education at all levels and advocacy. A place in our book is a share of stock in the bigger reward. The story of a successful hunter, certified by a trophy, is a vignette of the epic of American wildlife conservation: as one hunter seeks and achieves, so have American hunters together restored the big game that is abundant today. We will strive to bring the hunters today toward the vision for tomorrow.

FROM TOP:

B&C Member
RICHARD T.



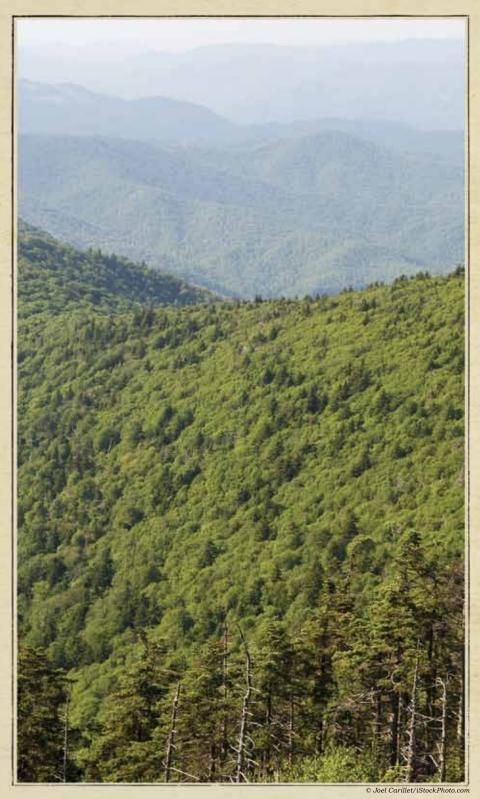
HALE EMCEED THE FIELD GENERALS LUNCHEON HONORING THE CLUB'S OFFICIAL MEASURERS. HALE ALSO OVERSAW THE PLANNING FOR THE 27TH BIG GAME AWARDS BANQUET AND RELATED ACTIVITIES. VP OF RECORDS ELDON L. "BUCK" BUCKNER ASSISTS A SCORING TEAM WITH MEASUREMENTS ON ONE OF FRED DODGE'S CANADA MOOSE TROPHIES.

A TRIO OF OFFICIAL

MEASURERS ENJOY THE WELCOMING RECEPTION (FROM LEFT, JACK RENEAU, LARRY R. CAREY, AND KYLE C. Krause). ™ B&C MEMBER DAN McBRIDE WAS INSTRUMENTAL IN THE DESIGN OF THE 27th Awards Display. HE'S PICTURED AT LEFT WITH TROPHY OWNER FRANK A. MACIAS AND HIS WIFE RANEA. JUDGES PANEL MEMBERS ROBERT H. HANSON AND PATRICK H. McKenzie work TOGETHER TO VERIFY THE SCORE OF HELGIE H. EYMUNDSON'S NON-TYPICAL







The Appalachian Mountains in summer viewed from Roan Mountain in Tennessee. Roan Mountain is the high point of the Roan-Unaka Range of the Southern Appalachian Mountains. Roan High Bluff rises to 6,267 feet above sea level. Coordinates: N 36.093056 and W -82.145833

ADMINISTRATION



N THIS APPROACH | Our strength begins in the basecamp. The purser and the quartermaster propel us on a steady bearing. We set our strategy upon the details of history, strength of membership, and efficiency of operations.

WHERE WE STAND

At this conclusion of our 2007-2010 Strategic Plan, the Club has developed a reliable system of administration that focuses on where we are going while keeping our assets and equipment in good service.

We have reached a peak of staffing and facilities. The workings of our a multi-million dollar operation involves a roster of members and staff, buildings - headquarters, rental office space, warehouse, library, ranch, school, museum and collection of heads and horns — and the fences, livestock, and equipment on the ranch. We have come a long way from the dinner table at which the Founders conceived this Club.

