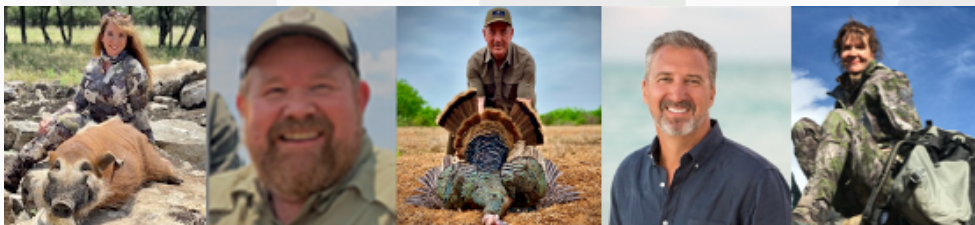




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## ***THE ADVOCATE***

2021-2022 LHAS Governing Board  
Carolyn Powell, Chair  
Tyler Daniels, Secretary  
Brook Minx, Past Chairman  
Warren A. Sackman III  
Denise Welker



Greetings SCI Life Members!

***LHAS Initiatives in Action—Read about your giving at work in this November, 2021 edition of the e-Advocate Newsletter.***

Excitement is building for the 50th Anniversary of Safari Club International's Convention in Las Vegas, January 19-22, 2022. New this year will be the

LHAS Cocktail Gathering. The Life Member Reception presented by the Life Hunter Advocate Society is Friday, January 21, 2022 at 4:30 PM - 6:15 PM to be held in the foyer outside the Oceanside Ballroom at the Mandalay Bay Convention Center. Bring a Life Member who can upgrade their Level at this cocktail gathering! Wear your pin (Diamond, Gold, Silver, or Bronze) proudly to this event!

It is a time to be grateful—for health, for family, for friends, and for LHAS members as we share a united passion for advocacy initiatives to promote and preserve our hunting heritage. The LHAS Initiatives are advancing and this Fall edition shares project updates and measurable impact of the project work being accomplished.

Special thanks to the leadership of SCI's CEO Laird Hamberlin, Ben Cassidy, Director of Gov't Affairs and Mike Rogers, Jr., Executive VP of Member Services for their tireless work and grassroots endeavors to ensure hunting and wildlife conservation for the next generation. We especially thank SCI's Chief Financial Officer Nathan Bolt for his expertise in monitoring LHAS funds.

**Remember the 4M's—It takes Members, Money, and Motivation to make Measurable impact!**

Also, a big thank you to our 138 LHAS members the majority of whom voted in our Governing Board Election this past summer.

We are honored to welcome Denise Welker and Warren A. Sackman, III to the Governing Board—their exemplary volunteer service to SCI as well as dedication and commitment to hunting and our hunting heritage is well-known and appreciated.

We are also honored to have Past Chair, Brook Minx and Secretary, Tyler Daniels continue in their LHAS Board service.

This Board is comprised of people who support wildlife conservation, who are dedicated to passing on hunting traditions to the next generation, and who understand the importance of our advocacy mission—legislative efforts, voter education, marketing and litigation (but does not include lobbying for specific legislation or any contributions for or against any candidate).

Join our tribe to make a bigger impact. There has never been a more important time to join our voices together.

On behalf of the LHAS Governing Board, we look forward to seeing you at the Convention. Thank you for partnering with us!

***Together we can do more.***



Bronze



Silver



Gold



Diamond

**-Carolyn**

Carolyn Powell, PhD, LHAS Chair

Levels: (\$1,500 Life Membership)

Bronze: \$2,500 – \$1,000 upgrade from basic Life Member

Silver: \$5,000 – \$2,500 upgrade from Bronze

Gold: \$7,500 – \$2,500 upgrade from Silver

Diamond \$10,000 – \$2,500 upgrade from Gold

Please join us! Life Hunter Advocate Society participants receive a member shirt, certificate and pin for each level. Diamond Level Members also receive the choice of a vest or cashmere scarf.

To sign up today, call the Membership and Chapter Services department at 1-888-486-8724 or [Read the Full Flyer Here](#).

