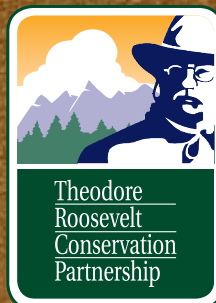




Rough Rider Reader

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A SPECIAL REPORT FOR OUR INNER CIRCLE • SPRING 2011



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Message from the President

STRATEGIC PLANNING PROCESS CLARIFIES TRCP'S VISION



*W*hen the term “strategic planning” and you can almost immediately see people’s eyes begin to glaze over. For some the term elicits a response similar to “tax day” or “root canal.” Yet as any veteran of a non-profit or for-profit company knows, strategic planning is fundamental to the success of an organization.

In short, strategic planning is the process by which an organization assesses where it is heading and how it is going to get there. In September, the TRCP began drafting a new strategic plan; the results, currently being finalized, will guide our group for the next five years and beyond. A manifesto of sorts, it was developed in collaboration with staff and board members and guidance from consultant Francis Pandolfi.

The foundational element of the new TRCP strategic plan is its statement of purpose, which according to Pandolfi is “a clear description of where an organization is headed in the future, which distinctly sets it apart from other entities and makes a compelling case for the need it fills.” The TRCP’s statement of purpose is

In order to guarantee all Americans quality places to hunt and fish, we strengthen laws, policies and practices affecting fish and wildlife conservation by leading partnerships that influence decision makers.

The TRCP’s uniqueness – or “strategy” – lies first and foremost in the creation of relationships with a varied and dynamic group of partner organizations. No other organization leads and employs the collective strength of major partnerships to solve problems relating to fish and wildlife conservation and hunting and fishing. And thus no other organization has the leverage of the TRCP in harnessing and coordinating many other major sportsmen’s organizations concerned with conservation. The work that we’re currently doing to build a coalition behind the conservation programs in the 2012 Farm Bill is a classic example.

To improve the TRCP’s effectiveness, the new strategic plan focuses on strengthening our group’s core internal components, including communications, fundraising, staff development and the board of directors, as well as partner relations. How can the TRCP be a better partner? How can we achieve our goals and help our partners achieve theirs? While we don’t have to agree on every issue all of the time, we can commit to work together to achieve positive results for sportsmen.

The choice and evaluation of conservation initiatives is central to the TRCP’s success, which is why the TRCP has an active policy council – where our partners work together on issues of mutual concern. The council advises the board of directors on policy initiatives and helps decide the initiatives – new and existing – on which the TRCP will continue to work.

The new TRCP strategic plan provides the framework for individual staff members’ and consultants’ work plans and evaluations, determining what issues we take on and tracking our successes over time. Moreover, the process for its development has helped ensure that the staff, consultants and board are on the same page moving forward, working to ensure that all Americans have quality places to hunt and fish.

Whit Fosburgh
President and CEO



PHOTO COURTESY OF USDO
WHIT FOSBURGH WITH SECRETARY OF THE INTERIOR
KEN SALAZAR.

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Jim Range Conservation Fund

FLAGSHIP TRCP FUND BECOMES PLANNED GIVING SOCIETY



*"If it gets any better than this,
I don't believe I could hardly stand it."*

~ Jim Range

*N*amed after the TRCP's co-founder, the Jim Range Conservation Fund was established in 2009 as a means for individual partners to support the TRCP's work to promote healthy habitats for fish and wildlife and sustain the open fields, waters and skies American sportsmen cherish. Under the guidance of the JRCF leadership council and TRCP board of directors, the JRCF raised more than \$500,000 in less than two years to bolster the TRCP's conservation programs and improve the TRCP's organizational effectiveness.

Now the JRCF is taking on a new identity, officially becoming the planned giving society of the TRCP and offering innovative ways for sportsmen to support the TRCP's conservation work. Announced at the TRCP's 3rd annual Capitol Conservation Dinner on Dec. 9, 2010, the transition will enable Range's vision and spirit to continue to guide the TRCP's efforts to guarantee Americans quality places to hunt and fish ... both today and tomorrow.

