



FoundationFocus



The Loss of Two Weatherby Foundation Icons... Betty Noonan by Ed Weatherby

Weatherby...what do you think of first? High powered magnum rifles? Shotguns? Weatherby Award? Roy Weatherby? To some, what they think of first when they hear the name Weatherby is Betty Noonan!

It's hard to imagine Roy Weatherby without Betty Noonan at his side. As a kid I knew her as the nice person that was always helping my father. It wasn't until I began working for the company full time in 1973, that I realized the scope and depth of influence that Betty had on Roy Weatherby and the Weatherby Company.

She was completely dedicated to her job, and to Roy. She was in every meeting, regardless of the subject. There was nothing that happened or didn't happen without Betty being involved. She always calmly, politely, and professionally, tackled whatever the task may be. She also acted as a buffer between my father and I. At times we would disagree on a direction to go with the company, and our talks would become heated. I can remember Betty so well, saying, "Now Roy, you need to listen to Ed. I think he has a good idea, and I know he may not have your experience, but that doesn't always mean you are right". Woah! Not many people could say something like that to Roy Weatherby and get away with it, but Betty could!

As time went on I too grew to rely on Betty. Her memory and attention to details made my job much easier, and as the new kid on the block she went out of her way to help and encourage me.

Was she a good friend? You bet! A valued employee? Certainly! More than that though, she was a person you could trust, confide in, and rely on. Betty would NEVER let you down.

I miss Betty and her beloved Marty (or as he would call himself Mr. Betty Noonan).

I am deeply indebted to her for all she did for me, my father, Weatherby, WFI, and this Newsletter.

It will never be the same without her!

Editor's Addition:

Betty was the editor of this newsletter since it was conceived. She spent hours cultivating the articles and putting everything together. Betty was never paid for her time and absolutely loved what she did.

I cherished the three years that I was able to work with Betty. She was a beautiful, loving, regal lady that brightened up a room when she smiled. Betty was also our historian. When someone had a question about the Weatherby Foundation or anyone connected with it, Betty had the answer. I was always amazed at what she knew.

I'll miss my chats with Betty and her positive attitude. She was truly an asset to our board of directors and our foundation. We will all miss her a great deal.

Thornton Snider

Weatherby Foundation International was started by two friends to honor a third. Thornton Snider and Andy Oldfield knew how much Roy Weatherby wanted to promote getting kids into the outdoors. They knew how much Roy enjoyed presenting an award to someone in the hunting world who had worked to achieve a certain level of hunting. They also knew that Roy was an ardent ethical hunter and how important that was to him.

Shortly after Roy E. Weatherby's death, some 23 years ago, Thornton and Andy conceived "The Roy E. Weatherby Foundation", later known as "Weatherby Foundation International". It was their vision and dedication to Roy that made this foundation such a success. They re-energized their board of directors to bring the Foundation to life. Since the first Wildlife Exposition, approximately 2,000,000 people have

gone through 23 Expos promoting the outdoors (with the financial help of WFI).

In 1985 Thornton was the recipient of the Weatherby Foundation Hunting and Conservation Award. His wife, Helen, was thrilled.

Thornton Snider passed away in his home in Henderson, Nevada on April 20, 2011.

Thornton will be sorely missed. He was committed to the mission of Weatherby Foundation International. WFI wouldn't be here today, had Thornton not pursued his dream and the dream of Roy Weatherby.

Thornton was also the founder of Snider Lumber Products in Turlock, California and a partner in Lumber City stores, located in San Fernando Valley, California. He hunted all over the world obtaining world records on all seven continents as well as receiving awards in nature conservation.



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Mission Statement

To educate youth and the non-hunting public on the beneficial role of ethical sport hunting and its contribution to wildlife conservation.

World Headquarters
1025 John Moore Dr.
Oshkosh, WI 54904
866.934.3976 or 920.385.7252
Betsy@Weatherbyfoundation.org
www.weatherbyfoundation.org

Dr. Larry Rudolph, President
Charles Wilson, Secretary/Treasurer
Renee Snider, Vice President
F. A. "Jim" Blankenbaker, Vice President
Alan Sackman, Vice President

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Director's Forum First Vice President

Members of the Board, Friends and Supporters of Weatherby Foundation International.

