



John MacTavish

# PHEASANTS FOREVER IS FLYING HIGH



**MISSION STATEMENT:**

Pheasants Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education, and land management policies and programs.





By Howard K. Vincent  
President & CEO

## PHEASANTS FOREVER IS FLYING HIGH

In a time of generational upheaval, political turbulence, and ever-changing demographics on the American landscape, the determination to achieve the mission of Pheasants Forever has never been stronger. The combined number of Pheasants Forever and Quail Forever chapters reached 745 in Fiscal Year 2017. Those chapters held numerous fundraising events in support of local habitat and the future of wildlife habitat conservation and our hunting heritage.

Last year, this organization again finished the year in outstanding fashion with nearly \$89 million in total revenue. Our remarkable run in Charity Navigator rankings continues with our sixth straight year as a four-star charity, its highest ranking, placing Pheasants Forever in the top 5 percent of U.S. nonprofits.

Our 137 Farm Bill biologists made nearly 30,000 landowner contacts across 25 states and impacted more than 1 million acres through landowner technical assistance in 2017. We completed 32 land acquisitions, thereby permanently providing 7,497 acres of wildlife and hunter habitat.

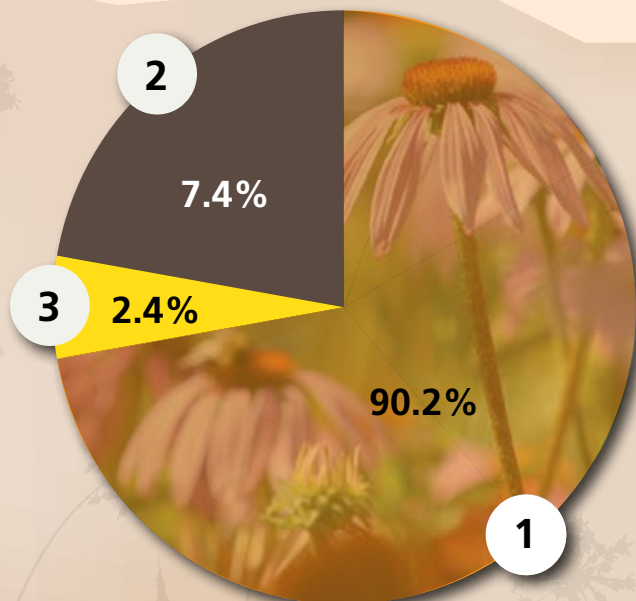
I'm particularly proud of the youth we've introduced to the outdoors, as well as the Recruitment, Retention, and Reactivation or "R3" efforts that have returned thousands of adult hunters afield. Between Pheasants Forever and Quail Forever, more than 210,000 kids participated in our education and outreach programs. Our volunteers hosted more than 4,000 events across the country, which also reached 100,000 adults.

Since a group of dedicated hunters created the organization in 1982, Pheasants Forever has spent \$784 million on 530,000 habitat projects, benefiting 17.04 million acres nationwide through our chapters and Farm Bill Biologist program. Between Pheasants Forever and Quail Forever, we have more than 145,000 members across the country, including growing ranks of Life, Patron and Gold Patron Members. In the past 12 months alone, 434 citizens made the \$1,000 Life Member commitment to our cause, with 16 joining at the \$10,000 Patron level. We continue to see remarkable growth in our Habitat Legacy Society as a growing number of passionate supporters leave a legacy for future generations by including Pheasants Forever in their will and through their estate plans.

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### WHERE YOUR DOLLARS GO

- 1: Wildlife Habitat Mission 90.2%
- 2: Fundraising 7.4%
- 3: Administration 2.4%



# HABITAT



## 2017 ANNUAL REPORT

*Continued from page 44*

During the organization's last fiscal year, ending June 30, 2017, Pheasants Forever and Quail Forever partnered with private landowners to protect 5,241 acres with perpetual conservation easements. Conservation easements held by Pheasants Forever will be managed as working lands, while providing quality habitat for pheasants, quail, pollinators, prairie chickens, migratory birds and a variety of other game and non-game wildlife. A recent easement donation to Pheasants Forever by landowner Brad Bradley provides a prime example of this type of private lands habitat work. In an effort to protect his land as a legacy for upland wildlife, Bradley's partnership with Pheasants Forever means more than 2,000 acres of prime Kansas and Missouri land will be growing wildlife in perpetuity.

