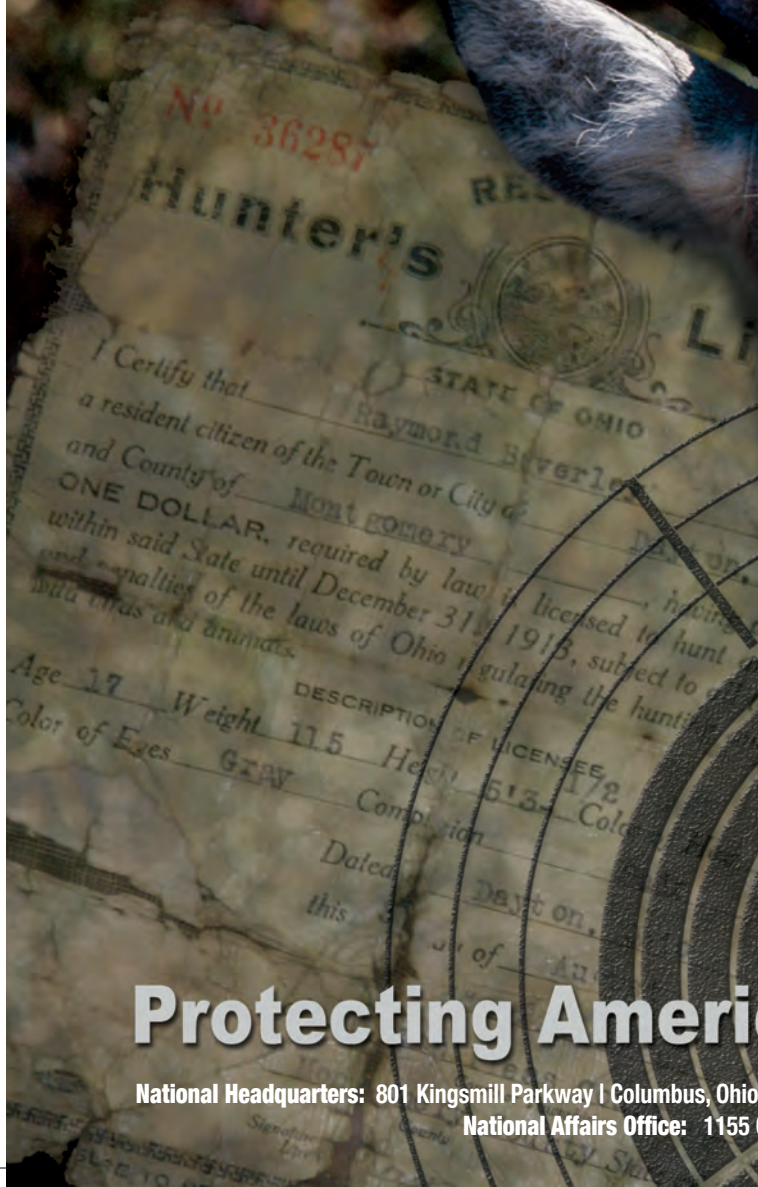


2011-2012 ANNUAL REPORT



Protecting America's Outdoor Heritage

National Headquarters: 801 Kingsmill Parkway | Columbus, Ohio 43229-1137 | Phone: 614.888.4868 | Fax: 614.888.0326 | www.ussportsmen.org
National Affairs Office: 1155 Connecticut Avenue | Washington, D.C. 20036



Message From the Chairman of the Board and the President



Dick Cabela
Chairman of the USSA Board



Walter P. Pidgeon, Jr., Ph.D.,
CAE, CFRE
President and Chief
Executive Officer

Last year (2011) was one of the busiest years that the U.S. Sportsmen's Alliance (USSA) has ever had. This was due to both the continued challenges of our economic times and the ever increased threat of the animal rights lobby. Through it all, the USSA found itself representing sportsmen's interest at the federal level and in states across the country. Together we served nearly six million sportsmen and women in 41 states.