As we approach the Mid Point of the calendar year and our summer board meeting, I think it is a great time to highlight some of the success the foundation has had and give a few well earned pats on the back to some very deserving folks.

First, to Hy Erickson, our immediate past president, THANKS for the wisdom, leadership and dedication you brought to the job of President at a time when that was just what we the board and the foundation needed. Again, thank you for a job well done!

Second, to my fellow members of the Finance and Investment committee, from 300K to over 1.2 million in 3 years, I want to thank Bitsy Kelley and Chuck Wilson for all their hard work. Third, and not to be forgotten in this, is Scott Wilson who took over as our funds manager at UBS Financial. Scott took over as our financial advisor after we roped Chuck into a seat on the Board and then made Chuck the secretary-treasurer. (I'll pay for that I know.)



Fourth, this years' banquet committee, Brenda Erickson, Colette Berres, Pamela Williams-Lime and Betsy Wandtke - ladies you did an awesome job, produced a successful Gala and came in under budget.

Sadly, we must say a final farewell to two



very special board members, Betty Noonan and Thornton Snider, both of whom will be missed, but never forgotten. They were both such an important part of the team.

We would like to welcome several new members to the board of directors: Ricardo Longoria, Dennis Anderson, Dr. Peter Larsen, Ralph Cunningham and Tony Gioffre. They are wonderful additions to the lineup.

Another unsung individual is Dave Lockman and his team of Expo volunteers. Last year, almost 300,000 kids were involved in expo events that Dave's team help organize and that we as a foundation sponsor and support. Dave, THANKS for all you do and always keep the faith!

This year we also say goodbye to two other members of our board Ingrid Poole and Bob Penfold both of these folks served the board for many years in many capacities and we will miss them. I wish them all the best and look forward to seeing them in the future.

As we move into the next year and our first Gala in Las Vegas, I look forward to another great year and ask that you continue to attend the Hunting and Conservation Awards Gala. I also ask that during the live and silent auctions, you bid early, bid often and bid big to support our programs and our kids!

Lastly, I want to say thanks to Betsy, our Director of Operations. **YOU ARE THE GLUE THAT HOLDS THIS ORGANIZATION TOGETHER!**

Welcome to the Newest Board Members

The Weatherby Foundation board is growing and we are thrilled with the new ideas and enthusiasm that our board exhibits! We would like to welcome our newest board members!

We recognize that we have excellent synergy with the wisdom of the seasoned board members and the eagerness plus the innovative ideas coming in from the new board members. We have the best of both worlds!

Tony Gioffre as our Weatherby Foundation Hunting and Conservation Award Winner is our first new board member. Tony is from Ohio. We also have Dennis Anderson, from California, Dr. Peter Larsen, from Wyoming, Ralph Cunningham and Ricardo Longoria, both from Texas.

We would like to welcome them to the team!!

Thanks to Hy Erickson

We want to thank Hyland Erickson, who has been our President for the last two years for all of his help and leadership. Hy was such an important part of the Weatherby Foundation's growth and has certainly made an impact on all of us connected with the foundation.

Not only was Hy a great leader, but he also helped give structure to the organization and make decisions that brought the Weatherby Foundation to the next level.

We also want to thank Brenda Erickson (Hy's wife) for all of her help and friendship. Brenda worked tirelessly side by side with the Director of Operations to put together two fabulous Galas. She volunteered all of her time and labor. Brenda also took on the responsibility of the "board of director's" dinners each year and did a fabulous job! We will miss her enthusiasm and wisdom...

THANK YOU HY AND BRENDA!!

A Dream Fulfilled

By Tony Gioffre, 2010 Weatherby Hunting & Conservation Award Winner



Fulfilling a life-long dream is something that very few individuals ever experience. For me, the winning of the Weatherby Hunting & Conservation Award and the celebrations surrounding it, are some of the most cherished and humble days of my life.