*Contributions to the LHAS are not tax deductible.*

## ***Project Update: Hunting-Tourism Advocacy Ben Cassidy, SCI Director of Governmental Affairs***

**At the March, 2021 GB meeting, LHAS approved a Hunting Tourism Media Advocacy Project in the United Kingdom (UK).**

LHAS support of this advocacy initiative is proving to be quite an impressive return on investment! This is a high impact project! Remarkably, over the past 6 months, total views for the 16 media stories produced is at 508,823 views as of September 6, 2021.

The Fieldsports Channel produces a weekly TV show about hunting and shooting with established journalists that are well-informed and knowledgeable about the benefits of the hunting industry.

Follow all of the top hunting and shooting news stories from across Fieldsports Channel's programs: Fieldsports Britain, Fieldsports Africa, Fieldsports Ireland, AirHeads, and Claysports. Examples of stories as seen on Fieldsports Channel:

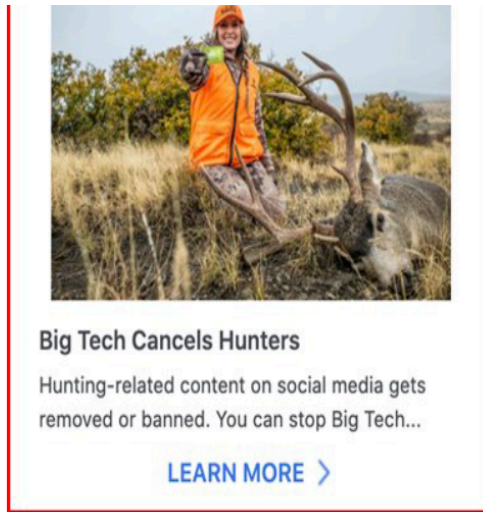
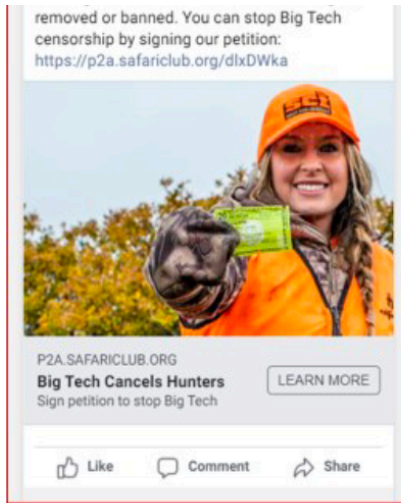
*SCI creates new airgun record book, March 2, 2021*  
*Prince Phillip talks about shooting sports, April 13, 2021*  
*SCI steps in to block legal challenges to grey wolf status, April 14, 2021*  
*South African's professional hunters unite, April 23, 2021*  
*SCI board member gets kicked off of Instagram, May 5, 2021*  
*Sentience, trophies and a government muddle over animals, May 12, 2021*  
*US passes "unenforceable" trophy import bill, May 26, 2021*  
*There are too many elephants, June 9, 2021*  
*Law abiding gun owners targeted in change, June 6, 2021*  
*How to deal with anti-hunting newspapers, July 7, 2021*  
*Africans dealt blow after US lawmakers pass trophy ban, August 11, 2021*  
*SCI slams social media giant's hypocrisy, July 21, 2021*  
*Traveling with guns gets easier, August 25, 2021*

We thank Fieldsports Channel co-founders, Charlie Jacoby and David Wright for bringing us the current news stories advocating for hunters and hunting rights.