Consider investing in the TRCP to ensure that Jim Range's voice will continue to drive the policies governing management of our fish and wildlife resources and our outdoor traditions. Including the TRCP in your estate plan is one of the best ways you can help sustain the American sporting tradition beyond your lifetime.

Members of the JRCF make life-income gifts or remember the TRCP in their wills or estate plans. Members enjoy an array of exclusive benefits, including the following:

- All TRCP electronic communications and print Rough Rider Reader
- Invitations to the TRCP's Capitol Conservation Dinner and other special events
- Exclusive travel opportunities
- Recognition in the TRCP's annual report

For more information on how you can make a planned gift to the JRCF or to tell us if you already have included the TRCP in your estate plans, please contact Development Manager Meg McKinnon at 202-639-8727, ext. 24, or mmckinnon@trcp.org.

"Jim Range, in the tradition of Theodore Roosevelt, was a rough rider. He saw the role of sportsmen as the political center of gravity on the conservation continuum in America. He anchored that role in his personal and professional passion for the future of our sporting traditions. He had a rakish sense of humor and a genuine respect for the tug and pull of policy – at the center of the political tornado, right where he liked it! He called it as he saw it. He fought for what was right, win or lose. And he didn't lose many because he balanced passion with savvy. And along the way, he taught us all how to move the political needle in a completely unique style.

Roosevelt, Leopold, Grinnell, Pinchot ... move on over ... make way in your place for another unique and irreplaceable giant of conservation. He's left our ball and is now in yours."

~ Jim Martin, TRCP Board Member



PHOTO BY DUSANSMETANA.COM

Washington Watch

CREATING A UNIFIED VOICE AS SPORTSMEN AFFECT CONSERVATION POLICY



PHOTO COURTESY OF TOM FRANKLIN

For almost a decade, the TRCP has worked on the front lines of conservation policymaking in Washington, D.C. Since our inception, we've taken great strides on a range of issues important to American sportsmen, including expanded public access on private and agricultural lands, revised energy leasing policy that helps conserve

public-lands fish and wildlife, and more responsive management of our national forest lands and their hunting and angling opportunities. In so doing, the TRCP has ensured that sportsmen are strongly represented on Capitol Hill.

The threats facing our natural resources, fish and wildlife, and outdoor traditions never have been greater. Following are some of the conservation concerns currently on the radar of the TRCP and many of our partner groups. Now, more than ever, sportsmen must join together and make our voices heard during the challenging times to come.

CLEAN WATER ACT GUIDANCE

Proposed guidance issued by the administration in April would more clearly define which U.S. waters are subject to Clean Water Act protections. Ducks Unlimited, the Izaak Walton League of America, the National Wildlife Federation and Trout Unlimited joined the TRCP in applauding the move toward restoring Clean Water Act measures to streams and wetlands. These waters provide critical fish and wildlife habitat, flood control, drinking water and a range of other benefits.

"We are pleased the administration has taken this crucial first step to provide clarity regarding waters of the United States," said Whit Fosburgh, TRCP president and CEO. "This action is simply restoring protections Congress originally put in place. This not only will conserve healthy habitat and water quality; it also will safeguard and support the sporting traditions that tens of millions of Americans enjoy."

NATIONAL FOREST MANAGEMENT ACT

The future management of America's 193 million acres of national forests and grasslands is being decided right now through the creation of the U.S. Forest Service's new master planning rule. From deer, elk and grouse hunting to wild trout and salmon fishing, these lands will become increasingly more important to our outdoor pursuits as America's population continues to grow.

"While the proposed regulations offer an ambitious vision for America's national forest lands, a number of the details need improvement," said Joel Webster, director of the TRCP Center for Western Lands. "This complex policy language must result in quantifiable, on-the-ground benefits to public-lands fish and wildlife habitat. Sportsmen will be actively involved during the comment period by providing specific recommendations to help improve the rule."