A sampling of USSA activity in 2011 and anticipated action in 2012:

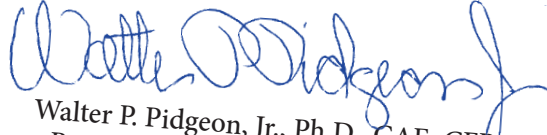
- Successfully fought 96 bills in 32 states that would have adversely affected sporting dog owners. More than 250 such bills in 46 states have threatened sportsmen in the last five years. We expect more of the same in 2012.
- Worked with our partners the National Shooting Sports Foundation, National Wild Turkey Federation, National Rifle Association, and Congressional Sportsmen's Foundation to pass legislation in Idaho, Michigan, New Hampshire, New York and Oklahoma. This effort was to remove barriers to new hunters so they could enter the field for the first time. To date, 32 states have passed Families Afield measures resulting in more than 600,000 apprentice licenses being sold.
- Began working on a federal bill that would close many of the loopholes in current law that anti-hunting groups have exploited to stop hunting on federal lands administered by the Bureau of Land Management and U.S. Forest Service.
- Successfully tested individual and club involvement campaigns that will be launched in 2012.
- More than 61,000 sportsmen became Sentry members in 2011 for a total of 155,329 to date. We have set an aggressive goal to increase our Sentry members by 50% in 2012.
- USSA's Outdoor Business Council membership increased by 7% in 2011. We hope to expand this program by 10% in 2012.

These accomplishments and so many others could not have been possible without the volunteer and financial support of thousands of sportsmen and women. We thank you for your generosity, and we look forward to your continued involvement in this vital work. After all it is:

"Our Sport. Our Heritage. Our Fight."

Sincerely,


Richard N. Cabela
Chairman of the USSA Board


Walter P. Pidgeon, Jr., Ph.D., CAE, CFRE
President and Chief Executive Officer



* Indicates Foundation board member.
Indicates Alliance board member.

Board of Directors Board of Trustees

Lori Clem #
Dallas, TX [2013] - A successful financial planning consultant. A member of Shikar-Safari Club International, a leader of many volunteer activities of Dallas Safari Club and active with other local, state and national sportsmen's conservation groups.



Orrin H. Ingram, II #
Nashville, TN [2013] - Member of the Executive Committee. President and CEO of Ingram Industries; Chairman of Ingram Barge Company. Avid waterfowler, turkey and big game hunter.



Thomas L. "Tommy" Millner *#
Sidney, NE [2011] - Member of the Executive Committee. Sporting goods industry leader and hunter-conservationist. President and CEO of Cabela's Inc. Past President/CEO of Remington Arms Company. Veteran international hunter and supporter of many conservation endeavors.



Donald Senter #
Dallas, TX [2012] - Dallas physician and accomplished international big game hunter - conservationist.



Gary Oates #
Kenton, OH [2011] - Avid hunter, trapper, crop and cattle farmer, environmental advocate. Recognized by Outdoor Life 2006 article "5 People Who Are Making a Difference."



Mike Branham *
Denver, CO [2012] - President, Tusker Adventures. African professional hunter, world-wide sportsman. Member Shikar-Safari Club International. Supporter of numerous conservation causes.



Jimmy Dan Conner **
Louisville, KY [2012] - Vice President of BB&T Insurance Services. Member of the Board of Directors of OFS Brands/Styline Industries and the Lincoln Heritage Boy Scouts. Engaged in numerous civic and conservation causes.



Craig Johnson **
Hudson, WI [2013] - Past president of Madsen-Johnson Corp., commercial/industrial construction company. Past president, Minnesota Chapter, Associated General Contractors of America. Past president, Foundation for North American Wild Sheep. Avid sportsman and big game hunter.



Walter P. Pidgeon, Jr. **
Columbus, OH - President and CEO. Secretary of the board, member of the Executive Committee. Experienced association CEO/manager and fundraiser. Extensive background in public relations, government affairs and not-for-profit issues. Researched and written extensively on the key role that volunteering plays in our society.



T. Garrick Steele **
Middleburg, VA [2013] - Former president of Catawba Corporation. Member, Gulf Stream Polo Club and Virginia Hunting Preserve Association.



Rankin Smith *
Thomasville, GA [2011] - Owner/manager, Seminole Plantation; past president, Atlanta Falcons. Member Georgia Wildlife Federation, United Way and United Service Organizations.



Richard N. Cabela #
Sidney, NE [2011] - Chairman of the board, member of the Executive Committee. Chairman of the board, Cabela's, Inc., America's largest sporting goods catalog. Widely recognized in direct marketing and other business circles. Avid hunter and conservationist.