BOONE AND CROCKETT CLUB MEMBERSHIP



Current Member Count - 263 (As of 6/30/2010)

Honorary Life — 9 Regular — 94 Professional — 130 Emeritus — 31

New Regular Members

Trevor L. Ahlberg, Texas Marshall J. Collins, Jr., South Carolina Thomas W. Dew III, Illinois John P. Evans, South Carolina John J. Gisi, Arizona John M. Green, Washington, DC John L. Hopkins, Texas David L. Moore, Illinois Wilson S. Stout, Texas R. Beau Turner, South Carolina Paul M. Zelisko, Illinois

New Junior Member

R. Strawn Dixon, Montana

New Professional Members

Kevin Hisey, Minnesota Rebecca A. Humphries, Michigan Gary S. Kania, Virginia Kirk Kelso, Kansas Miles O. Moretti, Utah Eric L. Washburn, Washington, DC Gates McG. Watson, Montana E. Nichols Wiley, Florida Andrew W. York, Oregon

New Ex-Officio Professional Members Tom Tidwell, Chief of the U.S. Forest Service

LIBRARY AND HISTORY

With the generous support of Ed Rasmuson, we are nearing completion of the archiving of Club records within the Maureen and Mike Mansfield Library at the University of Montana, under the leadership of archivist Donna McCrea. This project professionally houses, protects, and indexes the evidence of what the Club has accomplished. It secures these documents as a useful asset.

Our in-house library now exceeds 1,100 volumes, enabling the staff to maintain a high-caliber of titles to chronicle the Club's history and interests, provide surplus books to members and collectors, and generate revenue. Thanks to our 2010 Contributors: James Legnard, Mary Ebner, Remo Pizzagalli, John Poston, Robert McKinley, Jack Reneau, Dwight Van Brunt, and others.

Notable authors acquired this year:

■ William N. Beach ■ Douglas W. Burden ■ Frederick Russell Burnham & George K. Cherrie & James L. Clark Radclyffe A. Dugmore & George Eastman & Gifford Pinchot

🛚 Frederick Childs Pullman 🔻 Edgar M. Queeny Kermit Roosevelt Theodore Roosevelt Jr. 8

Mrs. Theodore Roosevelt * William G. Sheldon

🛚 J. Legendre Sidney * Caspar Whitney ≥ Harry Whitney



STRATEGIC PLANNING

This year is our first transition in formal strategic planning. We are carrying forward our previous analysis of the primary drivers in our strategic environment: the "megafactors" of human population growth, poverty, land use, and social pressure. To prove our strategic intent and improve delivery, we are interviewing members and stakeholders sponsors, current and potential donors, government agencies in the United States, Canada and Mexico, and Outfitting/Professional Guide Associations. Between the fine-grained perspective of the interviews and the broad view of the megafactors, we are triangulating on the specific tasks and objectives for the next three years.

THE VIEW FROM HERE

With such a comprehensive Mission and operation, the Club's particular challenge is staying deep and balanced. Our strategy going forward will allocate effort in proportion across our agenda while maintaining mastery of the fundamentals. We will exploit our ability as a non-governmental organization with a supporting foundation to drive progress through our own programs, advance in alliances with partners, and prompt and guide grantees in new directions. 🛧

MEMBERS OF THE ROUGHRIDERS SOCIETY

Lowell E. Baier Thomas M. Baker Larry C. Bucher Eldon L. "Buck" Buckner Manuel J. Chee Craig A. Cook F.R. Daily Kenneth E. and Kathleen D.J. Davis Gary W. Dietrich Wesley M. Dixon, Jr. Hanspeter Giger John A. "Jack" Gray* Jeffrey A. Gronauer Terry C. Hickson Ben B. Hollingsworth, Jr. Robert B. Johnson Tom L. Lewis Charles E. Long Ricardo Longoria Robert Model Richard H. Olewiler Jack S. Parker Remo R. Pizzagalli Edward B. Rasmuson Lanny S. Rominger William B. Ruger* Elmer M. Rusten* Patrick M. Ruster William L. Searle* James J. Shinners A.C. Smid Mark B. Steffen M.D. Paul R. Vahldiek, Jr. Ben B. Wallace C. Martin Wood III Leonard H. Wurman

