

TOWA

The Official Publication of the **Texas Outdoor Writers Association**

TOWA PRESIDENT'S REPORT

TOWA Conference in New Braunfels To Offer Camaraderie & Fun

By Bob Lusk

Greetings TOWA members!

Make reservations today for the upcoming conference! Your board has been busy, preparing for the upcoming conference in New Braunfels, February 23-26, 2012. David Sikes and TJ Greaney have an excellent program lined up. Check it out.

If you haven't made reservations, do it now. Don't wait.

As a member of TOWA, I look forward to attending the conference. As president of TOWA, I look forward to seeing you at the conference, shaking hands and exchanging ideas and thoughts.

There will be laughter, camaraderie and fun times at the conference. There is a good lineup of speakers for craft improvement. We'll have new members and plenty of good times.

The setting is wonderful, on the shore of the river, just a few yards from the back of the Courtyard by Marriott off Interstate 35.

The board of directors is in constant communication, via emails and our regularly scheduled board meetings.

Your executive director, Larry LeBlanc, takes care of something TOWA every day. Be sure and let him know how much he is appreciated.

Chairman of the Board John Goodspeed, has been managing the board as well as one guy can. Incoming President David Sikes stands ready to take over the reins and take the TOWA to the next level, with a good board.

Now, it's your turn. Please register and make every effort to come to the conference.

We need auction items. What can you do, what can you offer for the auction? Let us know what you have and let's raise a few dollars for the scholarship fund.

TOWA stands for a common bond between communicators. You are an integral part of that bond.

We'll see you in New Braunfels in February.



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The TOWA Newsletter is proudly sponsored by Gulf States Toyota. For information, go to www.buyatoyota.com.



EXECUTIVE DIRECTOR'S NOTE

DEADLINE APPROACHES FOR TOWA 2012 DUES & REGISTRATION EARLY-BIRD SIGNUP

There is still time to meet the Jan. 15 early-bird deadline for paying TOWA's 2012 dues and conference registration.

As a service to our members, Executive Director Larry LeBlanc has provided members with the following conference registration and annual dues form.

Members are encouraged to make arrangements for their hotel rooms and submit payment for their dues and registration as soon as possible in order to meet the Feb. 2 room rate deadline and become eligible for the early-bird drawing. — *Larry J. LeBlanc*

New B&C Book Offers Hunting Heritage Photos



Since the Boone and Crockett Club published its first records book in 1932, it has received an increasing number of photos from hunters with trophy entries.

In the 1930s only about 15 percent or less of trophy entries were accompanied by photos, likely due to the fact that cameras were bigger, more cumbersome and difficult to operate back then. Photos for trophies taken prior to this are even scarcer. (The names, places, and animals are an incredible step back in time.)

A picture is worth a thousand words-this couldn't be truer with the release of Boone and Crockett Club's newest book on the history of big game hunting featuring page after page of remarkable photographs of our hunting heritage dating back to the late 1800s. Readers will enjoy hours perusing through this album. Details that only a sportsman would notice such as vintage firearms, custom knives, old-school hunting gear, and classic cars abound throughout this album.

Boone and Crockett Club's Vintage Hunting Album is a gem of a book that is ideal for hunters and outdoorsmen. The cost for the 200-page hardcover book is \$29.95 for the public and \$23.95 for BC associates.

A deluxe limited edition (just 25 copies) is also available in a custom slipcase, which makes a perfect addition to any serious book collectors' library at a cost of \$250.

Additional information is available at (406) 542-1888 or (888) 840-4868; or on the web at bcclub@boone-crockett.org.

CALENDAR

Jan. 5-8, 2012 – Dallas Safari Club's "Greatest Hunting & Outdoor Convention in the Country!" at the Dallas Convention Center. Details available at www.biggame.org.

Jan. 13-15, 2012 – Houston Safari Club's "New Horizons" Worldwide Sporting Expo & Convention at The Woodlands Waterway Marriott. Further information available at www.houstonsafariclub.org.

Jan. 15, 2012 – Early Bird signup deadline for paying both your annual TOWA dues and registration fee for the New Braunfels conference. The early bird drawing winner will be allowed to pick any silent auction item as their prize before the bidding process begins.

Jan. 17-20, 2012 – The Shooting, Hunting, Outdoor Trade Show, sponsored by the National Shooting Sports Foundation, will be held at the Sands Expo & Convention Center in Las Vegas, NV. Details available at www.shotshow.org.