I was working in the yard, driving my Bobcat when Dr. Speegle called. He told me I was this year's winner of the Weatherby Hunting & Conservation Award. I could not hear very well and I had no idea it was Dr. Speegle on the phone. I turned off the Bobcat and Dr. Speegle repeated that I had won the Weatherby Hunting & Conservation Award for 2010. I was so shocked; I actually dropped my cell phone in the mud. I was really hoping Dr. Speegle didn't think I had hung up on him! I thanked him, and asked if I could call him back in a few minutes. I sat down and immediately started thinking about the days, years, experiences and people that led me to this moment. I finally was able to calmly call Dr. Speegle back to graciously thank him and the selection committee for this great honor.

My dream as a boy had now become a

reality. But, I also realized it was my family, friends and colleagues that also played a very important role in helping me fulfill this dream. Sharing this news with them was great fun. The time between hearing the news and the actual Weatherby event moved at lightning speed!

When the night of the award celebration came, nearly 100 family and friends traveled from Ohio to be a part of this special night. Their presence not only touched me deeply, but it was very appropriate for them to share in this occasion with me.

Walking down to the event, I was quite nervous. But once I started seeing so many friendly faces, I became more and more comfortable. We laughed, joked, and anxiously waited for the ceremony to begin. The trophy was incredible and the crowd of more than 600 people was unbelievable.

Celebrating well into the next morning, it was a night to remember. Even today as I think back to that night, I am still both humbled and grateful for the friendship and support extended by so many important people in my life.

Congratulations to Dr. Larry Rudolph, Weatherby Foundation International's New President



Dr. Larry Rudolph of Pittsburgh, Pennsylvania has taken his place as President for the Weatherby Foundation.

Larry has hunted extensively around the world and was the recipient of the 2007 Weatherby Hunting and Conservation Award.

Dr. Rudolph has been the President of Safari Club International for the past two years. During his tenure at SCI, he also served as WFI's Secretary/Treasurer and board member.

Larry is the owner of a large multi-office group dental practice in Pittsburgh and received the SCI World Hunting Award. He is a life member of SCI, and has served as the Pittsburgh Chapter President. In addition, Rudolph has served on the SCI Executive Committee, among other committees for Safari Club.

Thank You Donors

The Weatherby Foundation International would like to thank the following donors for their generous support at our 2011 Banquet earlier this year. These businesses and individuals donated items and services to our Live and Silent auctions at the Reno gala. Because of their generosity, WFI is able to grow and continue their mission.

Alan & Barbara Sackman

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Weatherby, Inc.

World Wide Art

Please patronize these businesses who graciously gave to our organization.

Weatherby Foundation International and the Outdoor Expo Program

By David Lockman



Weatherby Foundation International's mission is **"To educate youth and the non-hunting public on the beneficial role of ethical sport hunting and its contribution to wildlife conservation"**.

A Little History

To further this mission, our foundation initiated the "Outdoor Expo Program" nationally in 1998. Since that time, Weatherby Foundation International (WFI) has become the leader for the promotion, planning, and fund support of "hands-on" (and free of charge) Outdoor Expo Education Events across the country.

Today, 24 states host 38 events. They introduce families and youth to shooting, hunting, fishing and camping skills. They teach outdoor stewardship, and natural resource conservation. WFI has had an important role in growing the use of the Outdoor Expo concept. In 2011, Outdoor Expos will have over 320,000 participants. Since 1998, over 2.3 million people have participated in these events!

These Outdoor Expo events are stand-alone events with an education emphasis, not to be confused with commercial outdoor fundraising events or sport shows. Outdoor Expos are produced by natural resource agencies and outdoor-related organizations. These Expos are introducing people to the pathways that are available for becoming life-long participants in the shooting sports, hunting, fishing, and other wildlife-related outdoor activities.

Weatherby Foundation International has invested over \$1.2 million dollars since 1998 to grow and improve the quality of existing events and increasing the number of new events. We do this by providing planning materials, workshops, mentoring, networking, and financial grants.