COLORADO ROADLESS RULE

The U.S. Forest Service in mid-April released a new management plan that could define development on more than 4.2 million acres of federal public lands in Colorado. While noting some details of the plan that need improvement, the TRCP deemed the revised Colorado roadless rule "a positive step forward."

"In 2010, U.S. Dept. of Agriculture Secretary Tom Vilsack pledged that the Colorado rule would be as protective as or more protective than the national roadless rule," said TRCP Colorado Field Representative Nick Payne. "The administration has made important strides toward that end, but we haven't arrived just yet. Colorado's national forest lands support some of the largest mule deer and elk herds in the nation, and we can't afford to sell these backcountry areas short."

WILD LANDS CONSERVATION

In late 2010, the TRCP praised the instatement of common-sense policy guidelines allowing the U.S. Department of the Interior to conserve backcountry areas that provide high-quality fish and wildlife habitat and recreational opportunities for Americans. Budgets cuts since have stripped the DOI's ability to implement the order.

"The clean waters and undisturbed fish and wildlife habitat provided by pristine public lands enable sportsmen to continue enjoying days afield," said Fosburgh. "We commend the federal government's efforts to permanently safeguard America's finest backcountry lands and the outdoor opportunities they offer sportsmen all across the nation by taking this necessary action."

ONGOING BUDGET CHALLENGES

As Congress faces the daunting task of balancing the federal budget, sportsmen remain vocal and involved. The TRCP and our partners recognize the need to address fiscal challenges but are troubled by Congress's cavalier approach to reducing spending by gutting vital conservation programs.

"While sportsmen support budgetary conservatism, cuts being proposed would adversely affect fish and wildlife populations and destroy decades of gains made by our nation in the name of conservation," Fosburgh stated. "Rather than catalyzing fiscal recovery and growth, these cuts would negatively impact the more than \$192 billion that hunting and angling inject into America's economy every year."

The TRCP will continue to inform you, our partners and supporters, about how you can speak up in support of our values and traditions. Our action alerts mobilize a dedicated community of sportsmen who together are effecting responsible management of the natural resources and outdoor opportunities that are unique to our nation. Visit www.trcp.org to learn more and take action.

—Tom Franklin, TRCP director of policy and government relations.

Energy Spotlight

BALANCING ENERGY PRODUCTION WITH NATURAL RESOURCE CONSERVATION



PHOTO BY DUSANSMETANA.COM

What do you love to hunt? Does a certain species of fish keep you coming back even in the foulest weather or on the hottest days?

For some sportsmen, it's white-tailed deer. Others spend hours tying flies to lure cutthroat trout. Or maybe you day-dream about bass, elk or pheasant.

What would you do if the local population of your favorite fish or game species decreased by half in a decade? Mule deer hunters are facing that devastating reality right now in Wyoming's Upper Green River Valley.

The Upper Green hosts a wide variety of fish and wildlife and is home to the Sublette mule deer herd, a world-renowned population of this iconic game species. Hunters travel from across the country to chase mule deer around the region's coulees and plains. The Upper Green is also home to one of the largest producing natural gas fields in the nation – the Pinedale Anticline. As these two world-class resources have collided, mule deer have lost.

Since development began in Pinedale in 2000, numbers of mule deer using the winter range within the project area have declined by 60 percent. Why should we care? The Pinedale Anticline natural gas development project is touted as a paragon of public lands energy development. In truth, it exemplifies a broken, out-of-balance management system for energy development on our public lands.

These federal lands are owned by all Americans and held in trust and administered by agencies such as the U.S. Forest Service and Bureau of Land Management, which are mandated through law to manage public lands on a multiple-use, sustained yield basis. They are required to balance energy development, fish and wildlife, recreation and the many other foreseeable uses of these lands. The Multiple Use and Sustained Yield Act of 1960 and the Federal Lands Policy and Management

Act of 1976 were intended to enable production of resources and economic gain while safeguarding fish, wildlife and water resources for current and future generations. In the case of the Pinedale Anticline, this plan has failed. Furthermore, one world-class resource – natural gas – is being allowed to outcompete another world-class resource: mule deer.