Feb. 23-26, 2012 – Annual TOWA Conference with the Courtyard by Marriott River Village at 750 Interstate 35 North in New Braunfels as the host hotel. Conference information available from Executive Director Larry LeBlanc at (936) 524-0761 or by email at towa@suddenlink.net.

TOWA 2012 Dues & Conference

Feb. 23, 24 & 25, 2012

Courtyard by Marriott River Village, 750 IH I35 North, New Braunfels, Texas 78130

PAYMENT INFORMATION

CHECK: If paying by check, please make check payable to TOWA. Enter check number here: _____

CREDIT CARD: If paying by credit card, enter Mastercard, VISA, Discover, Credit or Debit Card Information Below

Credit Card Number _____ Month _____ Year _____ Expiration Date _____

Customer Name _____

BILLING INFORMATION:

Street Address _____

City _____ State _____ Zip _____

MEAL INFORMATION FOR THE 53RD ANNUAL CONFERENCE

MEAL INFORMATION: (# of persons)

Thursday Reception (free) _____

Friday Breakfast _____

Friday Lunch _____

Friday Dinner _____

Saturday Breakfast _____

Saturday Lunch _____

Saturday Awards Banquet _____

Guest meal fee for other than a spouse is \$15.00 for breakfast, \$20.00 for lunch and \$30.00 per dinner for each additional person, payable at registration.

TOTAL MEALS _____

RETURN THIS FORM ALONG WITH YOUR PAYMENT TO:

Executive Director Larry J. LeBlanc, 904 W. Montgomery, Ste. 4, #363, Willis, TX 77378.
For more information, Office (936) 445-9348 (Cell) (936) 524-0761 or email towa@suddenlink.net.

Agenda Released for TOWA "Inside the Outdoors 2012" Conference

Conference Co-Chairman TJ Greaney and David Sikes have developed the following agenda for the TOWA conference in New Braunfels with an objective to "broaden the knowledge and opportunities of our members and to introduce them to ideas and revenue streams they may have overlooked."

Feb. 23

- 1-5 p.m. – Registration Open
- 1 p.m. – TOWA Board Meeting.
- 5-7 p.m. – Welcome reception "Night in Old Gruene" sponsored by the New Braunfels Chamber of Commerce and the Merchants of Gruene – headquartered at Gruene Outfitters.

Feb. 24

- 8 a.m. to 5 p.m. – Registration Open
- 7:30-8 a.m. – New Member Orientation
- 8-9 a.m. – Breakfast sponsored by The National Shooting Sports Foundation with Guest Speaker Retired Brig. Gen. Charlie Duke, the youngest and 10th astronaut to walk on the moon. Duke served as lunar module pilot of Apollo 16 in 1972, when he and John W. Young made the first landing in the rough Descartes Highlands region and conducted three extravehicular activities. He and his wife Dorothy live in New Braunfels, have two sons and nine grandchildren. Duke is an Eagle Scout and recipient of the Distinguished Eagle Scout Award from the Boy Scouts of America and is a passionate outdoorsman.
- 9:15-10:15 a.m. – Chevy & Toyota vehicle intro – front of hotel.
- 10:30 a.m. to noon – Roundtable with TPWD staff.
- 12:15-1:15pm: Lunch sponsored by the Dallas Safari Club.
- 1:30-3 p.m. – Break Out Water side at hotel. This is where supporting members get to be introduced to the writers and plan story lines and ideas for future articles and events, a must for all supporting members and writers. Vendors and supporting members are encouraged to have their wares on display for writers. Just outside the hotel in the courtyard and pavilion areas.
- 2 p.m. – Casting Contest with prizes and a trophy for the best lure plunker of 2012.
- 1:15-2:15 p.m. – Visit to the New Braunfels Coleman plant. This is a limited attendance for 25 writers only. The tour is an opportunity to see behind the scenes of this outdoor gear industry giant. Registration required at registration table.
- 3-3:30 p.m. – Supporting Members meeting, conducted by Supporting Member Liaison Chad Gay.
- 3-5 p.m. – See New Braunfels. Tour and shop the area. See your registration bag for maps, tips, coupons and more.
- 6:30 p.m. – Dinner with featured speaker Walter Yates, Author Walter "Yukon" Yates, - Born in 1924, Walter Yates adventures led him all over the world. His love of the wilderness drew him to the North Country where he built a log cabin 100 miles from the nearest neighbor and lived off the land for an entire year in isolation while filming the documentary "Breakaway." Tragedy nearly ended his adventurous life when his helicopter crashed and burned in British Columbia. Badly injured, he was rescued 14 days later by the Royal Canadian Air Force. After his recovery, Walter spent several years gold mining in the Yukon Territory. Most notable is the season he spent exploring ghost towns and deserted gold mines with his helicopter. As

a real estate developer he established many residential neighborhoods, including the fly-in subdivision called Breakaway Park in Cedar Park where residents keep their planes in their backyards. He lives there today with his wife Tracy.