One of the ways we have kept overhead down and maintained program quality, is through a staff of volunteers called the Outdoor Expo Technical Team.

This technical team is comprised of leaders in outdoor skills education and hunter

recruitment from state wildlife agencies, Universities, and organizations from around the United States. These people assist Dave Lockman, the Foundation's program leader, in the preparation of planning materials and in the design of our grant process. However, their most valuable function is that of working with our program leader to assist those individuals planning and leading the implementation of new expo events.

With the leadership of Dr. Joe Walker of North Texas University (an outdoor education specialist) and Andrea Crews of Oklahoma Department of Wildlife Conservation (a human dimensions specialist), the Weatherby Foundation International's Outdoor Expo Technical Team conducted a research project in 2008 and 2009 to evaluate the effectiveness of the Outdoor Expo education concept as a tool for introducing youth and families to hunting and the shooting skills.

In this study we systematically interviewed participants at outdoor expo events in Texas, Oklahoma, and South Carolina. Both the Texas and Oklahoma events had over 35,000 participants and the South Carolina event had 1,500-2,000 participants, annually. Our Foundation had an instrumental role to play in the initiation of the Oklahoma and South Carolina events.

WFI was an annual sponsor of the Texas event. The event was in existence prior to the Weatherby Foundation's Outdoor Expo program. The Texas Parks and Wildlife Expo, along with the Wyoming Hunting and Fishing Heritage Expo, became the models WFI used in developing a planning guide (2000) for the organization and planning of Outdoor Expo events in more rural and more urbanized states.

WFI found that the Outdoor Expos (both large and small) accomplished these important tasks: 1) they introduced 13-14% of each year's participants to shooting sports activities in which they had never before participated. 2) They informed and re-enforced the importance of wildlife conservation, hunting and shooting sports as acceptable outdoor activities for youth and families. 3) They identified those avenues where participants could get further training, experience, and actually participate in hunting and the shooting sports on a regular basis.

Where Do We Go From Here?

While Outdoor Expo events have grown in number and distribution throughout the country since 1998, mentoring programs offering hunting and shooting sports experiences and training for women, youth, and families have also grown. Weatherby Foundation International has kept abreast of



these programs and their growth. The Outdoor Expo program offers introductory hunting and shooting skill experiences on a large scale and will remain an important focus for the Foundation.

However, in 2011 we launched an additional phase to our program offerings - the hunter/mentoring phase. This is the next level - providing opportunities for new youth, family, and adult recruits in the field and developing the skills and confidence to become life-long participants in hunting and shooting sports. We provided nine grants to hunter mentoring programs in 2011.

It is our short-term goal: 1) to evaluate the effectiveness and ability of various mentoring programs to create significant numbers of new hunters and shooting sports enthusiasts with safe, fair chase-oriented, and acceptable outdoor stewardship training, and 2) to identify the most effective programs with an organizational structure and ability to become significant to recruiting new hunters and shooting sports enthusiasts, annually.

Our long-term goal: to partner with those programs that we have identified to be most effective in recruiting new hunters and shooting sports enthusiasts. WFI also wants to provide grant support to those programs and the leadership to broaden the outreach of those programs.

WFI would like to expand beyond the role we currently have in the Outdoor Expo program, and achieve our short-term and long-term goals for the next level. The ultimate level for preservation of our hunting heritage will require some significant levels of funding support to build an endowment on which we can operate. Without building this endowment of ten million dollars over the next five years, we will be relegated to funding grants at the level of annual income based on one annual fund-raising event.

We now have the proven track-record of accomplishments in the arena of preserving our hunting heritage on a national scale. We can only have a larger impact with your assistance and support!

Las Vegas Here We Come!

The 55th Annual Weatherby Foundation Hunting and Conservation Award Gala will be held on Tuesday, January 31, 2012 in LAS VEGAS, NEVADA!

Our host hotel and the location of the Gala is the Mandalay Bay Resort and Casino. The Mandalay Bay is also the host hotel for Safari Club International. SCI's ribbon cutting (to open their convention) is Wednesday, February 1, 2012.