Paul Delaney **
Flagstaff, AZ [2011] - Retired geologist/geophysicist. Lifelong outdoorsman; member Masters of Foxhounds Association of America devoted to mounted hunting with foxhounds and other field sports.



Mason Lampton **
Upatoi, GA [2011] - Vice Chairman of the board, member of the Executive Committee. Owner and president of Standard Concrete Products, major construction industry firm. Civic leader in Georgia. Board member of the Masters of Foxhounds Association of America and an avid wing shooter.



Barbara Sackman **
Sands Point, NY [2012] - Treasurer of the board, member of the Executive Committee. Vice President Sackman Enterprises, a real estate development corporation. Recipient of the Safari Club International's Diana Award and the first woman to receive the World Hunting Award.



C. Martin Wood III *
Monticello, FL [2011] - Chairman of the board, member of the Executive Committee. Past senior vice president and chief financial officer, Flowers Industries. Past president, Masters of Foxhounds Association of America. Past national trustee and Georgia state chairman, Ducks Unlimited.



Albert Menefee *
Brentwood, TN [2011] - Owner, Cedar Knob Kennels; President, Iroquois Steeplechase Race Committee. Supports several local volunteer organizations and philanthropies.



The U.S. Sportsmen's Alliance Mission Statement:

To protect and advance America's heritage of hunting, fishing and trapping. We do this by uniting sportsmen to:

- Protect against legal and legislative attacks by the animal rights movement;
- Win public support for outdoor sports;
- Ensure the future of this heritage by involving families in the outdoor experience;
- Promote the sportsman's stewardship role in the scientific management of America's fish and wildlife.

About the U.S. Sportsmen's Alliance:

The USSA is a watchdog organization that provides direct lobbying and grassroots coalition support to protect and advance the rights of hunters, trappers, anglers, recreational shooters and scientific wildlife management professionals. The USSA is the only organization exclusively devoted to combating the attacks made on America's sporting traditions by anti-hunting and animal rights extremists. This is accomplished through coalition building, ballot issue campaigning, public education, and legislative and government relations.



This year has been an active one with USSA staff being engaged in battling “puppy mill” bills, promoting Sunday hunting opportunities, defending your outdoor heritage in the states, and protecting hunting, fishing, trapping and recreational shooting on U.S. Forest Service and Bureau of Land Management lands across America. We've also explored more opportunities to grow our base because the future of hunting, trapping and fishing will be provided through strength in numbers.



Dog Wars Rage On

In 2011, the anti's all-out attack on sporting dog kennels and hobby breeders continued to gain steam. USSA defended sporting dog owners from more than 96 dog bills in 32 states throughout the year.

These attacks, while purported to be aimed at substandard commercial dog breeders, also called “puppy mills,” would instead force many legitimate and quality sporting dog kennels out of existence. Those able to absorb the high compliance costs would be faced with countless new and unnecessary regulations and red-tape.

During the last five years we've seen more than 250 bills across the country. These bills attack law-abiding sporting dog kennels by classifying them as “puppy mills,” banning commonly accepted practices, or requiring all dogs to be spayed/neutered.





Protecting Hunting on Federal Public Lands

USSA is championing federal legislation that would protect hunting, fishing, and recreational shooting on more than 440 million acres of federal Forest Service and Bureau of Land Management lands. The Recreational Fishing and Hunting Heritage and Opportunities Act, or H.R. 2834, has already passed out of the House Natural Resources Committee.

Not only does the bill help ensure our public lands remain open to sportsmen, but it also cleans up legal loopholes being exploited by anti-hunting organizations to try and stop sportsmen from using public land.

Earlier this year USSA's Director of Federal Affairs testified before the House Natural Resources Committee in support of H.R. 2834. USSA will be continuing its work to move H.R. 2834 through Congress to ensure that our outdoor heritage on federal lands is protected for generations to come.

Families Afield – A Recruitment Success Story

Families Afield continues to be a national success story, by removing arbitrary and unnecessary barriers to new hunters entering the field. In 2011, bills were passed in Idaho, Michigan, New Hampshire, New York and Oklahoma.

Michigan became one of the great success stories of the Families Afield program this year. Michigan eliminated their minimum hunting age and established a mentored youth hunting program – a hallmark of the Families Afield program. Michigan,



originally one of the most restrictive states for new hunters, now has nearly ideal regulations aimed at safely and successfully recruiting new hunters.