7:30 p.m. – Dirty Dozen Live Auctions.

Hospitality Suite - Join members in the TOWA Hospitality Suite after all regular conference activities each night for conversation and the fellowship.

Feb. 25

- 8 a.m.-2 p.m. – Registration Open.
- 8-9 a.m. – Breakfast with presentation by the Guadalupe Chapter of Trout Unlimited discussing their winter rainbow stocking program and efforts to keep the Guadalupe River flowing.
- 9:15-10:15 a.m. – "Organizing and Making Money with Your Images" by Russell Graves, longtime member of TOWA, who will share his knowledge on organizing images and how to make money with them. Graves licenses thousands of images for a profit and has tens of thousands of images on his web site.
- 10:30-11:30 a.m. – "Getting Published." A panel discussion on what publishers are looking for. Meet publishers and get contact information.
- Noon-1 p.m. – Lunch sponsored by Clyde Hopkins & Toyota with featured speaker Joe Nick Patoski who is in his fourth decade writing about Texas and Texans. He has authored and co-authored biographies on Selena, Stevie Ray Vaughan and Willie Nelson and his newest book on the Dallas Cowboys. He also authored the coffee table books "Texas Mountains," "Texas Coast" and "Big Bend National Park." He writes for The New York Times, Texas Monthly and Texas Parks & Wildlife Magazine, among others.
- 1:15-2:15 p.m. – Panel Discussion on Branding Yourself and Making Money. This is an open discussion on how we as outdoor writers can make money using our brand, our name and other ideas. It is a brainstorming session on getting speaking engagements, new writing ideas, teaching, hosting events etc. How to take advantage of every opportunity.
- 2:30-3:30 p.m. – General Membership Meeting and Election of Officers.
- 5:30 p.m. – Mixer & Wine Tasting sponsored by Katy Jane Botham, executive director of Texas Hill Country Wineries. The area is the No. 1 Hidden Gem Wine Region in the state and the No. 2 Fastest Growing Wine Destination in the nation.
- 6:30 p.m. – Awards Dinner sponsored by Chevrolet and Silent Auction Hospitality Suite - Join members in the TOWA Hospitality Suite after all regular conference activities each night for conversation. Saturday night it is the infamous "Liars Contest", hosted by Kendal Hemphill.

Feb. 26

- 8 a.m. – Prayer Meeting. breakfast treats, coffee
 - 10 a.m. – TOWA Board Meeting and Installation of New Officers
- Maps and information on activity locations will be available at registration table during registration hours or by calling TJ Greaney at (512) 789-3838 or David Sikes at (361) 813-3474. Members with suggestions or recommendations about the conference are being asked to contact Greaney or Sikes.

2012 HUNTERS EXTRAVAGANZA®

Texas Trophy Hunters Association Sets Dates for 2012 Hunters Extravaganzas

SAN ANTONIO – Texas Trophy Hunters Association has announced the dates for the organization’s 2012 Hunters Extravaganza show circuit that will feature events at Houston, Forth Worth and San Antonio.

This will be the 36th annual Hunters Extravaganza and the showcase of gear, guides and outfitters will be held Aug. 3-5 in Houston’s Reliant Center; Aug. 17-19 in Fort Worth’s Will Rogers Center; and Aug. 24-26 in San Antonio’s Alamodome..

“We have been anxiously waiting for the opportunity to move the San Antonio show out of July and back to August,” said Courtney Stolte, TTHA director of Trade Shows. “Moving the date a little closer to whitetail season has our attendees and exhibitors excited about the change.”

In addition to displaying the best gear, guides and outfitters, the Hunters Extravaganzas will provide hunters with the opportunity of big savings before the season starts on everything needed to hunt a trophy whitetail buck of a lifetime. Plus, there will be more free prizes, contests and attractions than ever before.