* Deceased

MEMBER CONTRIBUTIONS OVER AND ABOVE ANNUAL DUES

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Melvin C. Nace

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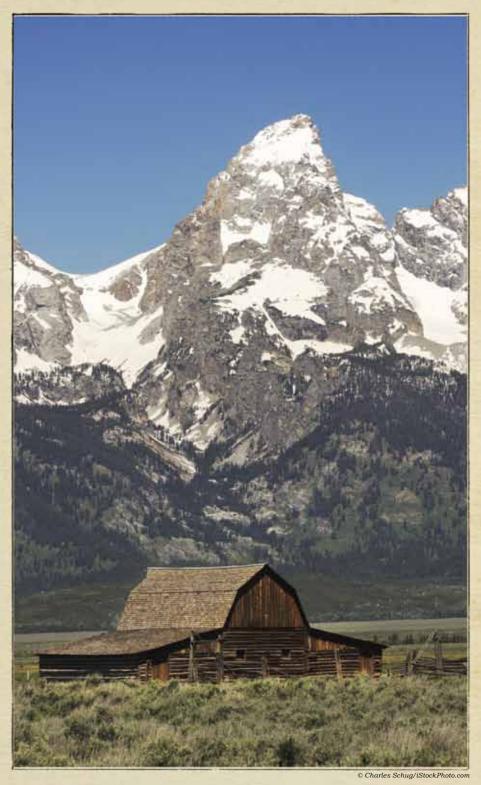
MEMORIALS AND HONORARIA

Memorials Kenneth S. Adams III Herman A. Bennett C. Randall Byers Colin Caruthers James Henry Duke, Sr. Rafael & Carmen Guerra John M. Kaufmann Douglas Kyle Carlton S. Mahlmann John N. McCamish, Jr. Bobby Model Tim S. Murray Glenn P. Napierskie Elaine Parker Frederick C. Pullman Guido R. Rahr, Jr. Elmer E. Rasmuson Fred Wayne Richards William L. Searle I.D. Shapiro Duane Sidler William I. Spencer Glenn A. St. Charles Stan Studer Patricia Valentino Philip L. Wright

Honoraria

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Professor Ragan Callaway
Ian McTaggart Cowan*
Dr. Winifred B. Kessler
Mr. and Mrs. Maurice, Nick &
Gary Mikeska
Robert Model
Earl E. Morgenroth
C. Robert "Bob" Palmer
Charles Purcell
Jack Reneau
Dr. Nathaniel Strobel MD
Michael Wigan

Art D. Tong Mary Tonkovich



Grand Teton National Park is a located in northwestern Wyoming, south of Yellowstone National Park. The park is named after the Grand Teton, which is the tallest mountain in the Teton Range. Grand Teton National Park was established on February 26, 1929.

Grand Teton's elevations rises 13,775 feet. Coordinates: N 43.74110 and W 110.802

DEVELOPMENT AND CLUB FOUNDATION



N THIS APPROACH | What began as a pool of personal expenses on a dinner table in New York, is now the Club Foundation — a platform on which the Club has organized approximately \$9 million into six endowment subtotals corresponding to elements of the Club's conservation mission.

WHERE WE STAND

In 2010 we raised funds in roughly equal parts between contributions and endowment earnings and expanded other revenue sources. Individuals and members in all categories provided more than \$700,000 in cash gifts to the Club and Foundation in this fiscal year — rivaling the amount gained from managing the endowment alone — among these contributions were nearly \$50,000 from Members and Lifetime Associates, \$24,000 from the federal and state charitable contribution programs, and another more than \$18,000 from all Associates, Official Measurers, and recent trophy owners — all of which exceeded expectations.

The Club structure has now settled into the form of a volunteer, charitable nonprofit organization with an IRS Type-One Supporting Foundation. This arrangement enables us to embrace the mission-oriented focus of a non-governmental organization and also the long-term strategies for change of a foundation.