Fast Fact: Families Afield was established by the U.S. Sportsmen's Alliance, the National Shooting Sports Foundation, and the National Wild Turkey Federation to bring a new generation of sportsmen to the field. Along with the National Rifle Association and the Congressional Sportsmen's Foundation, measures have been passed in 32 states resulting in more than 600,000 apprentice or mentored hunting licenses being sold.





Sentry Ranks Swell

The USSA continued to grow the ranks of Sentry members. Efforts to encourage more sportsmen and women to sign up included: news releases, magazine articles, and a series of presentations to national, state and regional outdoor media at three major conferences. This effort resulted in steadily growing Sentry ranks. Indianapolis Colts place kicker Adam Vinatieri also became a spokesperson for the

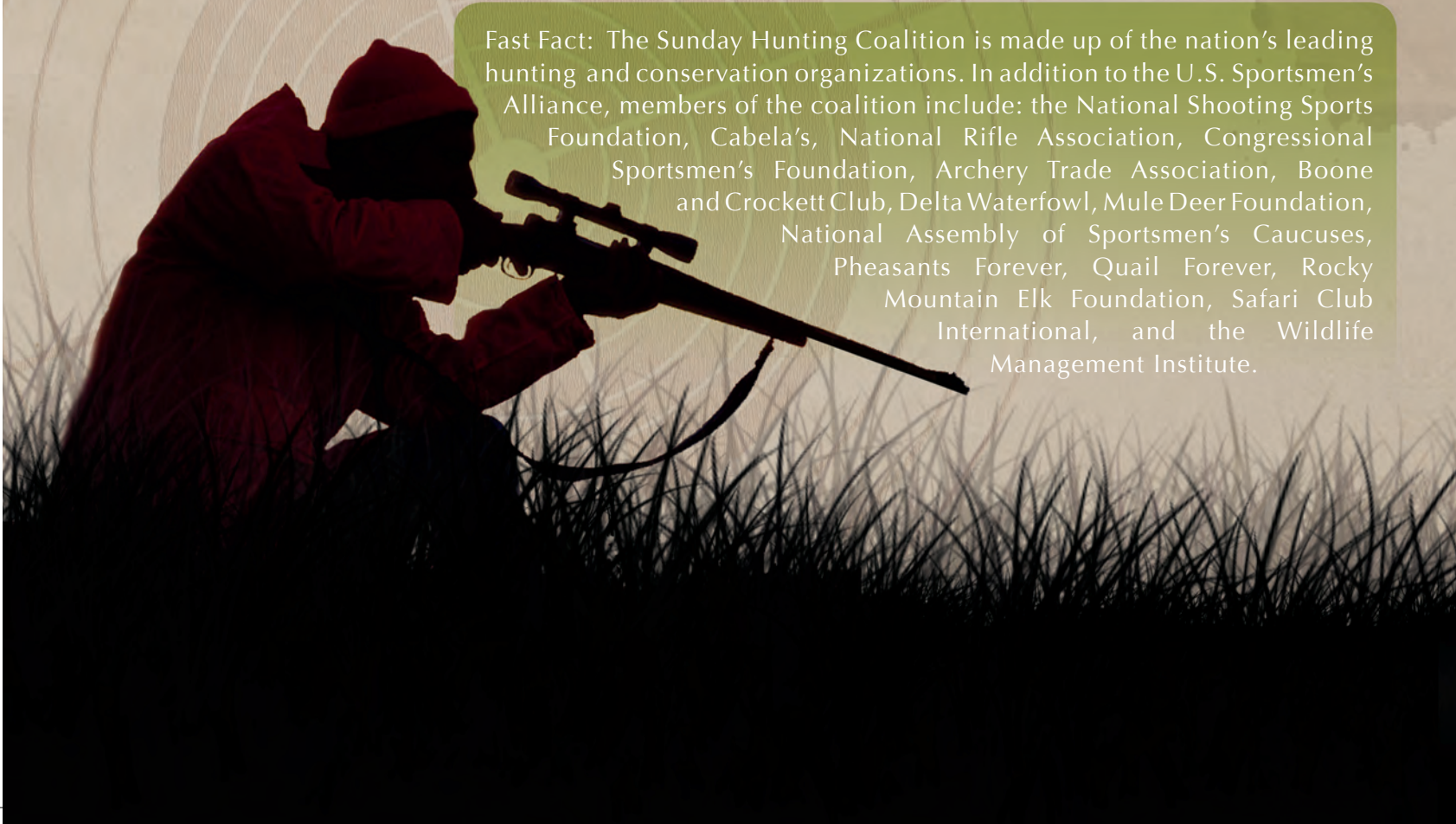
program and the resulting ad was placed in several publications. An article about Vinatieri as a Sentry appeared in Outdoor Life magazine. We've also received support and promotion of the Sentry program from the North American Hunting Club to its 850,000 members, Outdoor Life, Petersen's Hunting, Cabela's Outfitter Journal, Sporting Classics and numerous others. To learn more, visit www.ussportsmen.org/beasentry.