The Hunters Extravaganzas are sponsored by Nikon Sport Optics; Mossy Oak Camo; Cuddeback Digital Scouting Cameras; Barnes Bullets; Big and J Industries; Browning; Otis Technology; Barnett Crossbows; MB Ranch King Blinds; and Morrell Targets.

Show hours will be from 3-9 p.m. on Fridays; 9 a.m. to 7 p.m. on Saturdays; and from 10 a.m. to 5 p.m. on Sundays. Ticket prices are \$10 for adults; \$5 for youngsters 13-17 years old; and free for youngsters under 12 years old. Members of Texas Trophy Hunters Association are admitted at no charge on Fridays and in honor of our servicemen and servicewomen, active duty military members who show their ID to get in free all three days.

Businesses interested in exhibiting at the 2012 Hunters Extravaganzas, may visit TTHA.com or contact Stolte at (800) 800-3207 or courtney@ttha.com.

Founded in 1975, TTHA, a membership-based organization, publishes a bimonthly magazine, The Journal of the Texas Trophy Hunters, and produces the award-winning outdoor television program, Trophy Hunters TV.

For membership information, visit TTHA.com or contact TTHA Membership Services at (877) 261-2541.

Browning Develops E-Commerce Website for Outdoor Consumers

Browning, one of the most recognized and popular names in the outdoor industry, is making it easier for consumers looking for Browning branded products to find and purchase them with the launch of their new E-Commerce website, www.BrowningShop.com.

The new site has a broad assortment of popular Browning non-gun outdoor product items on the easy-to-use, one-stop shopping site. Browning has always been known for the excellent support they get from their dealer network; however at times, it can be difficult for consumers to find some of the Browning outdoor products. Now consumers will be able to go online and find items that a local retailer may not stock.

Browning firearms will not be sold on BrowningShop.com. Internet shoppers will be referred to local dealers in their area for gun purchases through the Browning Dealer Locator on the website.

Browning plans to use information from sales on the BrowningShop.com site to complement Browning’s Full Line and Medallion Dealer network and provide better consumer preference information for those dealers.

Browning’s main website, www.browning.com, will feature web links to www.BrowningShop.com as well as to Browning’s authorized internet dealers and the dealer locator for local retailers.

BrowningShop.com will be operated by SureSource LLC on a buy and sell inventory model.

Further information is available from Paul Thompson at pault@browning.com.

Birchwood Casey Named Accessory Manufacturer of the Year by NASGW

Birchwood Casey was named Accessory Manufacturer of the Year for the fourth year in a row at the recent annual meeting of the National Association of Sporting Goods Wholesalers in Reno, Nevada.

Each year at the NASGW meeting awards are given to the top accessory, ammunition and firearms manufacturers who demonstrate a commitment to two-step distribution and who provide outstanding value and service. Wholesaler members evaluate the manufacturer’s performance on a list of key criteria such as distribution policy; marketing; sales and promotion; logistics and operations; and NASGW and industry support.

Since 1948, serious shooters, avid collectors and professional gunsmiths have relied on Birchwood Casey for shooting and gun care products that have stood the test of time. From legendary Tru-Oil Gun Stock Finish and Perma Blue Liquid Gun Blue to revolutionary Shoot-N-C Targets, Birchwood Casey has pioneered innovative products with an unwavering dedication for quality.

For more information, log onto the Birchwood Casey website at www.birchwoodcasey.com; write to 7900 Fuller Road, Eden Prairie, MN 55344-2195; or call (800) 328-6156, extension 7933.

Dallas Safari Club Releases Jan. 5-8 Convention & Expo Seminar Schedule

DALLAS – For hunters who want straight poop from top experts, the Dallas Safari Club is offering a full lineup of public-welcome seminars as part of its annual convention and exposition that will be held Jan. 5-8, 2012, at the Dallas Convention Center.

All seminars are included with daily admission to the event, which is \$20 per person. Multi-day discount packages are available.

The expo hall will feature 425,000 square feet of sporting attractions, taxidermy displays and a record 800 exhibits including outfitters and professional hunters from around the world. Gun makers, optics and gear companies, artists, jewelers, clothiers, furriers and many others from across the outdoor industry also will be there.

New for 2012 is an expo section called “Upland Country” sponsored by Quail Coalition. The focus is on upland bird conservation, with dog-training demonstrations and appearances by Dr. Dale Rollins and T. Boone Pickens.

