

FROM THE PRESIDENT



Ben B. Wallace
PRESIDENT
Boone and Crockett Club

Strategic Plan: A Historic Record of Success

Last year in my first president's column, "Defining the Future of Our Club," I discussed the importance of adopting the new five-year strategic plan. I am pleased to say that

although the plan took longer than expected, it was worth the wait. Over 1,500 volunteer hours have been spent on that plan—including numerous conference call meetings by the Strategic Planning Committee, four in-person committee meetings and two strategic planning sessions.

These efforts resulted in over 100 interviews with the various stakeholders of the Club. Each interview was a 45-minute to 1-hour strategic planning session. Stakeholders included the staff of the Club, emeritus, honorary, regular and professional members, current and potential sponsors, current and potential donors, state and federal agencies, outfitting associations, and other hunting and conservation organizations.

An analysis of the concerns and suggestions of the stakeholders was compiled and organized by jurisdiction of the appropriate committee. Each committee

reviewed the analysis of their programs and provided recommendations back to the Strategic Planning Committee. Those were then presented to the board at the April retreat where the board spent a full day and a half discussing strategic planning. After more work by the committees and the Strategic Planning Committee, the draft plan was presented and used as the framework at a fall strategy session.

Thanks to the hard work of Bill Demmer, regular and professional members including the management team, board members, officers, long-term members, and engaged professional members met this past August 30 in East Lansing, Michigan, for three days at Michigan State to develop the Club's five-year strategic plan.

The strategy session explored both the Club's historic role in the founding of the North American Conservation Movement and its mission for the future. Once everyone agreed on a common language, the historical significance and the Club's role for the future became clear. What was really exciting to see and feel was how all of the participants came to a common understanding about the future of our mission.

The word "policy" was pervasive in the discussion of the Club's past, present and future. Halfway through the second day it

was easy for the facilitator to draw a process map for the Club. The enlightening thing was that every Club division and committee was obviously connected to policy and the potential of influencing policy.

If the Club is to do even more in affecting policy relating to North American wildlife, especially big game, wildlife habitat, and to preserve and encourage hunting, the Club must marshal its resources, focus its efforts, and build greater synergy between the divisions and committees. The Club must synthesize a message that will resonate both with the North American hunting and non-hunting public. The Club must become the big voice of conservation in which all other conservation groups will find inspiration, and help broadcast the Club's message.

All of this was used to develop the strategic plan, which will guide the Club for the next five years. It continues the purposes of the Club, as formulated by Theodore Roosevelt, George Bird Grinnell, and others, in 1887.

Each of the strategic goals has a series of objectives, strategies, and performance measures to help guide the Club. It will not sit on a shelf. The Club will use it to develop an implementation plan in the first half of 2012 to develop tactics that will clarify objectives, set specific tasks and deadlines, and chart progress in reaching goals and milestones.

The majority of the Club's members view policy engagement as critical to our

The Club simplified its mission statement and set four major strategic goals.

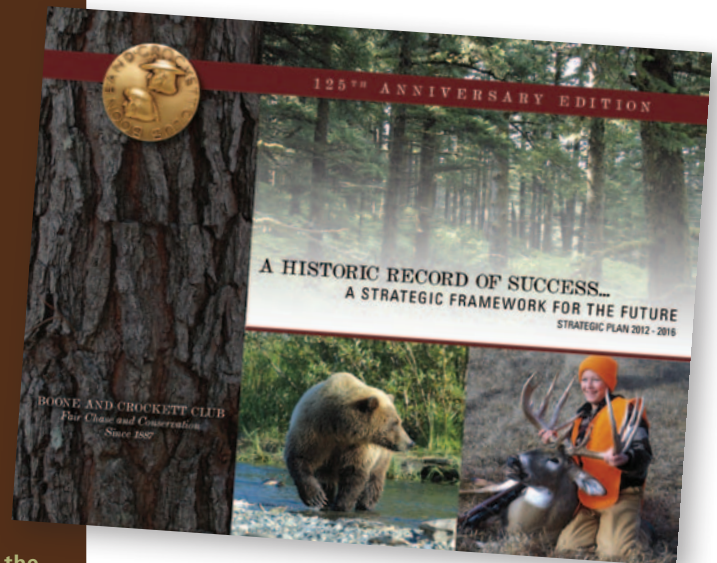
MISSION STATEMENT

It is the mission of the Boone and Crockett Club to promote the conservation and management of wildlife, especially big game, and its habitat, to preserve and encourage hunting and to maintain the highest ethical standards of fair chase and sportsmanship in North America.

STRATEGIC GOALS

1. Improve the system of conservation throughout North America;
2. Create a climate where conservation and hunting can thrive;
3. Maintain and strengthen the Club's world-class records system;
4. Increase organizational effectiveness and efficiency.

Visit the **ABOUT** section of the Club's web site to download a PDF of the new strategic plan – www.boone-crockett.org.



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future as ethical hunters. The Club must prioritize its activities that most effectively support its mission. This will require a common understanding within the membership of the vision and teamwork needed to maximize the advancement of conservation and hunting.

Conservation and hunting are at a crossroads in North America. The challenges to them are great, but the historic achievements and the financial, political, communication, and scientific assets of the Club's members place the Boone and Crockett Club in a unique position, unlike any other conservation organization, to successfully address them.

With this edition of the strategic plan, *A Historic Record of Success...A Strategic Framework for the Future*, the Boone and Crockett Club is celebrating how far it has come while challenging everyone involved with the Club to not only protect its investment in hunting and conservation, but advance it for future generations. ■

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