Sunday Hunting

USSA is leading the effort to allow Pennsylvania sportsmen the ability to hunt on Sunday. USSA is working closely with the National Shooting Sports Foundation and the National Rifle Association and other members of the Sunday Hunting Coalition to remove Pennsylvania's long standing ban on Sunday hunting.

Only 11 states continue to prohibit or restrict hunting on Sundays. Sunday hunting gives sportsmen additional opportunities to spend time in the field, provides an economic boost to states, and helps boost hunter recruitment.



Fast Fact: The Sunday Hunting Coalition is made up of the nation's leading hunting and conservation organizations. In addition to the U.S. Sportsmen's Alliance, members of the coalition include: the National Shooting Sports Foundation, Cabela's, National Rifle Association, Congressional Sportsmen's Foundation, Archery Trade Association, Boone and Crockett Club, Delta Waterfowl, Mule Deer Foundation, National Assembly of Sportsmen's Caucuses, Pheasants Forever, Quail Forever, Rocky Mountain Elk Foundation, Safari Club International, and the Wildlife Management Institute.

A More Modern Information Source

As we move forward, USSA is preparing to fight for the future. Our new website, coming online in early 2012, will better serve members while increasing our standing and prominence in the hunting and shooting sports

community at the national level. Already, sportsmen nationwide visit www.ussportsmen.org to learn about hunting, fishing, trapping and recreational shooting. We are also on Facebook and other social media sites.

Outdoor Business Council Members are Key Partners

During 2011 the USSA had many projects, and needed and received help and support from hundreds of businesses. The highest level of business members make up the Outdoor Business Council. This elite group again grew in number and in their support. For example, Alpen Optics helped sponsor a reward program for Sentry members. Carl Baker donated 20 acres for the USSA Sportsmen's Rally that was held in Columbus, Ohio. Target Communications provided booth space and promotional support at their Midwest Deer and Turkey Expos. MKS, a leading gun manufacturer

and distributor, provided product and funding for sportsmen's shows from coast to coast. Vance Outdoors, a Columbus area gun dealer, continued to help the USSA with many projects involving firearms. Cabela's, a leader among OBC members, was able to provide funding and products for numerous projects across America.

Following is a list of the OBC members who have gone above and beyond in their commitment to the USSA mission:

Uniting Businesses to Protect Our Outdoor Heritage

AcuSport Corporation
The Allen Company, Inc.
Alpen Optics
Atsko, Inc.
B & N Coal Company
Benelli U.S.A. Corp.
Big Rock Sports
Bushnell Outdoor Products
Cabela's Outdoor Fund
Cabela's, Inc.

Columbia Sportswear Company
Crosman Corporation
Ellett Brothers, Inc.
Federal Cartridge Company/ATK
Gander Mountain
GunBroker.com
Hornady Manufacturing Company
Hunter's Specialties, Inc.
Independence Tube Corporation
MKS Supply, Inc.

National Shooting Sports Foundation, Inc.
Nosler, Inc.
Otis Technology, Inc.
Outdoor Cap Company, Inc.
Polar Ware Company
Red Clay Reservation, Inc.
Remington Arms Company, Inc.
RSR Group, Inc.
Savage Sports Corporation
Sierra Bullets

Sports South, Inc.
The Sportsman's Guide
Target Communications
Vance Outdoors, Inc.
Wildlife Research Center, Inc.
Winchester Ammunition
Wright & McGill Company



Left to Right: The U.S. Sportsmen's Alliance and USSA Foundation leadership team includes: Walter "Bud" Pidgeon, Jr., President and CEO; Doug Jeanneret, VP of Marketing; Rob Sexton, Senior VP; Karen Piatak, VP of Operations; and Tony Celebrezze III, Relationship Director.

