A Letter from the Chairman and the CEO

On behalf of the Quality Deer Management Association (QDMA), we are pleased to present the 2010 Annual Report executive summary. In many respects, 2010 was a tale of two stories. The first half resembled 2009, with declines in revenue and membership associated with the ongoing recession. By July, however, the combination of previous strategic decisions, cost containment, and improving economic conditions began paying dividends, enabling both membership and revenue to regain nearly all of the lost ground and finish essentially flat compared to 2009.

It is noteworthy that even during the most challenging periods of 2009 and early 2010, mission delivery was never compromised. In fact, after reviewing the accomplishments below, we believe you will agree that 2010 ranks among the most effective years in QDMA’s history. QDMA remained vigilant in all areas of the REACH program – research, education, advocacy, certification and hunting. We hosted one of our most successful National Conventions ever, held five Deer Steward courses, financially supported four research projects, engaged in more than 40 important advocacy issues, and hosted our most successful National Youth Hunt to date, just to name a few.

QDMA’s ability to accomplish so much during such a challenging period highlights our greatest strength – you – our loyal members and supporters. On behalf of QDMA’s National Board of Directors, staff and members throughout the world, we thank you for your support. Importantly, conditions have continued to improve in early 2011, further strengthening the association and providing great reason for optimism.

Looking forward, we remain sharply focused on the needs of our members and the whitetail resource. Not since the days of near extirpation of whitetails have there been so many challenges. The percentage of North Americans who hunt is lower today than ever before, deer numbers are declining in many areas, millions of acres of habitat are lost annually, infectious diseases threaten more herds each year, and society’s attitudes toward deer and deer hunters are deteriorating.

Only with your continued support can QDMA continue to address these challenges while strengthening our position as North America’s most respected, effective and efficient whitetail conservation organization.

Mark Thomas
Chairman

Brian Murphy
CEO

2010 REACH Accomplishments

Research
• Executed a $38,000 grant from the National Fish and Wildlife Foundation to fund a project through Texas A&M University-Kingsville and the West Virginia Division of Natural Resources investigating the effects of deer population genetics and structure on chronic wasting disease mitigation efforts.
• Submitted a $26,000 proposal to fund a research project through the University of Tennessee to determine the long-term and seasonal effects of prescribed fire on whitetail habitat (deer forage and fawning cover) in mixed hardwood forests.
• Submitted a $21,200 proposal to fund a research project through South Dakota State University evaluating the effects of mature bucks on the timing and reproductive effort of young bucks.
• Continued a multi-agency project with the U.S. Fish & Wildlife Service, National Park Service and Minnesota Department of Natural Resources inves-
tigating impacts of human population growth and habitat fragmentation on the future of deer hunting and management.

- Partnered with Clemson University on a project through the USDA-NRCS Cooperative Conservation Partnership Initiative which incorporates wildlife habitat improvement practices into agricultural operations.
- Partnered with the University of Georgia to coordinate a study to examine home range size and habitat use of mature bucks in the “big woods” of north-central Pennsylvania.
- Conducted a fetal aging study and trail-camera survey in Maryland (Maryland State Chapter).
- Published QDMA’s second annual Whitetail Report - an annual research-based publication that addresses current issues and threats affecting white-tailed deer hunting and management (available at QDMA.com).

Educate
- Conducted over 250 educational events in nearly 30 states and two Canadian provinces.
- Published Deer Cameras: the Science of Scouting, the most comprehensive book on the use of trail-cameras for deer management and hunting.
- Authored or co-authored chapters in the soon-to-be-released Biology and Management of White-tailed Deer and Oak Management textbooks.
- Hosted the 10th Annual QDMA National Convention and Whitetail Expo with nearly 10,000 in attendance.
- Completed the fourth year of a partnership with the U.S. Fish & Wildlife Service, using Noxubee National Wildlife Refuge in Mississippi as the core of a wildlife management cooperative which maximizes the conservation footprint on nearly 200,000 acres surrounding the refuge.
- Provided guest lecture at the 2010 National Association of State Departments of Agriculture.
- Continued involvement in the Southern Region Outreach Project sponsored by the Georgia Forestry Commission and Southern Group of State Foresters.
- Filmed educational segments for numerous hunting and outdoor television programs.
- Conducted nearly 70 radio, newspaper and magazine interviews throughout North America.
- Quality Whitetails TV aired on the Pursuit Channel.
- Distributed 1,000 copies of Cyber Deer to the New York Department of Environmental Conservation and 70 copies to the Archery Trade Association to further their hunter education efforts.