The Boone and Crockett Foundation will now and in the future be a significant and integral part of the successes of the Boone and Crockett Club.

THE VIEW FROM HERE

We are approaching the half-way point to our vision of financial sustainability . . . an endowment of \$20 million. We will continue assigning our efforts according to Development, Investment, and Gift Acceptance. We are currently focused on making Gift Acceptance more systematic.

To capitalize on the generosity of our Members, we are establishing programs of planned giving. We have opened a Planned Giving Office to assist members and others in their estate planning with the Club in mind. Contributors — together,

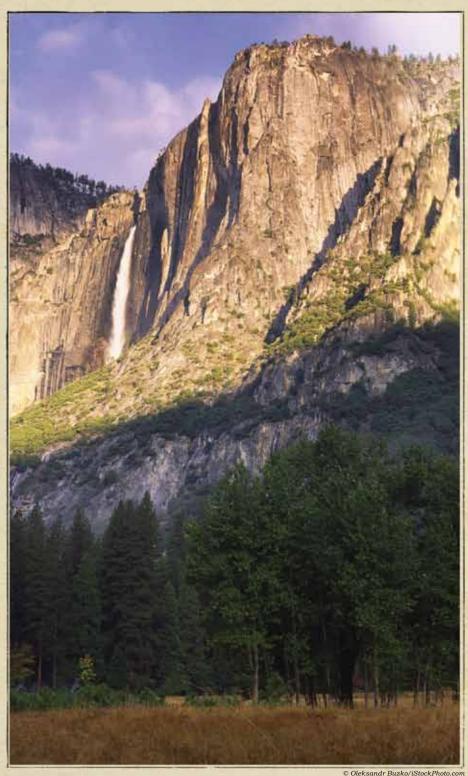
the Roughriders Society - align their gifts through a permanently restricted fund to the Club's key conservation leadership programs. We have retained a consultant to build this program on successful models from allied organizations and are now working with 30 Members on bequests, IRA beneficiary designations



Gary W. Dietrich
BOONE AND CROCKETT CLUB
FOUNDATION PRESIDENT

and a Charitable Gift Annuity.

The Boone and Crockett Conservationists Program is an annual giving program designed for Club Members and friends of the Boone and Crockett Club. This is a donor recognition program for individuals who wish to support the Boone and Crockett Club's conservation projects through purely philanthropic gifts of \$2,500 or more. Annual gifts of \$500 or more accumulate toward new contribution levels. Levels of giving range from \$2,500 to \$250,000 or more. This program has brought in nearly \$710,000 since its launch in 2005. We will continue to market this program to Members, Lifetime Associates, Associates, and others.

