

WHERE WE HAVE BEEN AND WHERE WE ARE GOING

A fistful of hard work, a few dollops of initiative, and a few pinches of perseverance have enabled the Club to turn out some new dishes this past year. We continue to cook on all four burners during a time when setting out a full table of achievements has been no easy task. Here are some highlights from our menu:

In a fast-changing landscape, the ability of the Club to tell its story to our members, various outdoor constituencies, as well as the public at large, is a critical mission. This past year the communications team has significantly increased the Club's visibility, especially through targeted media outreach, increased content, and improved digital platforms. Compared to 2020, several media campaigns saw a 232 percent jump in coverage with a potential reach of some 150 million readers. Compare that to just 4.3 million in 2020. Our new website (launched at the end of May 2020) has been well received, and traffic is up by 60 percent year-over-year. *In the Field*, our re-imagined electronic newsletter, features engaging content about records,

conservation, and hunting history. The reformatted newsletter has seen a tenfold increase in clicks within the stories and an open rate that has nearly doubled over just several months.

Recognizing the ongoing threat posed by Chronic Wasting Disease (CWD), the Club partnered with the National Shooting Sports Foundation (NSSF) and several other conservation organizations to submit a request for more than \$21 million from the Animal and Plant Health Inspection Service to support and enhance their continuing efforts to combat this disease. In addition, the Club has pressed for additional funding and new authorizing legislation to assist state wildlife agencies in addressing CWD.

In May 2021, the Biden Administration released *Conserving and Restoring America the Beautiful*, a report guiding the implementation of the 30 by 30 vision (conserving at least 30 percent of both our lands and waters by 2030). The Club's partners at the Congressional Sportsmen's Foundation launched the Hunt Fish 30x30 coalition, and the Club worked closely with other conservation organizations through meetings with the administration

to promote a vision of collaborative conservation and access. These include voluntary conservation programs on private lands and the Department of the Interior's big game migration corridor and seasonal range efforts. The Club and its partners will continue to work to ensure that the core conservation principles outlined by our community serve as the foundation of 30 by 30.

The Club produced a highly-acclaimed brochure advocating for forest restoration funding in a federal infrastructure bill. Thanks to strong support from a bipartisan group of senators, more than \$5 billion in funding for forest resiliency projects to harvest, thin, restore, and replant national forests in strategic locations to reduce the risk of wildfires was included in the infrastructure bill that passed the Senate in August 2021.

In the summer of 2021, the Boone and Crockett Club and the Pope and Young Club released a definitive 250-page scoring manual that will serve as the guide to the processes and procedures to correctly assign a Boone and Crockett or Pope and Young score to any Fair Chase big game trophy. The manual,



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How to Score North American Big Game, is an effort to simplify and streamline the big game scoring process.

Along those lines, the 31st Big Game Awards will be held July 21-23, 2022, at Johnny Morris' Wonders of Wildlife National Museum & Aquarium (WOW) in Springfield, Missouri. This award celebration coincides with the 100th Anniversary of the National Heads and Horns Collection (now housed in the WOW Museum) that in May 1922 was officially dedicated "In Memory of the Vanishing Big Game of the World".

This is just a sampling of the progress the Club has made over the past year, but I hope these examples provide a real "taste" of the Club's recent and notable accomplishments.

Hope to see you down the trail. ■



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