

FROM THE EDITOR

New Editor-in-Chief Announced

When I first got actively involved in firearms, hunting, and conservation issues in the mid-1980s, I never dreamed that this interest would not only lead to a new career, but would eventually include membership and active participation in the most prestigious and influential conservation organization in the world – the Boone and Crockett Club.



Gray N. Thornton
EDITOR-IN-CHIEF
Boone and Crockett Club

Like many Members and Associates of the Club, there was a particular issue that moved me from an outdoor enthusiast (angler/climber/hunter) to an active participant in the conservation and hunting community. In my case, it was the wrath of draconian firearm laws proposed in California in the 1980s that moved me from griping with my friends at the local gun shop, to forming and chairing a Political Action

Committee that eventually grew to be a 600+ member, dues-paying organization and later, an NRA affiliated club. This then led to leaving behind a career with Xerox and Unisys to a new career at the helm of Dallas Safari Club and in 2001, Professional Membership in B&C, appointment as chair of our Associates Committee and then this year, stepping in as Editor in Chief of our Club's magazine, *Fair Chase*. I've

been very fortunate and it is an honor to serve B&C as a volunteer in these capacities.

Your issue may have been wildlife or habitat conservation concerns, hunter access to public and/or private lands, records keeping, hunter ethics or promulgating the principles of *Fair Chase*. Whatever the cause or concern, you have been moved to be a part of the oldest and finest organization of its kind. A Club founded on principles conceived and promoted by Theodore Roosevelt, a giant of a man and a leader of modern conservation whose principles still hold true more than 100 years later and

will more than likely remain, I am optimistic, for the next 100 years and beyond.

As with all clubs, there are those who join and are content to participate at whatever level is appropriate to their time constraints – a “member”; those who join and are pleased to sit on the sidelines – a “subscriber”; and those who join and jump headfirst into active involvement in the club – an “engaged member.” A growing and healthy club needs all three to thrive and we very much appreciate your support at whatever level in the Boone and Crockett Club.

In my case, I learned by reading the Club's newsletter that my membership had been approved and my offer to be on the Associates Committee was accepted as an appointment to be Chair. Thanks to our fine Executive Director, George Bettas, I immediately became an engaged member. Whether by choice or otherwise, I am grateful.

Too green to know what we could not do, and charged by George and then President Earl Morgenroth to grow the Associates program, we launched several new initiatives under the guidance of Jayar Daily and Gary Dietrich and through the stellar work of our Publications Director, Julie Houk.

After reviewing our available resources, and identifying our objectives, the first step was to secure additional staff to help implement our marketing and outreach and Associates growth programs. We hired Keith Balfourd, as Marketing Coordinator, and to minimize the budget impact of this staff addition, modified our advertising policy for *Fair Chase* magazine from a per issue sponsorship to open advertising. Through Keith's exceptional efforts, our results thus far have been impressive. Our increase in ad revenue has provided a vital boost allowing us to improve the overall quality of our publication. Our goal is to continue to make *Fair Chase* one of the elite publications in the hunting and conservation industry. We are well on our way to achieving this objective and the addition of Keith to our staff has helped us increase our Associate ranks and launch new and exciting programs including our licensing initiative, corporate sponsors program, and our new industry supported Hunt *Fair Chase* hunting ethics outreach and leadership initiative.

From an editorial standpoint we strived to include articles, features and mission-specific, Club-related updates that inform, educate as well as entertain our readers. We included an “Ethics” feature

and printed editorials that allow the exchange of diverse views related to our time honored principles of hunting ethics and Fair Chase. Judging from the many spirited and articulate letters to the editor received recently, this new feature has not been overlooked. Rest assured however, that while one writer's view of ethics and Fair Chase may differ from yours or mine, the purpose of including such opinions in our magazine is to foster balanced thought and does not represent a fundamental change in the Club's policies or principles.

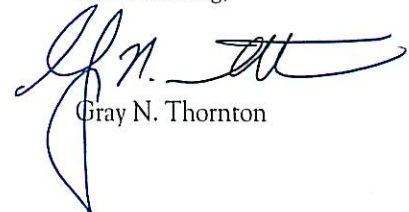
Our Club has been blessed with some very talented Editors, including our most recent, Debra Bradbury who served the Club as Editor in Chief of *Fair Chase* tirelessly and exceptionally well for over two years. When Debra stepped down at the end of 2003, I agreed to serve as Editor while we searched for a replacement. My job has been a pleasure due to the talent of Julie Houk.

As mentioned at the beginning of this letter, the Boone and Crockett Club rests at the summit of the hunting and conservation community. As such, we attract incredible talent to our ranks and talent we have secured. After an industry-wide search this year, it is my pleasure to announce the appointment of Greg Tinsley, as Editor in Chief of *Fair Chase* magazine for a two-year term beginning with our winter 2004 issue.

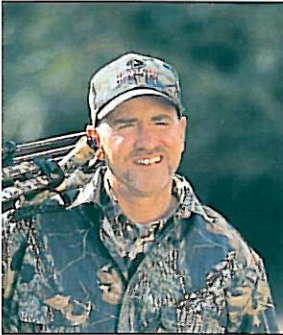
Greg brings more than 20 years experience to the post including holding the Editor position for both *Petersen's HUNTING* and *BOWHUNTING* magazines – the only person to date to hold the top editorial position for both titles. He is currently the Vice President of Axis Media, which represents the advertising concerns of the NRA's magazine division. Axis Media is also the executive producer of NRA's *American Hunter* television series on The Outdoor Channel. Please join me in welcoming Greg to *Fair Chase* and the Boone and Crockett Club.

Again, it has been an honor and privilege to serve B&C this past year as Editor in Chief of *Fair Chase*. I again want to thank and recognize Julie Houk and Keith Balfourd for their support and for helping make serving the Club in this capacity such a pleasure.

Good hunting,



Gray N. Thornton



Greg Tinsley will begin his term as Editor in Chief of *Fair Chase* with the Winter 2004 issue.