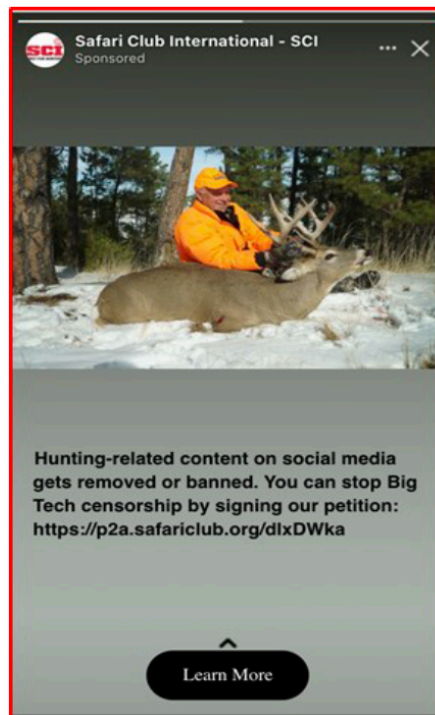
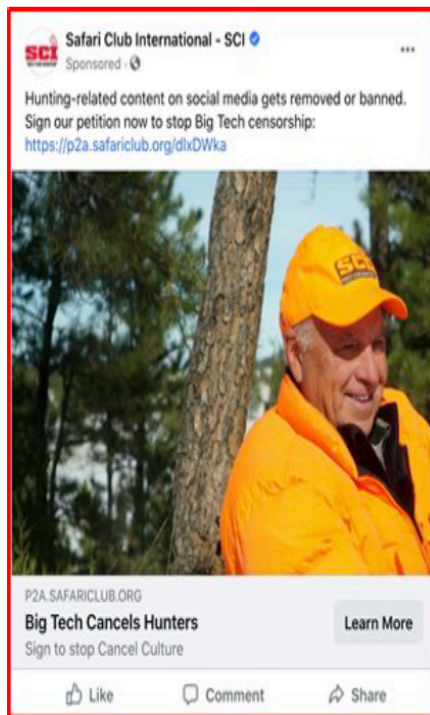
## ***Project Update: Summer 2021 Big Tech Grassroots Campaign***

Advocacy Initiative: The campaign approved at the March Board meeting focuses on promoting SCI's petition to demand that Big Tech companies stop shadow banning hunters posting content related to outdoor recreation. Copy for the creative was developed by Protean Public Affairs based on information provided by SCI. The ads themselves were developed by the client team at Zeta Global. Ads were targeted at SCI's existing membership base and a "look-alike" audience that shared characteristics similar to SCI's membership but were not already members or signed up as advocates. Ads were tracked by placing a unique pixel on the screens of people who engaged with the ads.





The most successful ad and copy was this ad, Big Tech Cancels Hunters.



Overall, this campaign averaged a click through rate of more than 2%. Zeta Global re-ported that the benchmark for this kind of campaign is typically 0.10-0.20%, meaning SCI's campaign performed very well. The campaign reached an audience of 222,869, delivering 656,890 impressions and generating 12,729 reactions and 945 comments om posts. Ad posts were shared 3,024 times. SCI saw 5,765 petition signups from members and 4,988 new signups from the ads on social media sites—Instagram, Fa-cebook and FB ads run on third party mobile sites.

Thank you Ben Cassidy, SCI Director of Governmental Affairs and your team for this innovative work on this initiative and the other LHAS Advocacy Projects.

The SCI LHAS office is located at 4800 West Gates Pass Road, Tucson,

## Arizona



### ***Member Moments by Tyler Daniels*** *LHAS Governing Board Secretary*

Working and living in a community with an extremely low per capita income (El Paso, TX) has forced me to be an innovative thinker to assist in helping to solve big community problems. What I believe is that if we can be successful here in El Paso, we can be successful anywhere. I strive to bring that innovative thinking to organizations that I strongly support -namely, SCI, LHAS, and SCIF.

I am a lifelong hunter, gun owner, and life member of the NRA, SCI, Mule Deer Foundation, Wild Sheep Foundation & GSCO. Outside of family and work, my true passion is hunting. Virtually equal to my right to hunt, I value my right to bear arms. My wife and I have two daughters, aged 14, and 17 who have accompanied my father and me on various hunting trips. I have hunted my entire life, starting with accompanying my father, while dove hunting in West Texas. He instilled a hunting heritage inside me. It is something that I cherish and am currently passing down to my daughters as they start their hunting adventures.

This year has been challenging for so many of us; but, in the midst of despair for so many somehow it has been comforting to be with family outdoors, hunting. Doing what I love with those I love gives great solace and means the world to me. I am dedicated to my national and international service to SCI, SCIF, LHAS. Notably, over the past year, LHAS has funded some really impactful projects and we can see the significant value of what is being accomplished. I encourage you to please become a part of LHAS at what-ever level you can afford—bronze, silver, gold or diamond.