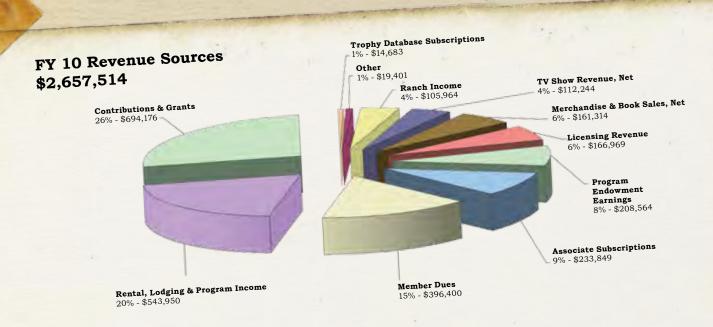


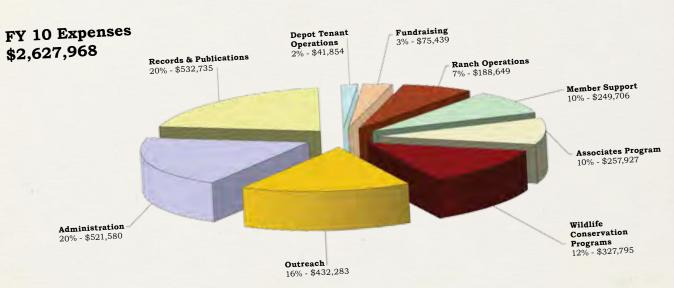
© Oleksandr Buzko/iStockPhoto.com

YOSEMITE FALLS IS THE HIGHEST MEASURED WATERFALL IN NORTH AMERICA. LOCATED IN YOSEMITE NATIONAL PARK, IT IS A MAJOR ATTRACTION IN THE PARK, ESPECIALLY IN LATE SPRING WHEN THE WATER FLOW IS AT ITS PEAK. THE FALLS' ELEVATION TOTALS 2,425 FEET CONSISTING OF THREE SECTIONS (UPPER, 1,430 FEET; MIDDLE, 675 FEET; LOWER, 320 FEET) MAKING IT THE SEVENTH HIGHEST FALL IN THE WORLD. COORDINATES: N 37.753 AND W -119.591667

BOONE AND CROCKETT CLUB AND FOUNDATION FINANCIAL REPORT

e are pleased to report that we have finished a third consecutive year with a positive cash operating income as of June 30, 2010. We operated 23 different departments of which 15 beat their budget. We could not have accomplished this without the cooperation of our program managers, directors and vice presidents monitoring expenses very diligently during these challenging times. Total revenue for the Club and the Foundation in 2010, excluding investment activity, was \$2,657,514 compared to \$2,488,442 in 2009. Total revenues are reported using the net figures for merchandise and book sales and the *Big Game Profiles* TV show. The 27th Awards Program, increased contributions, and nine new regular members were key to the revenue growth. Total assets of both the Club and Foundation were \$13.3 million up from \$13.0 million in 2009.





Of importance to our budget is the 2.5% distribution that the Club receives from the Foundation each year. We have held it at this level for the past couple of years after peaking at 5% in 2007. By reducing the distribution percentage it allows more money to remain in the Foundation accumulating for the long term benefit of the Club in fulfilling its mission and vision.

We are pleased to report that the Foundation's total assets as of June 30, 2010 were \$9,114,775 up from \$8,342,554 on June 30, 2009. This increase was due substantially to the recovery of the stock market from a year ago. We recorded net investment earnings, including unrealized gains, of \$668,834 during the fiscal year. Our financial managers continued to beat the selected benchmarks established in our investment policy which has assisted us in growing the foundation assets during these challenging economic times.

A significant contributor to the success of 2010 was our triennial awards program that was held in Reno the last week of June 2010. The new facility allowed us to upgrade the quality of that program as we were all housed in one building and the display area was substantially enhanced as well. Attendance was at an all time high, up 57% from the 2007 awards program in Dallas. This program has traditionally generated a small loss for the Club as a service to the hunting community in support of its records program. We are pleased to say that this year we actually had a net profit on that program. The success of that event was a collaborative effort of the Records Committee and staff with a lot of volunteer time contributed.

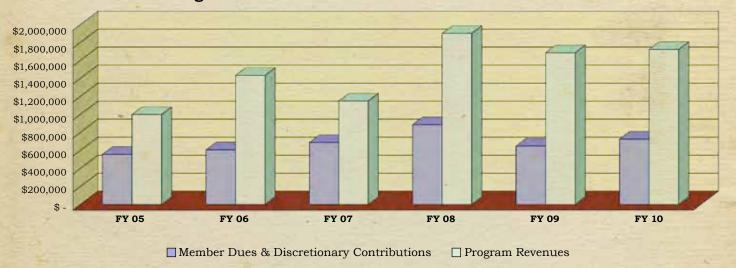
Our budget for fiscal 2011 was approved at the Reno board meeting with total revenues of

\$2,515,116 which is slightly less than our 2010 actual results. Remember we will have no revenue from an awards program until 2013. The managers, directors, and vice presidents as well as Chief of Staff, Tony Schoonen, spent a great deal of time working on this budget to make it as realistic as possible given the environment that we are working in. We are all challenged during these difficult times to come up with realistic budgets and make them work. We are counting on significant revenue improvements in Publications and Big Game Profiles to assist us in making our budget in 2011. We are also budgeting a slight decline in Merchandise and the Associates Programs based on the realities of the weak economic environment. We also are budgeting a distribution from the Foundation of 2.5% consistent with the past several years to support the operation of the Club.