### ALL EYES ON THE FARM BILL

On the political front, much of the organization's efforts are laser-focused on putting more wildlife habitat in the 2018 Farm Bill. Every congressional agricultural act has been important, but given the loss of private grasslands during the past decade, this Farm Bill needs to offer more opportunity to improve upland wildlife habitat into the next decade and beyond via an improved and robust Conservation Reserve Program (CRP).

The current Farm Bill, which passed in 2014, expires at the end of September 2018, and Dave Nomsen, our Vice President for Governmental Affairs, says Congress wants to pass a bill to replace it, not simply extend it in 2018. He expects committees to take up draft bills this spring. At this writing, after initial hearings, the legislation maintains the existing (and unacceptable) 24-million-acre cap, but a strong coalition of conservation and farm groups, representing landowners, are advocating for more acres. Since National Pheasant Fest & Quail Classic 2017, Pheasants Forever and its membership have been supporting 40 million acres for CRP.

"In this era of excess production, there's a need for a program at that level," Nomsen said. "We're seeing growing landowner demand for CRP because of lower commodity prices and uncertainty in export markets."

Still, the federal budget is extremely tight, and it will require sportsmen and women to engage with their congressional representatives and senators to ensure that CRP remains part of the Farm Bill and grows beyond 24 million acres. Pheasants Forever has asked U.S. Department of Agriculture Secretary Sonny Perdue for a meeting on CRP.

## MEET BILL BRANNAN

### Permanent Habitat Protection Testimonial

"It was always a dream of ours to have a place where we could spend time with our family in the outdoors. In 1999, this dream became a reality when we



purchased a property near our home. I've been fortunate to make many memories on the property, but my favorite memories are the smiles and laughs I have enjoyed on the property with family and friends. A lot has changed in our area over the last decade, and I have witnessed the conversion of wildlife habitat like I never thought possible. For this reason, we decided to protect our wildlife habitat by donating a conservation easement to Pheasants Forever. My dream was to have a place for wildlife, and now I know this dream will live on forever."

— Bill Brannan  
Kansas landowner

Bill is pictured in the center, alongside his wife Linda. They are accompanied by their children and grandchildren — Gawith Family (left) and Lierz Family (right).

Check out our website at [pheasantsforever.org/legacy](http://pheasantsforever.org/legacy).

ADVOCACY



## STRONG PRESENCE IN NATION'S CAPITOL

A milestone for Pheasants Forever occurred with the hiring of Bethany Erb, the organization's new Government Affairs Representative and its first employee based in Washington, DC.

"We're much more engaged and more frequently on day-to-day issues with Bethany on the ground in DC," Nomsen said. "Our voice for wildlife habitat conservation on behalf of our members just got louder, more nimble and even more frequent."

## NATIONAL PHEASANT FEST & QUAIL CLASSIC 2017

The National Pheasant Fest & Quail Classic again saw an excited, record crowd of more than 30,000 at the Minneapolis Convention Center in February 2017. The conservation, habitat and hunting expo included hundreds of exhibitors and seminars on popular topics like wild game cooking and bird dog training. Our popular Landowner Owner Help Desk was also busy, as was our first Pollinator Symposium, an area of the show floor focused on honeybees and monarch butterflies. Thanks to all the attendees, exhibitors and sponsors who make this event possible year after year.

Plan to attend National Pheasant Fest & Quail Classic at the Denny Sanford Premier Center in Sioux Falls, South Dakota, on February 16-

18, 2018. This marks the first time Pheasant Fest has visited South Dakota, and it coincides with the organization's 35th Anniversary. Conservationist and public lands advocate Steven Rinella will deliver the keynote address at the banquet Saturday evening, February 17.

In 2018, South Dakota — the spiritual home of North American rooster hunting — also marks its 100th opening day of pheasant hunting within its borders. After the first successful introduction of pheasants in South Dakota near Redfield in 1908, South Dakota's first pheasant season was a one-day affair in 1918 when roughly 1,000 hunters bagged 200 birds. To mark the anniversary, attendees can bring their 2017 or 2018 South Dakota pheasant hunting license for free admission to Pheasant Fest & Quail Classic 2018.