Advocate
- Participated in numerous state agency wildlife task forces or stakeholder groups.
- As members of the American Wildlife Conservation Partners; the Chronic Wasting Disease Alliance; the Theodore Roosevelt Conservation Partners’ Fish, Wildlife and Energy Working Group; and Texas Outdoor Partners we engaged with other conservation organizations on over 20 major initiatives including: supporting public access and recreation on national forests, providing input regarding wolf and grizzly bear management, supporting funding to assist with the Gulf oil spill cleanup, supporting the Recreational Fishing and Hunting Heritage and Opportunities Act, and others.
- Attended meetings with key decision makers from nearly 30 state, federal, and provincial agencies.
- Signed a Memorandum of Understanding with the American Chestnut Foundation.
- Participated in two U.S. deer conferences - Northeast Deer Technical Committee and Southeast Deer Study Group.
- Engaged in 38 policy or management issues in 15 states (CT, DE, GA, IN, KY, MD, MI, MN, NH, NY, OH, PA, SC, VA, VT) including:
  - Assessing buck age structure management in New Hampshire.
  - Opposing changes to baiting laws in Georgia.
  - Supporting initiatives to protect yearling bucks in Michigan, Minnesota and Virginia.
  - Opposing bill to transfer authority of Continued.
captive deer and elk from the DNR to Department of Agriculture in Ohio.
• Supporting full funding initiative for agencies managing South Carolina’s public resources.
• Supporting Sunday hunting initiatives in Connecticut and Maryland.
• Supporting bill to enhance mentored hunting opportunities in Pennsylvania.
• Providing input on deer season proposals in numerous states.

Certify
• Conducted three Deer Steward I courses with 126 students from 20 states, two Canadian provinces and one American Virgin Island in attendance.
• Conducted two Deer Steward II courses with 57 students from 22 states and one province in attendance.
• Certified 22 Deer Steward Level III graduates through 2010.
• Through 2010, over 400 individuals from 34 states, three provinces and one American Virgin Island have participated in the Deer Steward program.
• Neared completion of QDMA’s land certification program.
• Professionally filmed the Deer Steward I course at Clemson University to provide future educational opportunities via the Web and/or DVD.
• Clemson University used a modified Deer Steward I agenda as a wildlife course curriculum.

Hunt
• Conducted 6th annual National Youth Hunt in Georgia, which involved 10 young hunters from eight states (GA, IA, KY, MI, MN, MO, NC, NY).
• More than 30 QDMA Branches held hunts for youth, physically-challenged or military personnel.
• Increased the number of mentors and students engaged in QDMA’s Mentored Hunting Program.
• QDMA Branches financially supported numerous National Archery in the Schools (NASP) programs in communities across the United States.
• Participated in Safari Club International’s Wounded Warrior/Mobility Impaired hunt.
• Participated in a national Catch-A-Dream hunt with NASCAR driver, Tony Stewart, in Indiana.

Continued.
2010 Honor Roll of Donors

The following were generous donors during 2010 to QDMA's REACH Program or Endowment Fund:

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QDMA Membership (1988 to 2010)

Year-end 2010: 48,200

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Notes to Financial Statements

Since inception, QDMA's fiscal goal has been to maximize mission delivery and member value. To achieve this, QDMA manages its annual operating budget to produce a small year-end surplus or, at worst, to break even. The nominal $14,484 (less than 1%) deficit experienced in 2010 was primarily the result of a one-time expense associated with inventory valuation adjustments. Another contributing factor was the impact of the economy, especially in the areas of membership, advertising and corporate support.

The Internal Revenue Service ruled that QDMA qualifies under the provisions of Section 501(c)(3) of the Internal Revenue Code as an organization created for charitable, educational, and scientific purposes and, therefore, is exempt from federal income taxes. Donations to QDMA are deductible by the donor as charitable contributions for federal tax income purposes.

2010 financial information audited by Royals and Associates, Bogart, Georgia.

2009 financial information audited by Royals and Associates, Bogart, Georgia.

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Statement of Financial Activities

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<th>2009</th>
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<td>Net Assets at End of Year</td>
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Statement of Financial Position

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<td>Property &amp; Equipment</td>
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<td>Net of Accumulated Depreciation</td>
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<td>TOTAL ASSETS</td>
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<td>LIABILITIES &amp; NET ASSETS</td>
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<td>Current Liabilities</td>
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<td>Unrestricted Net Assets</td>
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<td>Net Assets at End of Year</td>
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New Life Members

The following became Life Members of QDMA in 2010. (A complete list of Life and Sponsor members will appear in a future issue)

Jack Baumstark Sr. (MO)
Karman Jay Bedenbaugh (SC)
Michael Bedwell (AL)
William O. Byrants (SC)
Wade Cline (SC)
Charles Cole (MS)
Steve Elmy (Ontario)
Ron Fleming (SC)
Jody Fortune (NY)
Kevin P. Haight (MI)
John Hartwell (MI)
Jesse Hernandez (MO)
Mrs. Scott Timmons Hipp (SC)
David Irwin (TX)
David Kidd (GA)
Floyd Koerner Jr. (NY)
David J. Matthews (VT)
Mark Morgan (LA)
Rob L. Murhead (NE)
Chris Phillips (LA)
Paul G. Plantinga (MI)
Scott T. Rhodes (SC)
Joel & Bonnie Robinson (TN)
Ms. Dorothy Shuford (NC)
Robert L. Stickney (PA)
Michael Stough (OH)
James Winch (TX)
Bret Zechen (MA)