Hotel rooms will go fast, so you may want to reserve your room as soon as possible.

Tickets for the Weatherby Foundation Hunting and Conservation Award Gala will go on sale August 1, 2011.



Magnum Society Pin

Become A Member of the Magnum Society

We would like to invite you to make a meaningful and lasting difference to Weatherby Foundation International by becoming a Magnum Society Member. Let me explain how.

As an active Weatherby Foundation International Member, you are already making a significant contribution to the future of hunting by supporting the Foundation's mission statement: to educate the non-hunting public on the beneficial role of ethical sport hunting and its contribution to wildlife conservation. Have you thought about continuing your influence after you are gone?

The Foundation has created a permanent endowment to ensure the future of our organization in perpetuity. There are many people who share our passion for Weatherby Foundation International and its activities. They want to participate in the Foundation's success beyond their lifetimes by leaving a lasting legacy. For those so inclined, we have created the Weatherby Foundation International "Magnum Society".

The Magnum Society will be comprised of individuals who have integrated the Foundation in their Estate Planning. Not to be confused with our other current fundraising programs, the Magnum Society will be comprised only of individuals interested in supporting the Foundation beyond their lifetime. Contributions would be made with the distribution of your estate.

We encourage you to remember the Weatherby Foundation International in your estate planning and ask you to consider adding the Foundation as a beneficiary by leaving 2%, 3%, or more to ensure a lasting legacy of your hunting passion. Leave your mark on the sport you love.

Current members of the "Magnum Society" include: Ricardo Longoria, Gregory Owens, Charles Wilson and Betsy Wandtke.

We have listed a variety of giving techniques on our website. Please visit www.weatherbyfoundation.org, click on the Contributions banner at the top, then click on the Legacy/Estate Planning drop down.

If you have questions on how to proceed, please call Chuck Wilson, Secretary/Treasurer, Fundraising Chair, at Wilson.charles@comcast.net, or phone 303-267-3056.

Every man's life ends the same way. It is only the details of how he lived and how he died that distinguish one man from another.

Ernest Hemingway

The Weatherby Foundation May Be Invading St. George, Utah!

The Selection Committee of the Weatherby Foundation is working on plans to have a presence in the "Rosenbruch Wildlife Museum" - located in beautiful St. George, Utah! The plans are in their early stages right now, but we are excited that we may soon have a place where people of all ages can come and see not only wildlife, but learn some interesting facts about many of those who have won the prestigious Weatherby Foundation Hunting and Conservation Award! Watch for more information on our progress!

Editor's Note



For years I have read this newsletter, admiring the people involved in it and enjoying the stories. During that time, I would never have guessed that someday I would be editing it. Betty Noonan was our editor, this was her baby and I now realize how much work she put into it. There were many contributors to this

issue and I want to thank all involved. I could not have done it without you.

Our board of directors is made up of people from all over the globe. Each one is unique and they are all involved in making the Weatherby Foundation bigger and better. It's exhilarating to get so many successful people together who are so passionate about hunting and getting kids in the outdoors.

Because of their enthusiasm, our Expos numbers are growing. The one thing that always excites me is that the Expos are driven by volunteers. One great thing about the Expos is the bipartisan way that they are run. Everyone in the outdoor industry is involved. There is no competition, no rivalry; these are organizations coming together for one purpose, to get kids and non-hunters into the outdoors. The energy

that surrounds these events is palatable! I want to thank all of the volunteers – they do a fabulous job every year!

Each year, the Awards Gala raises money for our Expo program. This year, we will be in Las Vegas, Nevada. This is an exciting move for us and because we are sharing the host hotel, the Mandalay Bay, with Safari Club International, we are expecting record numbers! We hope to see you there.

Thank you all for your support, you are extremely important to everyone connected with Weatherby Foundation International!

One last thank you goes to my 2011 Banquet Committee. All of your hard work and support was greatly appreciated.

