

Whitetail Country – Grants & Notes

Whitetails Unlimited Hunting Heritage Awards

The Hunting Heritage Award is presented by Whitetails Unlimited in recognition of leadership and accomplishments in the areas of conservation, education, and the preservation of the hunting tradition – the essence of the mission of Whitetails Unlimited. It is the most prominent award presented by Whitetails Unlimited to individuals, organizations, or companies in the outdoor industry.

Earlier this year at the Archery Trade Show in Indianapolis, WTU President Jeff Schinkten was able to present one individual and one company with the Hunting Heritage Award. The Outtech rep group is the premier representative organization in the archery business, and they have a major event every year, called Innovations, the night before the ATA show opens. This is intended to highlight their clients for buyers attending the show, and Outtech has been very kind in allowing WTU to present these awards in front of this important audience.

Parker Bows

Parker Bows received the *WTU Hunting Heritage Award – Corporation*, due to their unwavering support for groups and organizations that support archery hunters, and their dedication to providing outstanding information, support, and products for archers and hunters.

“Everyone at Parker works every day to make sure hunters and archers have outstanding gear, and are constantly innovating to improve the archery experience,” said WTU President Jeff Schinkten. “Parker is a leader in the archery industry, and their growth in the industry is a testament to their hard work. They have been a long-time supporter of conservation programs and groups, which expand the number of people involved with all kinds of archery activities.”

Parker Bows as a company, and many of their individual employees, also put time and effort into a wide variety of activities that mirror the mission of Whitetails Unlimited. “We’re extremely proud to present this award to Parker Bows. They have shown a consistent, longtime commitment to helping others participate in the outdoors, and through their hard work and imagination, they can accomplish far more as leaders in a great industry,” said Schinkten.

Dr. Marty Brunson

Dr. Marty Brunson, CEO of the Catch-A-Dream Foundation, has been named as the winner of the *WTU Hunting Heritage Award – Individual*, for leadership and accomplishment in the



WTU President Jeff Schinkten (right) presents Dr. Marty Brunson with the WTU Hunting Heritage Award at the Outtech Show before the opening of the 2017 ATA Show. Brunson is CEO of the Catch-A-Dream Foundation.

areas of conservation, education, and the preservation of the hunting tradition.

Brunson was recognized for his efforts in creating and providing continuous leadership for the Catch-A-Dream Foundation since its inception in 2000. He oversees all operations, finances, resource development, personnel, and programs.

Catch-A-Dream is a 501(c)(3) nonprofit, that provides hunting and fishing outdoor adventures to seriously ill children, and includes the entire family. Through these adventures, and exposure to outdoors-minded people who care, the program instills a message of encouragement for children and their families at a time when they need to know that hope does indeed exist.

A major point in the program is that families incur no expense. These families are already under financial stress, so all expenses are fully covered, including travel, meals, lodging, licenses, fees, taxidermy, and so on. The organization’s objective is to create a memorable experience for both the child and family that is not clouded by financial considerations. The program provides a break for children who are “... sick and tired of being sick and tired!” The child’s physician plays a major role in determining whether that child’s condition will allow for particular dreams to be coordinated, and safety in every aspect is a prime consideration.

To date, Catch-A-Dream has completed almost 600 trips to 29 states, harvesting 71 species of animals. They have served children from 45 states and two Canadian provinces. Each trip has an average cost of \$4,500, of which the family pays nothing. For more information about Catch-A-Dream, and how to support the program, visit their website.

“We’re extremely proud to present this award to Dr. Marty Brunson, and are humbled to be able to help in a small way with Catch-A-Dream,” said WTU President Jeff Schinkten. “Marty has touched many, many lives in a positive way, helping children and families during extremely stressful times, and creating memories that will be cherished forever. We’re honored to be able to recognize this outstanding ambassador of the outdoor community.”



Parker President Rob Mason (left) and WTU President Jeff Schinkten at the Parker booth at the 2017 ATA Show in Indianapolis.