## REACHING NEW MEMBERS, NEW GENERATIONS

Marketing efforts within Pheasants Forever continued to deliver results in 2017 via innovative methods for drawing in new young people, while also engaging older "adult-onset" hunters. Pheasant Forever's habitat mission allows the organization to touch a broader audience through projects benefiting monarch butterflies, pollinators, water quality and the locally sourced food movement. Bird dogs remain the number one lever to

## KELLY KONTZ

### Youth Programming Funder/Donor Testimonial

"When I think of Pheasants Forever, I think of: Conservation. Tradition. Legacy. Growing up in southwestern Minnesota and now having grown my family's roots in Omaha, Nebraska, I truly appreciate the vision and commitment of Pheasants Forever. Our family tradition of hunting and conservation is being passed on to our children, and through Pheasants Forever, will be a legacy for years to come. I look to Pheasants Forever as a leader in conservation, and I am proud to play a role in helping to move their mission ahead for future generations."

— Kelly Kontz

*Pheasants Forever Life Member and youth program donor*





## 2017 PF HABITAT STATS (FISCAL YEAR)

### Farm Bill Biologist Projects

Nesting cover, controlled burns, wetlands,  
woody cover and food plots

Farm Bill Biologist Projects	2017	SINCE 1982
Acres Impacted	1,012,839	5.7 Million
Landowner Contacts	29,583	146,166

Chapter Projects	2017	SINCE 1982
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#### FOOD PLOTS

Projects	8,046	273,514
Acres Covered	70,889	1,896,424
Dollars Spent	\$17,833,959	\$217,406,449

#### NESTING COVER

Projects	2,721	150,025
Acres Covered	52,507	3,030,901
Dollars Spent	\$20,604,320	\$144,000,976

#### WOODY COVER

Projects	65	52,003
Acres Covered	506	126,325
Dollars Spent	\$495,243	\$21,902,185

#### WETLANDS

Projects	71	3,895
Acres Covered	2,365	84,539
Dollars Spent	\$69,951	\$8,773,073

#### LAND ACQUISITIONS

Projects	27	1,522
Acres Covered	3,381	190,730
Dollars Spent	\$16,921,671	\$181,924,532

#### MAINTENANCE (Since 1999)

Projects	1,620	49,054
Acres Covered	87,230	3,315,709

#### EQUIPMENT

Dollars Spent	\$709,287	\$17,108,194
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#### PUBLIC AWARENESS AND EDUCATION

Dollars Spent	\$7,385,810	\$85,725,151
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## 2017 TOP 25 CHAPTERS PROVIDING NESTING COVER ACRES

Northern South Dakota (SD)	6,198
Clayton County (IA)	1,962
Allamakee County (IA)	1,920
Gulf Coast (TX)	1,503
Delaware County (IA)	1,283
Tri-County (IL)	1,186
West Central Missouri (MO)	1,028
Elkhorn Valley (NE)	1,020
Northern Prairie (IA)	965
Oregon Trail (NE)	949
Lee County (IA)	890
Webster County (NE)	886
Plains Sportsman (NE)	837
Livingston County (IL)	787
Nemaha Valley (NE)	733
Yankton Area (SD)	697
Bootheel Bobwhites (MO)	601
Central Nebraska (NE)	600
Great Plains (NE)	588
Whiteside County (IL)	583
Loup/Platte Ringnecks (NE)	558
McLean County (IL)	510
Republican Valley (NE)	505
Black Hills (SD)	500
Shortgrass (MO)	500

connect this organization to people. Whether young or old, male or female, dogs are an incredible connection to our conservation mission. Marketing initiatives that make this canine connection include Dog of the Day, Bird Dog ID, Rooster Road Trip, Bird Dogs for Habitat, and Bird Dog Boot Camp.

Working to support and advance the national R3 movement — an initiative to recruit, retain and reactivate more outdoorsmen and women — Pheasants Forever and Quail Forever hired a Hunting Heritage Program Manager, Courtney Schaefer, this past summer. With generous support from the Cabela’s Outdoor Fund, Schaefer will work to develop Pheasants Forever and Quail Forever programs, with an emphasis on introducing men, women and children to hunting traditions nationwide.

### CORPORATE SUPPORT

Pheasants Forever continues to see robust support from corporate sponsors, which brings unrestricted revenue for our mission and strengthens the Pheasants Forever and Quail Forever brand. New national sponsors this year include SoundGear, Birchwood Casey, Realtree, Ruff Tough Kennels and Orca Coolers. Longstanding conservation partners also deserve your support: Purina, SportDOG, Federal Premium Ammunition, South Dakota Tourism, Irish Setter, Apple Autos, Polaris, Scag Power Equipment and Merck.