Note the bar chart which covers fiscal years 2005-2010, comparing membership dues and discretionary contributions to total program revenues. Total membership dues and discretionary contributions, which include auction proceeds, were \$726,556 in FY10 compared to \$1,722,394 in total program revenues.

Clearly the financial success of the Club could not have been accomplished without substantial discretionary financial contributions from the active members. This also includes membership involvement in assisting in the management of the Club affairs and promoting the mission of the Club. Our improved financial performance is also directly related to the improved revenue growth of our programs and a consistent focus on good expense management. We appreciate everyone's diligent efforts in managing the affairs of the Club.

Member vs. Program Revenues



INVESTMENTS REPORT

uring the fiscal year ending June 30, 2010, the Foundation's endowment funds grew by 9.3%, net of investment management fees and the 2.5% payout of fund assets to support Club operations. This improvement can be attributed to a number of factors, most notably the recovery in equity prices in the U.S. and international markets, as well as declines in interest rates, which had a positive effect on the endowment's bond portfolio.

In absolute terms, the endowment increased by \$772,221 to a reported \$9,114,775 at June 30, 2010. As in past years, the endowment benefited from the Foundation's conservative asset allocation policy, which calls for equities to represent 60% of invested assets, and fixed income securities to comprise no less than 40% of such assets.

The equity component of the endowment is spread among a number of investment "styles," namely:

- MultiCap Core
- Equity Income
- Large Cap Growth
- International

These separate portfolios, in most cases, outperformed the benchmark indices to which they are compared.

The fixed income portfolio is comprised of two components, the mortgage note payable to the Foundation by the Club, and the securities managed by D.A. Davidson. At June 30, 2010, the remaining principle balance of that mortgage was \$812,701.

With respect to the managed, fixed income investments, the Foundation continues to pursue

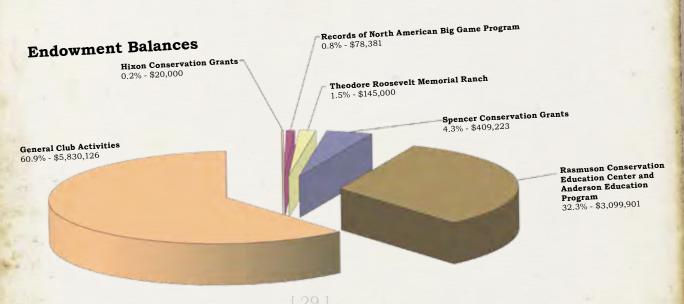
an investment strategy that emphasizes both high-quality and short to intermediate maturities. The portfolio includes a mix of investment grade corporate bonds, as well as U.S. Treasury and agency securities. As of a recent date in September, the fixed income portfolio had total, unrealized gains of over \$200,000 and had a blended yield of 3.70%.

The Foundation will remain focused on a conservative investment policy that is oriented to the preservation of capital and long-term growth. Notably, the value of the endowment, in mid-September, had further grown, to a total of \$9,617,468.

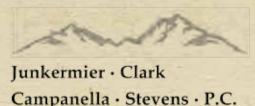
ENDOWMENT BALANCES SUMMARY

Funds endowed by donors or the Board for program support as of June 30, 2010, are as follows:

- Spencer Conservation Grants = \$409,223
- Hixon Conservation Grants = \$20,000
- ™ Theodore Roosevelt Memorial Ranch = \$145,000
- Rasmuson Conservation Education Ctr & Anderson Education Program = \$3,099,901
- Records of North American Big Game Program = \$78,381
- General Club activities = \$5,830,126







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Certified Public Accountants and Business Advisors

INDEPENDENT AUDITORS' REPORT

Board of Directors
Boone and Crockett Club
Boone and Crockett Club Foundation, Inc.
Missoula, Montana