The DSC seminars are slated for Jan. 6-7, with a lineup including:

EXTREME WHITETAIL MANAGEMENT: Presenter, Dr. James C. Kroll. The record drought and heat of 2011 not only caused extreme conditions for deer management, but also offered opportunities to learn more about intensive management under these situations. Here’s the latest research.

AFRICAN PROFESSIONAL HUNTERS: The Men Behind the Licenses-Panel discussion moderated by Dave Fulson, producer of the DSC-sponsored TV series “Tracks Across Africa.” Topics will include safari planning, preparation, guns, gear, game and habitat, the professional hunter/client relationship, the changing face of safari, audience Q&A, and more. Don’t miss this one.

BODDINGTON ON MOUNTAIN HUNTING: Presenter, Craig T. Boddington. Join well-known outdoor writer and TV show host Craig Boddington for a discussion of sheep and goat hunting around the world. Topics include permit draws, preparation, guns and loads and shooting tips.

SMARTER WATER FOR NORTH TEXAS: Presenter, Janice Bezanson, Texas Conservation Alliance.

With the population of the DFW-North Texas area expected to double over the next 50 years, and the prospect of drought looming, the region will need more water. How will we get it?

SHOTGUNNING: IMPROVING YOUR PERCENTAGE IN THE FIELD: Presenters, Vicki and Gill Ash.

If you have questions about wingshooting or sporting clays, here’s a chance to ask the experts. This duo has not only studied shooting techniques but also the psychology of learning and performance, and they have developed perhaps most effective teaching approach in the industry.

TACTICAL FIRST AID FOR HUNTERS: Presenter, Dr. Alan Frankfurt, chief instructor for Advanced Medical Training. Frankfurt’s experience includes mobilization with the First Marine Expeditionary Force in Operations Desert Shield and Desert Storm.

PREPARING FOR YOUR FIRST SAFARI: by Coppersmith; Presenter, Lynley Bishop. Tired of trying to determine the best way to get your trophies home from safari? Coppersmith is a firm that can answer questions in plain English.

Seminar times and room locations are posted on the DSC website: www.biggame.org.

Expo hours will be 10 a.m. to 6 p.m. on Jan. 5 and 6; 9 a.m. to 6 p.m. on Jan. 7; and 10 a.m. to 4 p.m. on Jan. 8.

The DSC convention and expo serve as the largest annual fundraiser to support the organization’s conservation, education and hunter advocacy initiatives. DSC spent a record \$784,000 on mission-related programs in 2011, and more than \$2.8 million over the past five years, for habitat protection and management, wildlife restoration and research, youth learning programs, and promoting hunter interests and benefits to conservation worldwide.

In 2013, the American Custom Gunmakers Guild will relocate its annual exhibition to Dallas to be held in conjunction with the DSC convention and expo.

While the DSC seminars and expo hall are open daily to the public, full convention registrants can also enjoy evening events such gala banquets, celebrity speakers, awards, entertainment and auctions for world-class hunts, firearms and more. Most evening events will be held at the Hyatt Regency in downtown Dallas. For registration information, visit www.biggame.org.

Sponsors for the 2012 DSC convention and expo include Orion Versus, Sports Afield, Midway USA, Trijicon, Lone Star Conversions, Hunting Consortium, Hornady, Tanzania Adventures, Bad Boy Buggies, Yamaha Motors, Capital Farm Credit, The Wildlife Gallery, Ruger, Blaser, Cabelas, Sovereign Bank and RBC Wealth.

TOWA 2012 EIC ENTRIES TABULATED & TRANSFERRED TO JUDGES

A TOTAL OF 170 ENTRIES have been submitted by TOWA members in the 2012 Excellence in Craft contest and EIC Chairman Kendal Hemphill has sent them on their way for judging.

For the most part, Hemphill said entries were in compliance with the guidelines – although he added that he plans to address some of the minor problems at the annual conference.

The number was down slightly from the 2011 contest when 184 entries were submitted.

Winners of the competition will be announced during the Feb. 25 conference awards banquet at the Courtyard by Marriott River Village in New Braunfels.

Courtesy of Craig Epling with Chevrolet (GMC) Inc., winners in the contest will receive \$200 for a first place award; \$50 for a second place award; and \$25 for third place with certificates to be presented to all honorees.