In a special field promotion for 2017, Casey’s General Store and Pepsi expanded their partnership with Pheasants Forever as part of the “Fuel Up for the Field” promotion. During the month of October, they made donations for every bottle of Mountain Dew or Diet Mountain Dew purchased in 1,989 Casey’s General Store locations spanning 15 states.

“Corporate partners see a marketing value and understand that by supporting this organization’s habitat mission, they’re perpetuating

their business model,” said Pheasants Forever Vice President of Marketing and Communications, Bob St. Pierre. “They want a return on investment with an upland audience. They know that if we don’t create habitat and protect access, they won’t have a market.”

### SPREADING THE BLAZE ORANGE WORD AND SIGNATURE SEED

Other longstanding and successful initiatives include the Build a Wildlife Area campaign. The Gary Clancy Wildlife Management Area in southern Minnesota, which likely will see a dedication in late 2018, provides a great example of bridging a passion between habitat and people. These projects celebrate the people and leaders who have come before, while creating permanent hunting opportunities for new hunters. Financial Contributions from dozens of corporate and individual partners assist our very bottom line mission: putting permanent habitat on the ground.

Partnerships with athletic franchises, like the Minnesota Wild and Minnesota Twins, continue to sync nicely with corporate sponsors. In addition to promoting our brand, they ensure the blaze orange emblem of bird hunting remains mainstream. When a baseball mom sees our logo and blaze orange in August, it starts a positive conversation about hunting. Special thanks to our national sponsor, Polaris, for stepping up to join us for the long-running Minnesota Wild event.

In 2017, we also amped up marketing of our own direct link to habitat via nine Signature Series grain mixes. We’re now your one-stop source for high-quality, high-diversity seed mixes for pheasants, quail, pollinators, food plots and nesting cover. They’re specially formulated and designed by Pheasants Forever’s certified wildlife biologists to help pollinators and provide the forage and winter cover for upland gamebirds. See the full roster of seed mixes on the cover wrap of this issue.

## 2017 CHAPTER SPENDING OVER \$50,000 FOR HABITAT (Fiscal Year)

Fayette County (IA) .....	\$533,424	Washington County (IA) .....	\$76,577
Delaware County (IA) .....	\$312,963	Bay/Midland (MI) .....	\$76,408
Lee County (IA) .....	\$280,747	West Central Missouri (MO).....	\$75,547
Sac County (IA) .....	\$262,186	Yuma County (CO) .....	\$74,427
Clayton County (IA) .....	\$204,105	Winnebago/Hancock (IA) .....	\$71,962
Buchanan County (IA) .....	\$144,846	Turkey River (IA) .....	\$70,913
Butler County (IA) .....	\$141,569	Poweshiek County (IA) .....	\$68,336
Story County (IA) .....	\$133,810	Southeast Colorado (CO) .....	\$66,502
Phillips County (CO) .....	\$133,092	Northeast Colorado (CO) .....	\$63,769
Plymouth County (IA) .....	\$131,363	Webster County (IA) .....	\$61,660
Nobles County (MN) .....	\$107,088	Highland (IL) .....	\$59,123
Dubuqueland (IA) .....	\$107,051	De Witt County (IL) .....	\$53,811
Black Hawk County (IA) .....	\$92,738	Upper Snake River (ID) .....	\$53,292
Chickasaw County Pioneer (IA) .....	\$91,980	Hamilton County (IA) .....	\$50,650
Otter Creek (IL) .....	\$89,640		



**NEW AND TRADITIONAL MEDIA EXPOSURE**

Communicating with citizens in 2017 means working through traditional channels like print, radio and television, but also digital social media — Facebook, Twitter, Instagram, YouTube, LinkedIn, among others. While the organization’s majority remains Baby Boomers, marketing efforts have adapted to reach GenX, Millennials and the up-and-coming Generation Z. Getting in front of these eyeballs through modern media generates new members and keeps the organization fresh and alive. Corporate partners help finance social media efforts, then share, connect, and build traffic to their own followers, which all funnels back to building membership and working toward our mission. Follow PF/QF feeds on Twitter and Facebook, as well as our website, for a constant stream of hunting content, recipes, organizational updates and conservation news.

In traditional media this past fall, Pheasants Forever and Quail Forever delivered their first-ever upland bird hunting comprehensive magazine — the expanded Upland Bird Hunting Super Issue. For the first time, all Pheasants Forever and Quail Forever members received the same edition, and its content built on the excitement and energy surrounding modern upland bird hunting.

