

A LOOK BACK

Fair Chase Magazine and the B&C Associates Program

Our Club has been at the epicenter of inspiring change since its inception. It was a tremendous uphill battle to convince subsistence and market hunters that they needed to respect bag limits and seasons. It could not have been popular to propose a tax on firearms and ammunition. Those steps required a deep understanding that the status quo was not sustainable and therefore changes in behaviors across a broad spectrum of the population were necessary.

While we have been amazingly effective in stewarding wildlife management policy and conservation legislation through the maze of federal agencies and legislators, we face an additional challenge today. Hunting, one of the cornerstones of effective conservation is under assault for a number of reasons. Most disturbing is hunting is being increasingly questioned on moral grounds from a population that has become more separated from rural and frontier experiences than in any other time in our nation's history. Truths surrounding the morality of hunting and the emotional personification of animals are no longer self-evident to a majority of Americans. Nature has been digitized, available on demand through flat screens and mobile devices. It is now more convenient than ever to believe in the myth of a balance of nature where no animal dies unless it is for food to feed another. We also now live in an age of social media where opinions are shaped by the mob that does not have the training to distinguish myth from reality. Now, the behavior of a minority of hunters is the lens in which all hunting is viewed. This alone could swing the balance towards the elimination of hunting.

The first issue of the *Boone & Crockett News* was released in February 1984. President Bill Spencer and member George Harrison conceived the idea of this newsletter to improve communications with the members and "stimulate a more active membership." This at the very early stages of planning for the Club's centennial celebration.

1984

The Associates Program was launched in 1985, at which time the name switch occurred. Associate Members became what we now refer to as Professional Members. The Club President James H. 'Red' Duke addressed the new program in the *Boone & Crockett News* released in May 1985 (see right).

1985



The Boone and Crockett Club is also experiencing a little modernization. After examining our requirements to proceed positively into the second century, and after extensive design and redesign efforts, a plan has been devised and work has begun. The development of the Associates Program, a fresh and creative approach, has been generated with the purpose of recruiting into the immediate sphere of influence of the Boone and Crockett activities a vast number of individuals who would otherwise remain excluded. It is hoped that via this grassroots network of information dissemination, the principles, purposes, and programs of the Boone and Crockett Club can be understood and shared by those who have common interests. The authors of this concept are to be saluted.

- President James H. 'Red' Duke - 1985



CJ BUCK

B&C VICE PRESIDENT OF COMMUNICATIONS

JOHN P. SCHREINER

B&C ASSOCIATES COMMITTEE CHAIRMAN

JULIE TRIPP

B&C DIRECTOR OF PUBLICATIONS

It was in this vein, to safeguard the future of hunting and once again drive behavioral evolution beyond our influential but small membership that in 1985, with James H. "Red" Duke at our helm, the Associates program was born. Communicating with this group was critical to keep them engaged. The first issue of the Associates newsletter was released in 1986, two years after the *Members Newsletter* was first published in 1984. In 1992, with the hire of Julie Tripp and with George Bettas as Associates Program Chair, the Associates newsletter titled "News Journal" morphed into the very first issue of *Fair Chase Magazine*.

The Associates Program has been instrumental in reaching out to a steady stream of supporters that include potential new candidates for Regular or Professional Membership. Our 1,059 Lifetime Associates represent a strong indication that there are folks who want to do more to support the mission of the Club. By making financial contributions it is clear that this group of focused individuals stands ready to engage. The Associates community represents a group of highly passionate outdoorsmen and women who have connected with the message and principles of the Club. Our Associates have the potential to help spread the message of the Boone and Crockett Club and stand by, ready to answer the call to support the organization and its ideals.

Fair Chase Magazine had evolved over the years in content but in 2012, the Communications division was tasked with reinvigorating the goals, deliverables and format of the magazine in order to improve communication with our Associates. We needed to inspire a dynamically growing and engaged Associates program where Associates feel involved and that they truly can make an impact on conservation.

In 2013 new operating guidelines were drawn up within the editorial board. Ethics, science and thought leadership are now integrated within real life adventure stories that exemplify the Club's values in ways that our hunters can internalize and emulate. Humility, respect and competence have always been

The title of a magazine should be short in length and should convey to the reader significant insights into the magazine's content. If the magazine is the official publication of an organization it should "ring" of the organization's focus. The Boone and Crockett Club's three major focus

areas are: Hunter and Conservation Ethics, Big Game Records Keeping and Recognition, and Conservation Research. Rolling all of these into one or two words is not easy. So why did we select "Fair Chase" as the title of our magazine?