The TRCP remains closely involved in operations on the anticline to ensure the future of fish and wildlife in the face of energy development. The BLM committed to use an approach called “adaptive environmental management” to adjust operations if impacts to resources such as wildlife became too severe, but to date, no significant adjustments have been made to address the 60-percent decline in mule deer. The TRCP engaged in the public process, participated in local advisory groups and undertook all possible actions to prevent mule deer losses from reaching this point. But in some instances, drastic measures are necessary. In the case of the mule deer herd on the Pinedale Anticline, the TRCP was compelled to take such measures. In June 2008, the TRCP initiated litigation over the federal government's mishandling of the Pinedale Anticline natural gas development project and to ensure we don't lose this important mule deer herd. This was strictly an action of last resort that could have been avoided if our advice, current science and the sustained-yield principle had been taken into full consideration.

We understand the benefits of maximizing our domestic energy output, but at what cost? Must we sacrifice natural resources such as the Sublette mule deer herd? The TRCP is investigating ways to sustain fish, wildlife and our hunting and angling resources through the use of a sound conservation strategy during all phases of energy planning and development. Formulation of a science-based strategy for the future of fish and wildlife would help agencies balance these competing interests. We need not choose between energy development and natural resources like mule deer. Agencies can properly plan land uses to extract energy and conserve fish and wildlife that allow all of these important resources to be developed and enjoyed.

Thousands of additional wells will be drilled on the Pinedale Anticline over the next decade. What further losses should sportsmen expect if corrective action is not taken at this critical moment? Your support of the TRCP ensures that we will be able to speak up for fish and wildlife resources as energy development continues.

—Steve Belinda, TRCP center for responsible energy development director

Partner in Focus

RANDY BIMSON: CONTINUING BERETTA'S CONSERVATION LEGACY

NAME: RANDY BIMSON
TITLE: SENIOR TECHNICAL ADVISOR
ORGANIZATION: BERETTA USA CORPORATION
LOCATION: ACCOKEEK, MARYLAND



Q: When did you first start hunting and fishing, and what's your favorite memory afield?

I grew up in Saskatchewan, Canada, where there is some of the best big game and bird hunting in the world. On one of my first trips afield, my dad took me out duck hunting at a local prairie pothole. It was a dark, cold morning, and my dad and I settled into the blind against the driving rain and howling wind. Next thing I remember is waking up hours later to daylight – I had curled up in my dad's lap and fallen fast asleep. Dad never

fired a shot that day. Instead he enjoyed the sunrise over the prairie, the mallards and canvasbacks coming and going out of the slough in front of us, and being there with me.

More recently, I spent four days hunting with my two grown sons outside College Station, Texas. We drove out together, hunted boars and spent cherished time together. It was the first time in years that the three of us were able to coordinate our schedules to get together on the same hunt. The bonus was harvesting a few boars and bringing home some fantastic meat.

Q: What led you to become involved in conservation?

When I was 15 years old I obtained certification as a hunter safety/outdoor education instructor and joined the Saskatchewan Wildlife Federation as a volunteer instructor. The course included substantial aspects of wildlife and conservation. Under the guidance of the SWF and my future father-in-law, I became involved in many conservation projects.

During this period I was introduced to the manager of a project to assist the Department of Natural Resources in maintaining a sustainable pheasant population in the area. Thus began my ongoing involvement in conservation, water and land use issues that has continued throughout my professional career in the firearms industry.

Q: How did Beretta become involved in conservation work?