Well-received by members and partners, the Upland Super Issue highlighted the exhilarating culture around quail and pheasant hunting and the cutting-edge work occurring to expand it to a broader audience. The special edition replaced the Pheasants Forever Hunting Preview Issue and added a brand-new, fifth magazine for Quail Forever members. In 2018, member can expect four regular issues, plus the blended issue celebrating upland bird hunting.

On television, our excellent relationship with Ron Schara

Productions, which has existed since 2005, continues with The Flush (entering its seventh season) and Rooster Tales programming. Members can catch The Flush on the Outdoor Channel and Rooster Tales on FSN and FSW, both in third and fourth quarters.

Watch for more quality online video content, too. Pheasants Forever saw an appetite for more online video content, so we hired our first video production specialist this fall. As a result, all video from our 2017 Rooster Road Trip was produced in-house. This kind of quality content will complement our marketing efforts like never before.

Looking ahead, watch for wild game cooking expert Hank Shaw’s upcoming new hardcover book: Pheasant, Quail, Cottontail: Upland Birds and Small Game from Field to Feast, which he’ll launch at Pheasant Fest & Quail Classic 2018. Life Member Shaw has been a great ambassador to new audiences in sharing the message we’re trying to articulate: Our food, water, and air all connects back to how we treat the land. For every book sold, Shaw will donate 50 cents to the organization.

**GROWING INTO THE NEXT 35 YEARS**

Thank you for keeping your membership current with Pheasants Forever during a challenging era for upland habitat conservation. As habitat acres and pheasant numbers have declined in recent years, Pheasants Forever membership growth has declined. Upland bird hunters have never needed a larger and louder voice to turn the tide for habitat. Help this organization grow by bringing a friend to the chapter banquet this year or buy gift memberships as birthday presents this year. Together we’ll ensure that the greatest days of American upland bird hunting are yet to come. 🦅

**CHAPTERS CONTRIBUTING \$10,000 AND ABOVE TO THE LEGISLATIVE ACTION FUND CALENDAR YEAR 2017**

Ingham County (MI).....	\$35,000	High Plains (NE).....	\$10,000
Racine County (WI).....	\$25,000	Pheasant Country (SD).....	\$10,000
Dubuqueland (IA).....	\$20,000	Pikes Peak (CO).....	\$10,000
Tri-County (MN).....	\$20,000	Pipestone County (MN).....	\$10,000
Seward County (NE).....	\$11,000	Republican Valley (NE).....	\$10,000
Southeastern (WI).....	\$10,001	Rock Creek (NE).....	\$10,000
Chickasaw County Pioneer (IA).....	\$10,000	Yankton Area (SD).....	\$10,000
Elkhorn Valley (NE).....	\$10,000		

**2017 TOP 10 SHELTERBELT PLANTING (TREES PLANTED) CHAPTERS**

Southern Prairie (IA).....	75,900	Heritage (NE).....	5,000
Lee County (IL).....	14,450	Plymouth County (IA).....	4,000
West Central Missouri (MO).....	8,700	Whiteside County (IL).....	3,731
Monroe County (MI).....	7,800	Dubuqueland (IA).....	3,500
Antelope Valley (NE).....	6,979	Marshall County (IN).....	3,500





**2017 TOP 10 BANQUETS BY MEMBERS**

Pheasant Country (SD) .....	686	Ingham County (MI) .....	354
Calgary (CANADA) .....	469	St Clair County (MI) .....	335
Northfork Tailgunners (KS) .....	422	Winnebago County (IL) .....	333
Northern South Dakota (SD) .....	407	Bay/Midland (MI) .....	313
Ida County (IA) .....	373	Ringneck Rustlers (KS) .....	292

**2017 TOP 10 CHAPTER EXPENDITURES ON EDUCATION AND OUTREACH**

Red River Valley (ND) .....	\$150,926	Poweshiek County (IA) .....	\$41,313
Park High River Valley Roosters (MN) .....	\$53,871	Southeastern Ohio (OH) .....	\$35,971
Stearns County (MN) .....	\$50,835	Dickinson County (KS) .....	\$35,812
Carroll County (IL) .....	\$44,585	Northwest Suburban (MN) .....	\$34,911
Washington County (MN) .....	\$42,815	North Central Pennsylvania (PA) .....	\$33,393