The fair chase concept has been synonymous with the Boone and Crockett Club since it was founded in 1887 by Theodore Roosevelt. In today's world, the term "fair chase" promulgates the idea of an ethical, respectful relationship between man and the animals we hunt and the way we use the land. Its definition has been extended to include conservation ethics, which encompass hunting.

Fair chase brings to mind the basic precepts laid down by Theodore Roosevelt, when he founded the Boone and Crockett Club. The ethic of fair chase goes beyond where laws go. It is the essence of hunting. It is the essence of conservation. It is the essence of man's modern role in conserving environmental quality, biological diversity, and related quality wildlife populations and hunting opportunities. It is fitting that *Fair Chase* is the title of the official publication of the Boone and Crockett Club for fair chase is the very essence of the Boone and Crockett Club.

- Associates Chairman George Bettas - 1994



The first issue of the *Associates Newsletter* was released in February 1986, with Harold Nesbitt serving as the editor. *Boone & Crockett News* has remained a steady publication since those early days. It has now morphed into what is currently the monthly e-mail newsletter to Members.

The first issue of the *Associates Newsletter* included a call to "tell your hunting pals about it" as well as articles about:

- Invitation to the 19th Big Game Awards
- Viewpoint by Wildlife Management Institute President Dan Poole
- Field photos submitted by Associates
- Jack Reneau's Trophy Talk column about Big Game Records
- Numerous short hunting stories
- Several conservation/hunting updates

In 1992, the Club officially put together an Associates Committee with Regular Member George Bettas as chairman. A year later, George hired Julie Tripp to create and launch the first issue of *Fair Chase*, taking the *Associates Newsletter* up a notch from a newsletter to a magazine. The first issue of *Fair Chase* was published in early 1994.

1986

1992

1994

A LOOK FORWARD.

the cornerstones of the Fair Chase hunter and we would have that continue to be the norm into the future.

Since making those changes we have received much feedback from both Associates and Members that they appreciate the new tone and the courageous positions the Club is signing on to. Having access to the salient points we considered in finalizing our positions on Game Farming or Long Range Shooting, or insights into true outdoor expertise from legendary outdoorsmen is exactly why our readership is responding so positively.

As technology advances the Boone and Crockett Club continues to stay involved with digital editions of *Fair Chase* available to read online, and an annual online readers survey to keep a pulse on what our Associates would like to see in the pages of *Fair Chase*. In 2015 *Fair Chase* took on a new look, and for the first time since its inception in 1994, a redesigned masthead. The Boone and Crockett Club has also began using social media to engage with our Associates with up-to-date press releases, field photos, hunting information, and Club activities.



Inaugural cover - Winter 1994



Fair Chase takes on a new masthead design.

2015

SHARE YOUR STORIES WITH OTHER ASSOCIATES!

It doesn't have to be about the biggest trophy.

Fair Chase magazine is interested in your journey becoming a hunter, the one that got away, the hilarious, the camaraderie, and spirit that makes hunting so important to you. Tell us about what fair chase and ethical hunting mean to you.



Submit your story to Karlie Slayer at Karlie@Boone-Crockett.org or send it to our headquarters at 250 Station Drive, Missoula, Montana 59801. It will be reviewed by our editorial board. Your story could be considered for print in *Fair Chase* magazine.



SHOW YOUR B&C PRIDE

@BooneAndCrockettClub
#BooneAndCrockettClub

Thank you for being a part of 24 years of Fair Chase history!
ENCOURAGE YOUR FRIENDS AND HUNTING PARTNERS TO JOIN TODAY!

\$35 B&C ASSOCIATE

You will receive four issues of *Fair Chase* magazine, in both print and digital versions, plus:

- Associates postcard and B&C window decal
- Access to the on-line Associates community: Searchable field photos from the B&C Records database. Electronic archives of past *Fair Chase* feature articles.
- A 20% discount on select Club publications and B&C branded merchandise.

\$100 SPONSOR ASSOCIATE

All of the benefits of a B&C Associate listed above, plus:

- Sponsor Associate Decal
- Tax deduction
- **B&C PakLite Skinner by Buck Knives**

\$250 SPORTSMAN ASSOCIATE

All of the benefits of a B&C Associate listed above, plus:

- One-year subscription to B&C's Online Trophy Database Search— a \$50 value!
- Sportsman Associate Decal
- Significant tax deduction
- **B&C Boyt Summit Sling**