It's Cocktail Party Time



Are you passionate about hunting and committed to the perpetuation of the sport by introducing kids to the excitement of hunting? Do you want to advance the education of a non-hunting public to the beneficial role of ethical sport hunting and its contribution to wildlife conservation? Are you passionate about the prestigious Weatherby Foundation Hunting and Conservation Award? If you answered yes to any of these questions, why not throw a reception for ten to fifteen friends who also share your love of the sport?

We are now in growth mode and need volunteers like you to host fundraising cocktail parties. These receptions are a great way to seek contributions for the Weatherby Foundation International Endowment Fund. Our goal is to achieve perpetual funding for the Expos and for our prestigious Award.

WFI needs fundraisers like you to continue to make a difference for hunters everywhere. A fundraising reception is a great way for you to contribute to the foundation. You make it fun, we'll make it easy. You're responsible for all the fun and we'll gladly make a short presentation explaining Weatherby Foundation International and our purpose. Help us further our mission!

Please contact our Director of Operations, Betsy Wandtke at 920-385-7252 for more detailed information.



Recap of the 2011 Weatherby Foundation Hunting and Conservation Award Gala

The Weatherby Foundation Award Gala of 2011 will never be forgotten. From our Award Winner, Tony Gioffre and his entourage of family and friends, to our keynote speaker, Governor Sarah Palin, it was certainly a night to remember.

The Silver Legacy's ballroom filled quickly with gentlemen in tuxedos and ladies in gorgeous evening gowns representing every corner of the globe. The stories flowed easily and exuberantly. Friends who hadn't seen each other since the last Weatherby Award Gala greeted each other as if they had never been apart. Smiles and laughter were abundant. It was truly a festive atmosphere!

Decorated in the colors of a peacock, the ballroom was spectacular! Ostrich and peacock feathers adorned the tables while the seven foot tall replica of the Weatherby Hunting and Conservation Award stood vigilant in the banquet area for all to see.

The National Anthem was sung by the "Cactus Cuties" to the delight of the audience! There wasn't a dry eye in the place when the song was over.

Jan Duncan graciously delivered the invocation and was then presented with a memorial for her late husband. Dan Duncan was honored with "The Challenge"... a

sculpture made specifically for Dan to honor his energy and outlook on life. Jan talked about how passionate Dan was about the Weatherby Foundation.

Dr. Phillip Ripepi was presented with the "St. Hubertus Order Award". Jesus Yuren and Dr. Robert Speegle surprised Dr. Ripepi during the Gala. It was an exciting and very emotional moment.

Our thanks must go out to the Oklahoma Wildlife Expo volunteers and the fabulous video they made (of their expo) on behalf of the Weatherby Foundation. We deeply appreciate their enthusiasm and their dedication to the mission!

When Tony Gioffre took the stage to accept his award, the whole ballroom was electrified! Tony's excitement was contagious as he prepared to take possession of an award that he has pursued for most of his life. On top of finally achieving his goal in the Weatherby Foundation, he also was able to meet one of his idols... Governor Sarah Palin.

Governor Palin was an exhilarating speaker. She was greeted with a resounding round of applause. During her address there were cheers and there was a lot of interaction from the crowd. Gov. Palin spoke of the importance of sharing the outdoors with our families. She

also said that "It's organizations like Weatherby Foundation International that is such a leader in these efforts {environmental stewardship}." She asks, that we "please keep up the good work of educating young people especially, to get them outdoors..."

Weatherby Foundation will continue to fund Expos all over the world. The Expos will teach kids and non-hunters the importance of the environment. The next generation will understand why it's imperative to maintain a balance in nature. The Governor's address was very well received.

The live auction ensued directly after the Governor departed the stage. It was lively and one of our best ever!

The program had come to an end, but the evening was far from over. Conversations continued over drinks in quiet places, while others headed to the "after party", for the Award Winner, to dance the night away.

We want to thank all of you for attending and adding such spice to a very special evening. We look forward to seeing you in Las Vegas on January 31, 2012 for the 55th Annual Weatherby Foundation Hunting and Conservation Award Dinner!





We want to thank our 2011 Corporate Sponsors