**CHAPTERS CONTRIBUTING \$10,000 AND ABOVE TO THE NO CHILD LEFT INDOORS™ PROGRAM IN 2017**

Northern Colorado (CO) .....	\$25,000	Northwest Suburban (MN) .....	\$10,000
East Medicine (MN) .....	\$20,000	Red River Valley (ND) .....	\$10,000
Eel River (IN) .....	\$10,000	Redwood County (MN) .....	\$10,000

EDUCATION & OUTREACH





# LEGACY LEADERS



## Conservation Leadership Matters!

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Thank you to Pheasants Forever Gold Patron Members and Patron Members for taking your membership to the next level. Your support helps make a greater difference in creating, restoring and permanently protecting wildlife habitat, while preserving the legacy of our hunting and conservation heritage.





## PHEASANTS FOREVER GOLD PATRON AND PATRON MEMBERS

### GOLD PATRON MEMBERSHIP (\$25,000 LEVEL)

Nancy Anisfield VT  
Owen Demo WI  
Jeff Erickson SD  
Brian Gunderson SD  
Floyd Herum IA  
Gerry Horak CO  
Harvey Jewett SD  
Tim Kessler SD  
Jon Lee MT  
Arlys Peterson MN  
Dan Peterson MN  
Rodney Sather SD  
Doug Sharp SD  
Kenneth Shatek IA  
James Spies SD  
Howard Vincent MN  
Terry Wilson VT

### PATRON MEMBERSHIP (\$10,000 LEVEL)

Allen Arvig MN  
Craig Balzer TN  
John Beall OH  
John Bedor MN  
Robert Beugen MN  
Randolph Birkman TX  
James Blackburn NE  
Douglas Boe IA  
Jeff Borchert MN  
Steve Borgmann NE  
Forrest Brehm CA  
Kiley Brehm WA  
Ron Brehm CA  
Robert Brengman MN  
Larry Brutger MN  
Tobias Buck IN  
David Bue MN  
Dr. James Call MN  
Stephen Castle TX  
Fred Circle OH  
Christopher Conroy MN  
Robert Dahms MN  
John Dill MN  
Jeff Doll IA

Joseph Duggan MN  
Stan Elmore CO  
Michael Fincher MN  
Jeffrey Finden MN  
Tom Fuller IA  
Daniel Gallagher CA  
Steve Garry SD  
John Gottschalk NE  
Paul Gramith MN  
David Gronseth MN  
Patrick Halloran MN  
Larry Hamre SD  
Paul Hanson MN  
David Hartley IL  
Joseph Hazewinkel MI  
Keith Hearns IL  
Bryan Heebner IA  
Bruce Hertzke IA  
Roger Hill IA  
Blake Hoffman SD  
Steven Hurt TX  
Todd Jacobson IA  
Matthew Jennings IA  
Terry Johnson MN  
Michael Kettenacker MN  
Nathan Kiefer OH  
David King CO  
Kraig Klynstra MI  
James Koerber MN  
Hod Kosman NE  
Randall Kroese IA  
Matt Kucharski MN  
John Kupiec MI  
Ronald Kwasny WI  
Lynnette C.D. Laird SD  
Robert Larson MN  
Scott Lawrence SD  
John Linder MN  
Diane Lueck WI  
Duayne Madl KS  
Michael McHugh TX  
R. Charles McLravy MI  
Matthew McQuillen IA  
Shefali Mehta VA  
Sid Meredith NE  
Glenn Meyer MN  
Mark Miller KS

Jack Morrison NE  
Mike Muller MN  
Boake Munsch MN  
Dennis Neilson MN  
Tom Nelson IA  
Dave Nomsen SD  
Tony Peterson MN  
Lollie Plank WY  
Randy Reardon IA  
Duane Sather SD  
Leonard Sachs IL  
Dave Schad MN  
Charles Schaefer MN  
Chris Schaefer MN  
Jeff Scherschligt SD  
Kevin Schieffer SD  
Steven Schneider MI  
John Stafford CO  
Brian Thomas IA  
Christopher Thorsen MN  
Leroy Thydean MN  
Jerald Untiedt MN  
Bryan Van Deun NE  
Dan Wells IA  
Luke Whalen ID  
George Wilson IA  
Gaylord Wooge IA  
Rick Young WI  
William Zehnder MI  
AGRECOL Corporation WI  
Donald & Marie Roberts  
Charitable Foundation MN  
First Source Biofuel MN  
Fox Lake Conservation  
League, Inc. MN  
John K. & Luise V.  
Hanson Foundation IA  
KFAN Clear Channel MN  
S. Duwayne Hanson  
Family Trust MN  
Spaeth Family MN  
Young Family Foundation IA