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Message From the Chairman of the Board and the President

The U.S. Sportsmen's Alliance Foundation (USSAF) played a significant role in 2011 to preserve the outdoors through education, litigation, and research. Through the Foundation's Sportsmen's Legal Defense Fund, and the Trailblazer Adventure Program, sportsmen and women fought off significant threats to our way of life while introducing the outdoors to a whole new generation.

A Sampling of USSA Foundation activity in 2011 and anticipated action in 2012:

-Trailblazer Adventure Program, our introductory educational program directed towards youth and families, served 190,052 participants at 70 events held in 30 states in 2011. Nearly 1.3 million participants have been served since the inception of the program in 2001. At our present pace, we are on target to surpass 2 million participants in less than four years. We hope, however, to increase annual participation even more if funding can be found.

-Successfully fought for wolf delisting from the Endangered Species Act (ESA) for the Western Great Lakes region by the U.S. Fish and Wildlife Service. This will return wolf management in that region to the states of Michigan, Minnesota and Wisconsin.

-Defeated a lawsuit filed in 2003 intended to stop hunting on the National Wildlife Refuge System. In April 2011, the courts ruled in favor of the arguments of the USSAF. The ruling relied heavily upon the 1997 Refuge Improvement Act - a bill written and championed by the USSA.

-During the past five years, the USSAF has been engaged in lawsuits in Maine and Minnesota dealing with the incidental taking of federally protected Canada lynx. Despite favorable outcomes for trappers, this issue could be heading back to court in 2012.

Thousands of sportsmen and women once again supported the USSAF as volunteers, and as donors, in 2011. Their dedication to protect and advance hunting, shooting, fishing and trapping made the difference. Their continued involvement, and their ability to attract others to do the same, are vital to assuring that our way of life is preserved in 2012. After all, it is:

"Our Sport. Our Heritage. Our Fight."

Sincerely,

C. Martin Wood, III
Chairman of the USSAF Board

Walter P. Pidgeon, Jr., Ph.D., CAE, CFRE
President and Chief Executive Officer



C. Martin Wood, III
Chairman of the USSAF Board



Walter P. Pidgeon, Jr., Ph.D.,
CAE, CFRE
President and Chief
Executive Officer

Recognizing Generous Supporters

This year was also an important one as the USSAF paused to give thanks. The prestigious 2011 William L. Searle Lifetime Achievement Award was awarded to Helen K. Groves of Baird, Texas. Mrs. Groves has been a stalwart supporter and advocate for sportsmen and women across the country. She is also a lifetime rancher, hunter, mounted foxhunter, and is actively involved in medical and scientific research for the betterment of lives for humans and animals.

The USSAF created this award in 2006 to honor William L. Searle, a long standing board member dedicated to protecting outdoor sports, including hunting, fishing, and trapping. The William L. Searle Lifetime Achievement Award is bestowed upon those individuals that possess exceptional leadership and dedication qualities, and who have used these attributes to ensure that our nation's outdoor heritage is secured for generations to come.

"Helen has been a staunch USSAF supporter for more than 25 years," said Bud Pidgeon, USSAF President and CEO. *"She has been a steadfast advocate, recruiting her family and friends to join in supporting the work that the USSAF has done on behalf of sportsmen and women across the country."* The award was recently presented at a reception in San Antonio, Texas.

About the USSAF

The U.S. Sportsmen's Alliance Foundation protects and defends America's wildlife conservation programs and the pursuits -- hunting, fishing and trapping -- which generate the money to pay for them. The U.S. Sportsmen's Alliance Foundation is responsible for public education, legal defense and research. Its mission is accomplished through several distinct programs, coordinated to provide the most complete defense capability possible. Contributions to the U.S. Sportsmen's Alliance Foundation, a 501(C) 3 organization, are tax deductible.





Gray Wolf Delisting a Major Victory for Sportsmen

In late 2011, the U.S. Fish and Wildlife Service announced that gray wolf populations in the Western Great Lakes region have greatly exceeded recovery goals and should no longer be protected under the ESA. This move will return wolves to state management in Michigan, Minnesota, Wisconsin, and some portions of adjoining states.