This year's hottest competition was in Category 13 (Outdoor Feature, Open) with 21 submissions to be reviewed by the judges. There was a three-way tie for the second highest number of submissions, 17, in each of Category 2 (Outdoor Photography, Wildlife/Nature); Category 10 (Outdoor Column); and Category 14 (Outdoor News Reporting).

Other popular categories were: Category 1 (Outdoor Photography, People) with 14 entries; Category 11 (Newspaper Feature), with 12 entries; and Category 3 (Outdoor Photography, Open) and Category 18 (Original Internet Story/Blog), each with nine entries.

Members are reminded that their annual dues must be paid no later than the last day of the annual conference each year in order to be eligible to submit entries in the EIC.

If any members have any questions or comments about the contest, they may contact Hemphill at (325) 347-6440 or by email at jeep@verizon.net.

NSSF Survey: Hunting Safer Than Golf, Football, Soccer & Most Other Activities

NEWTOWN, CT – Don't let anyone tell you otherwise: Hunting with firearms is safe; in fact, hunting with firearms is one of the safest recreational activities in America.

With hunting season in full swing across the country, the National Shooting Sports Foundation, the trade association for the firearms industry, has compiled data that shows hunting ranks third in safety when compared to 28 other recreational pursuits, ranging from baseball to wrestling. Hunting with firearms has an injury rate of 0.05 percent, which equates to about 1 injury per 2,000 participants, a safety level bettered only by camping (.01 percent) and billiards (.02 percent). For comparison, golf has an injury rate of 0.16 percent (1 injury per 622 participants), while tackle football topped the list of activities with an injury rate of 5.27 percent (1 injury per 19 participants).

"Many people have the misconception that hunting is unsafe, but the data tells a different story," said Jim Curcuruto, NSSF's director of industry research and analysis. "Comprehensive hunter education classes that emphasize the basic rules of firearm safety and a culture of hunters helping fellow hunters practice safe firearms handling in the field are responsible for this good record."

To put hunting's safety standing into perspective, compared to hunting a person is:

- 11 times more likely to be injured playing volleyball
- 19 times more likely to be injured snowboarding
- 25 times more likely to be injured cheerleading or bicycle riding
- 34 times more likely to be injured playing soccer or skateboarding
- 105 more times likely to be injured playing tackle football.

The number of hunters who went afield last year is estimated at 16.3 million. Of that total, approximately 8,122 sustained injuries, or 50 per 100,000 participants. The vast majority of hunting accidents – more than 6,600 – were tree stand related. Though recent accurate figures on fatalities related to hunting are not available, statistics from 2002-2008 show 99 fatal hunting accidents.

It's not just in the hunting fields that firearms are being used safely either. The most recent data (2008) from the Centers for Disease Control and Prevention reports that firearms constitute just 1/2 of 1 percent of all unintentional fatalities in the United States, including those in the home.

The injury data NSSF used to compile this hunter-safety report comes from the National Electronic Injury Surveillance System of the Consumer Products Safety Commission 2010 and the International Hunter Education Association's Hunter Incident Clearinghouse. Activity participation figures are from the National Sporting Goods Association Sports Participation in 2010 report. More information is available from NSSF's Hunting Injury Fact Sheet on the web.

- Information Courtesy of The Outdoor Wire

AMERICAN DEER & WILDLIFE ALLIANCE CREATES WILDLIFE AWARDS

AUSTIN – In an attempt to create a better habitat for outdoor business, the American Deer & Wildlife Alliance is accepting nominations for its all-new Wildlife Industry, Leadership & Development Awards.

The W.I.L.D. Awards will spotlight real examples of what has been accomplished in the deer, wildlife and hunting industries, and the people and products that have made a significant impact. Nominations for the awards will be accepted through Dec. 31.

"The spirit of the W.I.L.D. Awards is to recognize leading innovative approaches in products and to acknowledge the leadership of individuals in growing our industry," said John Meng, president of the American Deer & Wildlife Alliance. "By showcasing the most innovative products and the dedicated stewards within our industry, the W.I.L.D. Awards will contribute to the overall promotion of the industry and help keep our American outdoor traditions strong."

Award categories include New Product of the Year, Best Optics, Best Firearm Product, Best Hunting Ranch, Wildlife Stewardship, Outdoor Advocacy, Deer Breeder of the Year and others.

Further information is available at www.deerwildlifealliance.org or by calling (512) 778-6292.