### CANINE PATRON MEMBERSHIP (\$10,000 LEVEL)

Hunter Demo WI  
Junior Lee MT

For more information on the many ways to support Pheasants Forever, contact David R. Bue, Vice President of Development, at 218-340-5519 or email at [dbue@pheasantsforever.org](mailto:dbue@pheasantsforever.org).



## A LEGACY LASTS FOREVER

Pheasants Forever's Habitat Legacy Society is reserved for those special individuals and families who have made a planned gift to Pheasants Forever as part of their will. The greatest gift that you can make is to leave a legacy by remembering the organization's mission as part of your estate plans. On behalf of Pheasants Forever, thank you to all of our Habitat Legacy Society members for leaving a conservation legacy!



### STEVE GARRY

#### Habitat Legacy Society Testimonial

"Pheasant hunting began for me as a boy with my dad and brothers. All these years later, I have continued to enjoy this tradition with our four sons and our grandchildren. Today, I take great enjoyment in developing habitat on our land because I want these traditions to remain forever. By supporting our friends at Pheasants Forever as a Patron Member and including Pheasants Forever in our estate plan, my family is helping guarantee these ambitions will be realized."

— Steve Garry  
*Pheasants Forever Patron Member  
and Habitat Legacy Society Member*



Check out our website at [pheasantsforever.org/legacy](http://pheasantsforever.org/legacy).



## GERRY HORAK

### Gold Patron Testimonial

"As a longtime hunter and someone who has been involved in resource management planning professionally and as a mayor and councilmember, I see great value in an organization with a vision for the future and a plan to accomplish that vision. This is why I recently chose to increase my support of Pheasants Forever by becoming a Gold Patron Member. Pheasants Forever understands the challenges facing wildlife — loss of habitat — and they are working hard to implement strategies designed to keep more quality habitat on the landscape. I hope you will join me in providing Pheasants Forever with the financial resources they need to preserve and improve more habitat, and thus more pheasants, by upgrading your membership today."

— Gerry Horak  
*Pheasants Forever Gold Patron Member*



Krull Lodge - Harrold, SD

Check out our website at [pheasantsforever.org/legacy](http://pheasantsforever.org/legacy).

## NATIONAL SPONSORS



### JEFF DOLL

#### Patron Testimonial

“When I see a wild pheasant flush, it takes me back to wonderful memories throughout my lifetime. I feel very passionate about hunting and habitat. I want to give back to a tradition that has given me so many memories afield. I am concerned this great tradition is in jeopardy, and I want to leave a legacy for future hunters to have the same experiences and memories I have been so fortunate to have. I am a proud Life Member and now a Patron Member of Pheasants Forever. I will be a supporter of Pheasants Forever for the rest of my life and encourage others to help keep a great tradition alive!”

— Jeff Doll  
*Pheasants Forever Patron Member*





Thank you to those who made a financial contribution, planned gift, or grant to Pheasants Forever, as well to those who donated land or permanently protected their property through a conservation easement in 2017. Please know that Pheasants Forever greatly appreciates your support, as well as the support of our donors who chose to remain anonymous. On behalf of Pheasants Forever, thank you for your ongoing commitment during these challenging times for wildlife habitat!

Perhaps you, or someone you know, is interested in supporting Pheasants Forever at a higher level. For more information on the many ways to support Pheasants Forever, contact David R. Bue, Vice President of Development, at (218) 340-5519 or email [dbue@pheasantsforever.org](mailto:dbue@pheasantsforever.org). You can also find helpful information at [pheasantsforever.org/legacy](http://pheasantsforever.org/legacy)

## PETE TULIPANA

### Grantor Testimonial

"Pheasants Forever's 'precision agricultural technology' grant stands out to us as a program that incorporates the admirable principles of conservation and land management to drive economic development, one of our focus areas. It is also a model for using data to track meaningful metrics for farmers and funders. It's an excellent example of leveraging public-private funds."

— Pete Tulipana

*President and CEO of the Iowa West Foundation*



Check out our website at [pheasantsforever.org/legacy](http://pheasantsforever.org/legacy).