We have audited the accompanying combined statement of financial position of Boone and Crockett Club (the "Club") and Boone and Crockett Club Foundation, Inc. (the "Foundation"), as of June 30, 2010 and the related combined statements of activities and cash flows for the year then ended. These financial statements are the responsibility of the Club and Foundation's management. Our responsibility is to express an opinion on these financial statements based on our audit. The combined financial statements of the Club and Foundation as of June 30, 2009, were audited by other auditors whose report dated November 12, 2009, expressed an unqualified opinion on those statements.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and the significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Boone and Crockett Club and Boone and Crockett Club Foundation, Inc., as of June 30, 2010 and the changes in their net assets and their cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Our audit was made for the purpose of forming an opinion on the combined financial statements taken as a whole. The supplementary information for the year ended June 30, 2010, included in Schedules 1-5 is presented for purposes of additional analysis and is not a required part of the combined financial statements. Such information has been subject to the auditing procedures applied in the audit of the combined financial statements and, in our opinion, is fairly stated in all material respects in relation to the combined financial statements taken as a whole. The supplementary information for the year ended June 30, 2009, included in Schedules 1-5 was subject to the auditing procedures applied in the 2009 audit of the combined financial statements by other auditors, whose report on such information stated that it was fairly stated in all material respects in relation to the June 30, 2009, combined financial statements taken as a whole.

Junkermier, Clark, Campanella, Stevens, P.C.

Missoula, Montana October 20, 2010

COMBINED STATEMENT OF ACTIVITIES For the years ended June 30, 2010 and 2009

	2010	2009
Revenue		
Member dues & subscription revenue		
Member dues	\$396,400	\$317,800
Associates subscriptions	233,849	247,285
Trophy database subscriptions	14,683	15,396
Total member dues & subscription revenue	644,932	580,481
Merchandise sales	325,007	390,721
Less: direct & allocated costs	(163,693)	(239,229)
Net merchandise sales	161,314	151,492
TV Show revenue	396,250	508,019
Less: production costs	(284,006)	(392,674)
Net TV show revenue	112,244	115,345
Contributions	742,701	569,389
Licensing revenue	166,969	346,530
Ranch	105,964	121,562
Investment income/(losses)	626,626	(1,680,438)
Rental, lodging & program income	543,950	404,018
Other	19,401	62,572
Funds available for program & support services	3,124,101	670,951
Expenses		
Support services		
Fund-raising	75,439	109,217
Administration	521,580	590,391
Building tenant operations	41,854	40,911
Total support services	638,873	740,519
Funds available for program services	2,485,228	(69,568)
Program services		
Wildlife conservation programs	327,795	337,021
Conservation projects & outreach	432,283	2,457,066
Records & publications	532,735	377,201
Ranch operations	188,649	182,329
Membership support	249,706	175,538
Associates program	257,927	279,144
Total program services	1,989,095	3,808,299
Increase (decrease) in net assets	496,133	(3,877,867)
Net Assets		
Beginning of year	12,102,619	15,980,486
End of year	\$12,598,752	\$12,102,619

A copy of the complete set of audited financial statements is available upon request.

COMBINED STATEMENT OF FINANCIAL POSITION For the years ended June 30, 2010 and 2009

	2010	2009
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$298,506	\$424,043
Receivables, net of allowance	275,106	334,982
Donor promises to give, net of discount and allowance	46,366	303,455
Inventories	209,694	202,133
Prepaid expenses	35,946	17,612
Total current assets	865,618	1,282,225
INVESTMENT		
Endowment	8,302,075	7,491,552
Total investments	8,302,075	7,491,552
Donor promises to Give, Net of Current Portion	9,424	14,664
Depot, Ranch, Furniture and Equipment, Net	4,142,612	4,252,130
Total assets	\$13,319,729	\$13,039,571
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts payable	142,864	129,412
Accrued liabilities	243,907	425,716
Deferred subscription revenue	319,686	340,644
Deferred revenue - other	14,520	41,180
Total current liabilities	720,977	936,952
NET ASSETS		
Unrestricted		
Board designated reserves	5,325,515	3,279,578
Undesignated	2,844,606	4,462,168
Total unrestricted	8,170,121	7,741,746
Temporarily restricted	162,297	187,246
Temporarily restricted Permanently restricted	162,297 4,266,334	187,246 4,173,627
Permanently restricted	4,266,334	4,173,627

A copy of the complete set of audited financial statements is available upon request.

