

TRAILBLAZER SPOTLIGHT

Trailblazers in Conservation represents a level of commitment from industry partners and others that support the mutual interests of science-informed wildlife management and conservation, and hunter ethics and advocacy.



Chances are, you've stepped into a Bass Pro Shops or Cabela's store for a box of ammo or maybe a pair of new boots. If you walked out of there with a receipt in your hand, know that a portion of the money you handed over went straight back into the places where you hunt, fish, shoot and camp. That's not by accident.

Bob Ziehmer is Bass Pro Shops and Cabela's senior director of conservation, and he oversees how those funds are spent. We asked Bob to take some time out of his busy schedule to explain the conservation philosophies of Bass Pro Shops and Cabela's. His answers may surprise you.

WHAT IS CONSERVATION TO BASS PRO SHOPS?

Given all that has been done by BPS for conservation, I realize this is a big question.

Conservation is the wise and sustainable use of

natural resources. President Theodore Roosevelt, during his 1907 message to Congress, stated "...But there must be the look ahead, there must be a realization of the fact that to waste, to destroy, our natural resources, to skin and exhaust the land instead of using it so as to increase its usefulness, will result in undermining in the days of our children the very prosperity which we ought by right to hand down to them amplified and developed..."

As a company, our unwavering commitment to conservation is inspired by the passion and visionary leadership of our founder Johnny Morris. We believe creating quality habitats to support healthy and abundant fish and wildlife is not an option—it's a necessity. Our customers share this belief and have placed their confidence in us to give back to our fish and wildlife resources, as well as ensure the future of our sporting

heritage. We take this responsibility seriously and are committed to leading conservation movements to conserve wildlife and habitat, connect new audiences to the outdoors, and advocate for the outdoors and sportsmen's rights.

HOW DOES PARTNERING AS A TRAILBLAZER WITH THE BOONE AND CROCKETT CLUB MESH WITH BASS PRO SHOPS' CONSERVATION ETHIC?

The mission of Bass Pro Shops and Cabela's is to "inspire everyone to enjoy, love and conserve the great outdoors." The Boone and Crockett Club has built a legacy of identifying and addressing challenges facing conservation. From leading efforts to initiate the first national parks, establishing science-based wildlife management and policy, advocating for wildlife-focused legislation and critical funding sources for wildlife conservation, the Boone and Crockett Club has directly

helped our nation shape its amazing conservation story. Partnering as a Trailblazer, we're charging forward into the twenty-first century working to ensure our nation's conservation future is as solid as ever.

IN THE WORLD OF CONSERVATION TODAY, WHAT IS A TRAILBLAZER?

A conservation trailblazer is someone discontent with the status quo who commits themselves to being an unwavering difference-maker for the betterment of all. The Boone and Crockett Club remains a true trailblazer for conservation. After 134 years, the Boone and Crockett Club's legacy is a model for others to follow. Trailblazers stay passionate, learn and evolve, and continue to find paths forward.

FOR BASS PRO SHOPS AND CABELA'S, ARE THERE SPECIFIC AREAS OF INTEREST IN WHICH THE BOONE AND CROCKETT CLUB IS CURRENTLY WORKING?

We're proud to support the Boone and Crockett Club across many areas. Recently, we have partnered on several priority efforts including federal forest management policy, legislation including Recovering America's Wildlife Act, the Poach and Pay initiative, chronic wasting disease research and funding, as well as an investment in Boone and Crockett's virtual conservation education through the Theodore Roosevelt Memorial Ranch.

WHAT WOULD YOU SAY TO OTHER COMPANIES IN THE OUTDOOR WORLD WHO MIGHT BE ON THE FENCE ABOUT BECOMING A TRAILBLAZER OR PARTNERING WITH THE BOONE AND CROCKETT CLUB?

To achieve truly great things requires collaboration, teamwork, and partnerships. A diverse and focused team of partners are needed now more than ever. Now is the time to come together, invest in conservation, and ensure the future of our natural resources, public access, and outdoor heritage.

BASS PRO SHOPS HAS BEEN A TRAILBLAZER PARTNER SINCE 2014, THE LONGEST OF ANY TRAILBLAZER. IS THIS PROOF THAT BASS PRO SHOPS IS IN THE CONSERVATION FIGHT FOR THE LONG HAUL?

Next year, Bass Pro Shops will celebrate our fiftieth anniversary as a company. Without the efforts of conservation leaders like the Boone and Crockett Club protecting our wildlife and public access, that landmark celebration wouldn't be possible. As long as we're in business, we'll continue to actively

engage in conservation efforts at both the national and grassroots level to ensure the future of North America's wildlife and great outdoors.

ASIDE FROM PARTNERING WITH THE BOONE AND CROCKETT CLUB, WHAT ARE SOME WAYS BASS PRO SHOPS AND CABELA'S ARE ENSURING THE FUTURE OF OUR COUNTRY'S WILDLIFE RESOURCE?

Under the leadership of Johnny Morris, we are working to forge a powerful and unprecedented alliance—by uniting our customers, national conservation organizations, the outdoor industry and corporations—focused on addressing twenty-first century conservation challenges. Again, we are working to advance conservation across North America with three broad pillars of support: conserving wildlife and habitat, connecting new audiences to the outdoors, and advocating for the outdoors and sportsmen's rights.

IS THERE ANYTHING ELSE YOU'D LIKE TO ADD ABOUT THE BOONE AND CROCKETT CLUB, BASS PRO SHOPS OR CONSERVATION AND WILDLIFE MANAGEMENT IN GENERAL?

We're thankful for the leadership of the Boone and Crockett Club and their achievements in conservation. Much of the natural resources and abundance of wildlife we enjoy today is a direct testament to the foresight and hard work of Boone and Crockett Club members—both past and present. We're proud to be a partner. ■

Learn more about the Trailblazers in Conservation corporate sponsorship program by contacting Boone and Crockett Club at (406) 542-1888, ext. 205, or email Danny@boone-crockett.org



Bass Pro Shops and Cabela's believe in giving back to conservation, which is why they have recently partnered with B&C on several priority efforts including conservation policy and education. Thanks to partnerships like this, the Boone and Crockett Club can help ensure that the next generation of hunters, including Bob's daughter (pictured below with her dad), will always have places to hunt and fish.