Founded in 1526, Beretta is the oldest family-owned industrial firearms dynasty in the world. The Beretta group and family have been associated with conservation projects and efforts for many years on a worldwide basis. From the Maasai Wilderness Conservation Trust in Kenya to supporting the work of national, regional and local associations here in the USA, Beretta believes that conservation needs to be a national priority. Over the years we've supported groups like the TRCP, Ducks Unlimited, Pheasants Forever, National Wild Turkey Federation, Rocky Mountain Elk Foundation, Coastal Conservation Association, Quail Unlimited and Ruffed Grouse Society.

Q: Describe your vision for Beretta.

Quite simply, the Beretta family and the management and staff of Beretta want to insure the ongoing heritage of field sports for generations to come. If our sons and daughters – and their children – participate in outdoor recreation, whether hiking or hunting, they will attach a value to those experiences. These experiences will be echoed in their collective voice to maintain our sporting resources in a sustainable manner. It is an investment in the well-being of our future generations and the world as whole.

Beretta is acutely aware that wildlife and fisheries conservation, public access to these resources and the shooting sports industry are indivisibly intertwined. Without wildlife and access to the lands and waters where we hunt, the shooting sports industry would be greatly diminished.

As capable organizations like the TRCP, Ducks Unlimited and Coastal Conservation Association have taken up the fight at the front lines, Beretta has moved to a supporting role. We are working to further the conservation goals and objectives of organizations such as yours by actively sharing expertise, industry insight and cooperative marketing efforts.

Q: What do you think are the most important conservation issues facing the country today?

Funding for wildlife and habitat at federal, state and municipal levels as well as funding to allow conservation organizations to continue their missions should be top priority. We must ensure conservation programs survive budget and funding cuts – an increasingly challenging task in today's political and economic climate.

We have a great cadre of conservation organizations that cover each specific interest and facet of conservation. In most cases there is significant overlap between the groups. It is imperative that these organizations collaborate to move the conservation community forward and ensure that sportsmen have a voice. This is where Beretta sees the value of the TRCP. The TRCP provides a common voice for disparate groups, allowing them to work smarter to achieve common goals.

Q: What are your hopes for the future of fish and wildlife conservation, and how can hunters and anglers accomplish these goals?

I want future generations to have the opportunity to enjoy the thrill and awe of the outdoor adventures that I've had. I've had the joy of sharing a wide variety of experience with my children – not just hunting and fishing, but wilderness canoeing, cross country skiing, winter camping and so much more. If more Americans can share these experiences with their children it means our resources will be in good hands.

"The conservation of natural resources is the fundamental problem. Unless we solve that problem it will avail us little to solve all others."

*~ Theodore Roosevelt
address to the Deep Waterway Convention
Memphis, Tenn., Oct. 4, 1907*

Best Shots

Each month TRCP partners send their best photos from epic fishing and hunting trips all over the country. We've compiled the best shots below. Send us your best photos at info@trcp.org.



