

MESSAGE FROM THE EDITOR



Greg Tinsley

EDITOR-IN-CHIEF

Boone and Crockett Club

The opportunity to play a minor role in the Boone and Crockett Club's *Fair Chase* magazine, and to write a little bit for it, is an honor that I'm not sure I deserved.

For 25 years, I have been an undistinguished and minimal volunteer in the monumental movement to perpetuate game and non-game species; in fact, I was a bit nervous when asked to be your new editor knowing how much so many at B&C had contributed for so many years. So, there is immense personal doubt about my worthiness as a conservation ideologue or as a longtime champion of the volunteer spirit.

To top it off, I have always been something of a stumbling hunter, on the best days, which mostly all seem behind me.

Luckily, the core of this magazine, the real horsepower, remains intact. From Julie Houk, the managing editor and creative director to the columnists to the cache of top-level professional contributors, who write for you largely because it is in their

hearts to do so.... thankfully, it is business as usual for *Fair Chase*.

I've always thought the name, *Fair Chase*, was absolutely superb. With six months and a \$100,000 budget, the most revered advertising agency on Madison Avenue would not have been able to peel back to that level of masthead perfection, to the gem that crystallizes the essence of yet another of the important facets — actually, to my thinking, the most crucial principle — of the Boone and Crockett Club. Pursuing game reverently, with wonder, respect, and controlled excitement, is not buzz-hype at this Club.

Everyone here understands that hunting well is never about production. And yet, in this instance, the perception held by many citizens, including some shockingly tuned-in outdoors people, is in conflict with that absolute reality. So, the thought was to begin to dial the message up a notch in these pages with deeper, tougher discussions concerning ethical hunting. If they are on target, these passages may give you cause to re-think a gray-light situation from years ago, or question an over-the-top approach to a month-long campaign featuring a prized

big-game tag. Better, perhaps, it will bring you into the discussions themselves... a magazine and the club it serves are only as good as its involved member readers.

The Club's "Hunt Fair Chase" campaign, complete with maybe the coolest truck-window decal of all time, further magnifies the importance of raising the ethical bar and the image of the American hunter. For industry manufacturers, for leaders who know that their responsibilities in this arena must equal the bottom line, joining this Boone and Crockett Club initiative is terrifically important... it's money in the bank, because ethics matter most.

Entertainment wise, one of the things that I selfishly want to see more of in *Fair Chase* is some expansion of the "how" behind the pictures of great animals published here. I think we're all pretty fascinated with big bucks, bulls, and bears, and without getting boringly involved or boorish, I'd like to know more about the hunts for these special animals.

But, like everything, that'll probably be a lot easier to say than to do; particularly so given the nature of the beast.

— Greg Tinsley

To send a Letter to the Editor of *Fair Chase*, mail to:

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Or drop an e-mail, with the Subject: *Fair Chase* Editor, to:

bcclub@boone-crockett.org

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