BOONE AND CROCKETT CLUB **COMMITTEE CHAIRMEN**

AWCP - Jeffrey S. Crane

Associates Program - Lanny S. Rominger

Audit - Edward B. Rasmuson

Budget and Finance - Morrison Stevens, Sr.

Conservation - Christine L. Thomas

Conservation Education - Robert D. Brown

Conservation Grants - Winifred B. Kessler

National Conservation Leadership Institute -

Steven A. Williams

Conservation Policy - Robert Model &

Stephen P. Mealey

Development - Ben B. Hollingsworth, Jr.

Electronic Media - Mark B. Steffen

Government Affairs - Robert Model

History - Leonard H. Wurman

Hunter and Conservation Ethics - Daniel A.

Pedrotti, Jr.

Investment - Robert H. Hanson

Legal - Floyd R. Nation

Library - H. Norden van Horne

Membership - James J. Shinners

National Collection of Heads and Horns - Robert

H. Hanson

Nominating - C. Robert Palmer

Outreach - Marc C. Mondavi

Physical Assets - Earl L. Sherron, Jr.

Corporate Governance - John P. Poston

Publications - Howard P. Monsour, Jr.

Records - Eldon L. "Buck" Buckner

Sagamore Hill - C. Robert Palmer

TRM Ranch - Fred C. Hirschy

University Programs - Harold J. Salwasser

Wildlife Health - Robert E. Frost

BOONE AND CROCKETT CLUB STAFF

Chief of Staff - Tony A. Schoonen

Director of Big Game Records – Jack Reneau

Director of Publications – Julie T. Houk

Director of Marketing – Keith Balfourd

Director of Conservation Education – Lisa B. Flowers

Office Manager – Sandy Poston

Controller – Jan Krueger

Assistant Director of Big Game Records – Justin Spring

Assistant Controller – Abra Loran

Assistant Graphic Designer – Karlie Slayer

TRM Ranch Manager – Mike Briggs

Development Program Manager – Jodi Bishop

Customer Service - Amy Hutchison

Records Department Assistant – Wendy Nickelson

Facilities Coordinator – JoAnne Cobb



BOARD OF DIRECTORS CLUB

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Secretary - Robert H. Hanson

Treasurer - Timothy C. Brady

Executive Vice President - Administration

Ben B. Wallace

Executive Vice President - Conservation

William A. Demmer

Vice President of Administration

Morrison Stevens, Sr.

Vice President of Big Game Records

Eldon L. "Buck" Buckner

Vice President of Conservation

Stephen P. Mealey

Vice President of Communications

Marc C. Mondavi

Foundation President - Gary W. Dietrich

Class of 2010 - Edward B. Rasmuson

Class of 2011 - Manuel J. Chee

Class of 2012 - Howard P. Monsour, Jr.

FOUNDATION

Foundation President - Gary W. Dietrich

Secretary - Robert H. Hanson

Treasurer - Timothy C. Brady

Vice President – Ben B. Hollingsworth, Jr.

Vice President - Thomas D. Price

Class of 2010 Timothy C. Brady

Jeffrey A. Gronauer

Thomas D. Price

Earl L. Sherron, Jr.

Mark B. Steffen

Class of 2011 Remo R. Pizzagalli

Edward B. Rasmuson

James J. Shinners

John A. Tomke

Leonard J. Vallender

Class of 2012

Gary W. Dietrich

Robert H. Hanson

Ben B. Hollingsworth, Jr.

Tom L. Lewis

Morrison Stevens, Sr.



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