PHOTO SUBMITTED BY JAKE RANGE

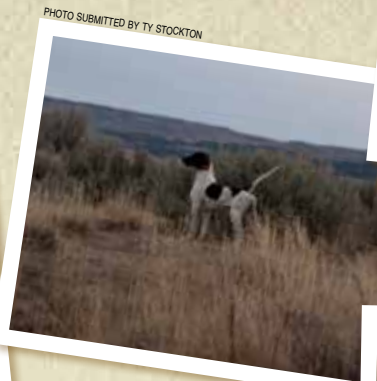


PHOTO SUBMITTED BY TY STOCKTON



PHOTO SUBMITTED BY JOEL WEBSTER



PHOTO SUBMITTED BY JOHN GALE



PHOTO SUBMITTED BY NEIL THAGARD



PHOTO SUBMITTED BY ROBERT SHUEY

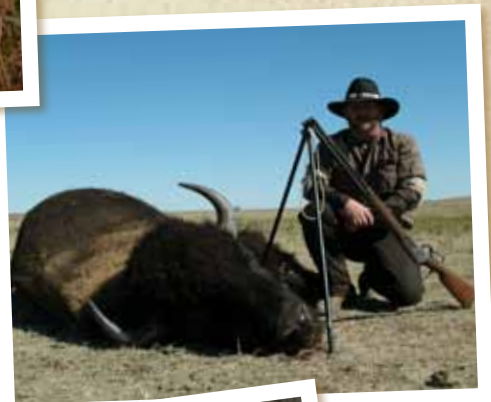


PHOTO SUBMITTED BY RON ENDERS



PHOTO SUBMITTED BY GEOFF MULLINS



PHOTO SUBMITTED BY ROB FOSSETT



PHOTO SUBMITTED BY TY STOCKTON

SPORTSMEN'S RESOURCES ON THE LINE WITH PROPOSED PEBBLE MINE

TRCP BOARD MEMBER SPEAKS OUT FOR KEYSTONE ALASKAN SALMON FISHERY

A precious renewable resource is once again under threat by a mining project that is mind boggling in scope and dangerous in potential damage to the public interest. Thankfully, the U.S. Environmental Protection Agency recently announced it will conduct a scientific assessment of the Bristol Bay watershed in western Alaska. Sportsmen-conservationists believe this review is desperately needed to give an objective view of the risks the Pebble Mine project poses to the vast benefits provided by the public lands and rivers of Alaska's Bristol Bay.

The Pebble Mine is potentially the size of the state of Delaware. It would create an open-pit mine of huge proportions and could dump up to 10 billion tons of perpetually toxic mine waste into the heart of the Bristol Bay region – a region that produces more sustainable salmon than anywhere else on earth.

As a professional fish biologist for 43 years and former chief of fisheries in Oregon, I've spent my life trying to put Humpty Dumpty back together again in places where irreparable damage to the rivers and habitat have led wild salmon to the edge of extinction. Have we learned nothing as a people? Do we have to repeat our mistakes once again in a region where wild salmon still thrive?

This is a risk that we simply cannot allow as a nation. The gamble with irreplaceable public natural resources is too great. If a mistake happens – as has been the history with huge mining operations in the United States – repair would be impossible. So many jobs and the birthright and tribal culture of the Native Americans of western Alaska would be traded off permanently.

This is not just an Alaska decision. We all love the salmon of Alaska as an integral part of the broader legacy of salmon on Earth. In most places, salmon and their habitat already have been traded off for development, power and agriculture. Only in the wilderness of Alaska, Canada and Northeast Asia are salmon still functioning in their historical manner and scope.

The proposed Pebble Mine is surrounded by two national parks and a national wildlife refuge and should not be the get-rich-quick playground of huge, multinational mining



PHOTO BY BARRY AND CATHY BECK

corporations. Visitors – from the United States and around the world – spend huge sums to fish in Bristol Bay and its streams and love these lands like they're our own. Some of our jobs depend on these waters, and some of the fish we eat are harvested sustainably from them.

Thank goodness the EPA is studying this troubling situation in its scientific assessment. Sportsmen hope they will agree with thousands of us fishermen, outfitters, Native Americans and people who love nature that the risks of Pebble Mine vastly outweigh the benefits. And, if things go sour, mining companies usually walk away, leaving an irreparable mess for the public.

The EPA's scientific review is a great first step, but the EPA should invoke section 404C of the Clean Water Act to ensure we protect Bristol Bay.

~ By Jim Martin

This article originally appeared in The Oregonian. Former chief of fisheries for the Oregon Department of Fish and Wildlife, Jim Martin is currently conservation director for the Berkley Conservation Institute and a member of the TRCP board of directors.

A good many of you are probably acquainted with the old proverb, "Speak softly and carry a big stick – you will go far." If a man continually blusters, if he lacks civility, a big stick will not save him from trouble, and neither will speaking softly avail, if back of the softness there does not lie strength, power. In private life there are few beings more obnoxious than the man who is always loudly boasting, and if the boaster is not prepared to back up his words."

—Theodore Roosevelt in a speech at the Minnesota State Fair, 1901

VISIT WWW.TRCP.ORG TO JOIN THE TRCP TODAY.