In terms of my SCI involvement at the local level, I helped found the El Paso Chapter in August 2003. I have been on the board continuously since serving in various roles, including chapter president for four years. I continue

to sit on the board and have chaired and co-chaired our fundraiser every year since the chapter's inception (17 years). I have worked on various projects throughout the Trans-Pecos area through the El Paso Chapter, including pronghorn antelope research, Desert Bighorn Sheep research, and Elk habitat restoration.

There is much hard work for LHAS, SCI, & SCIF in front of us. We will continue to bring together believers united in the right to bear arms; the right for hunting and conservation efforts; and the right to continue advocacy efforts to protect the freedom to hunt. My service to these organizations will continue and I will strive to address challenges head-on and do what I can to help our organizations succeed. As a business owner and community leader, I believe in helping SCI, LHAS, and SCIF succeed in their fundraising and grant-making efforts. I encourage all Life Members to step up and do what you can to make a difference for our future, our children's future, and beyond.

I look forward to seeing you at the SCI Convention in January!  
Tyler Daniels

### ***SCI Convention 2022***

Come join us for SCI's 50th Anniversary Convention on January 19-22, 2022, at the Mandalay Bay Convention Center in Las Vegas. SCI will be celebrating 50 years of defending the freedom to hunt with all the outfitters, auctions, celebrities and entertainment that make this event the annual show of the year for hunters. Each evening when the exhibit floor closes, attendees can enjoy a night of fun and excitement with a celebration of SCI's accomplishments.

This year, distinguished and entertaining speakers will include Donald Trump, Jr., Tucker Carlson, Congressional Medal of Honor recipient, Ed Byers as well as Larry the Cable Guy! These nightly dinner events also include live auctions, collectible firearms, fine art and more.

Proceeds from these auctions – and other silent and online auctions over the course of the Convention – directly benefit SCI's hunter advocacy, education and conservation programs worldwide.

To register for the 2022 SCI Annual Convention and see a full lineup of events, visit <https://safariclub.org/convention/> To contact a registration agent please call 520-620-1220 or toll-free at 888-746-9724.

[See the YouTube video](#)



Las Vegas - January 19-22, 2022

# VEGAS IS READY ARE YOU?

COME & SEE

EDWARD BYERS   DONALD TRUMP JR.   TUCKER CARLSON   CRAIG MORGAN   LARRY THE CABLE GUY

**SCI CONVENTION**  
LAS VEGAS, NV  
JANUARY 19 - 22, 2022

CELEBRATING 50 YEARS

Join SCI in celebrating 50 years of defending your freedom to hunt by registering today for the 2022 SCI Convention at Mandalay Bay in Las Vegas! Whether your dream adventure is to hunt Midwest whitetails, go on an African safari or to chase upland birds and waterfowl, the SCI Convention has it and so much more!

**REGISTER NOW!**

showscli.org |



### **Member Moments by Denise Welker**

*Elected to the LHAS Governing Board in 2021, this Member Moment highlights Denise Welker and her advocacy accomplishments in this edition of The Advocate. Denise has hunted a wide variety of species in Africa, Europe, North America, including the Arctic Regions, South America and the South Pacific. She has taken to print to promote adventurous, ethical hunting. Denise and her husband Brian have also contributed to children's education in Africa through Peter Nalos' African Children's Schools (school building construction) and iThemba Trust sponsoring five children per year from grade school through high school, and support our Military, First Responders, and Wounded*



*Vets in many ways. Both are proud SCI Life members and continue to enjoy hunting around the world.*

The name itself, "Life Hunter Advocacy Society" (LHAS) encapsulates a lot about our group and the work we support each and every day to raise funds and awareness of the critical need to support SCI's advocacy mission. Projects funded may involve voter education, marketing or legislative efforts as example to support advocacy causes for hunting initiatives. The grants awarded for SCI initiatives can make a huge difference from a youth oriented TV show produced in the US (America's Hunting Heritage) to a TV show