In a major victory for sportsmen, the Service reversed its previous view that two wolf species exist. The Service's previous two wolf stance

could have derailed the delisting process. In July and September, the USSAF submitted extensive comments supported by wolf and genetics expert Dr. Lisette Waits refuting the two wolf theory. Based on USSAF's and other's comments, the Service reversed its stance, agreeing only one wolf species exists in the region.

Fast Fact: Wolves in the region have far exceeded recovery goals and have become an increasing threat to wildlife, livestock, and hunting dogs. USSAF and its partners were crucial in the delisting process, petitioning and threatening to sue the Service if it did not act to delist the wolves.

Defending Our Heritage

The USSAF kept its Eyes on the Antis with numerous stories released during the year. These popular features were carried on numerous websites and drew positive attention to the USSAF's watchdog efforts. Behind the outrageous claims and zany stunts, are war chests filled with hundreds of millions of dollars dedicated to taking away your rights to hunt, fish, and trap. USSAF will continue to defend sportsmen's rights in the courts against these groups.

Defending Hunting on Federal Land

In June, the USSAF declared VICTORY in an eight year lawsuit protecting hunting and angling opportunities nationwide. The case, filed by the Fund for Animals who later merged with the Humane Society of the United States (HSUS), aimed to shut down hunting on nearly 70 units of the 150 million acre plus National Wildlife Refuge System.

This long fought battle reaffirms that hunting is a priority use of refuge land when compatible with wildlife management goals and will help keep refuges open for sportsmen into the future.

In his ruling, the Judge relied heavily upon the 1997 Refuge Improvement Act – a bill that was written and championed by USSA. Marking the end of this long-fought victory was the HSUS declining to appeal the ruling.



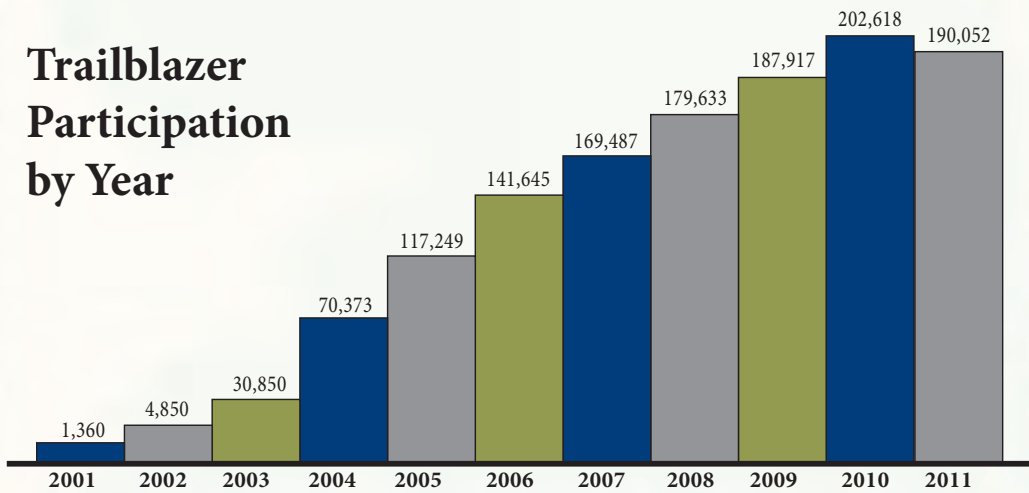
Trailblazer Adventure Program

Growing Our Ranks

The USSAF continued its efforts to expand participation in and recognition of the Trailblazer Adventure Program.

While many Trailblazer events were held in partnership with Boy Scout camps across America, this year's events were also held at locations such as the Churchill Downs in Louisville and during the Bassmaster Classic Expo in New Orleans. An event was also held at Camp Ripley, a military base, in northern Minnesota. Another event was held in late October at a community college in Nelsonville, Ohio in partnership with the U.S. Forest Service and the National Wild Turkey Federation.

Trailblazer Participation by Year



Fast Fact: The Trailblazer Adventure Program has had nearly 1.3 million participants since its inception in 2001, making it the largest program of its kind in the United States.

Trailblazer Events 2001-2011 580 Events - 46 States



* In 2011, South Dakota became the 46th state to hold a Trailblazer Adventure Day event.

Number in () equals events in the state

