

# Johnny Morris

## A Business Visionary and Conservation Leader

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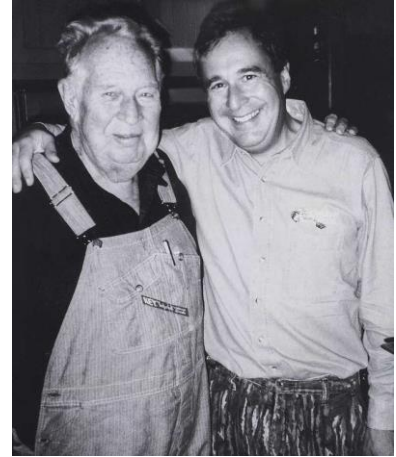
Johnny (John L.) Morris, Founder and Lead Outfitter of Bass Pro Shops, got his start in 1972 by selling fishing tackle out of the back of his father's store. Since then, Johnny has earned a reputation as one of the most visionary and influential retailers of the last 50 years. Today he is known as a retail and travel destination pioneer.

### The Beginning

Johnny's values were strongly shaped by his parents. Both were born in 1911 to very humble beginnings in the heart of the Ozarks in Willard, Missouri. His mother Genny was one of 10 children growing up in a two-bedroom house. His father, John A. Morris, grew up poor and was raised primarily by his Great Aunt. A decorated World War II veteran, John A. proudly served his country and participated in the Battle of the Bulge. Afterward he returned home to Missouri and became a successful merchant in the Springfield area.

Johnny's parents both loved to hunt and fish and soon shared their passions with their son. From an early age, Johnny understood how fishing and hunting fostered a special respect and appreciation for nature and wildlife.

At age 21, Johnny fell in love with the emerging sport of bass fishing and spent five years on the professional circuit. After noticing growing interest in the sport, Johnny started Bass Pro Shops with 8 square feet of space in the back of his father's liquor store in Springfield, Mo., the company's sole location for the first 13 years of business. Johnny's passion for the outdoors and his feel for the products and shopping experiences desired by outdoor enthusiasts helped transform the industry.



*Johnny with his father and mentor John A. Morris*



*A young Johnny Morris with father John A, mother Genny and Uncle Charles fishing in the Ozarks at the "pot hole" below the Power Site Dam on the famous White River.*



*Legendary pro anglers Bill Dance, Johnny Morris and team at the original Bass Pro Shops store grand opening.*

## Retail: Bass Pro Shops

Johnny pioneered the concept of destination retail and created an outdoor gear enterprise that is one of the most beloved and well-recognized brands in North America. Today, Bass Pro Shops has nearly 200 retail stores and marine centers across North America where 40,000 Outfitters welcome more than 200 million visitors annually.



Bass Pro Shops locations are more than just stores – they are true destination experiences that draw tourists and visitors from across the county. Today Bass Pro Shops stores are the No. 1 tourist destinations in three states – including its flagship “Granddaddy” store in Springfield, Missouri that welcomes more than 4 million visitors annually – and **in the top five tourist destinations in nine states.**

In addition to giant aquariums teeming with live fish and extensive wildlife mounts and dioramas, many locations feature unique restaurants and entertainment features.

### Bass Pro Shops at the Pyramid

Bass Pro Shops at the Pyramid, **one of the most dynamic, immersive retail experiences in the world**, opened in downtown Memphis in 2015. Located along the banks of the Mississippi River, Morris and his team transformed the massive sports arena into a national “must-see” experience for families and outdoor enthusiasts. In addition to a vast assortment of outdoor gear, the Pyramid includes a wilderness-themed hotel called



*Bass Pro Shops at the iconic Memphis Pyramid stands more than 300 feet tall with a visitor observation deck at its apex.*

Big Cypress Lodge, nearly 400,000 gallons of water features, a cypress swamp with 100-foot tall trees, the interactive Ducks Unlimited National Waterfowling Heritage Center, and The Lookout, a glass-floored cantilevering observation deck at the top of the 32-story steel Pyramid. More than 3 million visitors experienced the Pyramid in its first year of operation.

A fish tale in the making, Johnny contemplated the project while fishing in the shadow of the Pyramid with longtime friend Bill Dance – a world-famous fisherman and local Memphian – as well as the late Jack Emmitt, the company’s first fishing manager. Johnny said if they caught a 30-pound or heavier catfish that day he would commit to the Pyramid transformation. As the legend goes, they caught a 34-pound catfish and the rest is history. A tribute to the story and the legacy of world-renowned fisherman Bill Dance can be found in the grand entrance of the Pyramid.

## Manufacturing: Tracker Boats and White River Marine Group

In 1978, Johnny Morris revolutionized the marine industry when he introduced Bass Tracker, the world's first "fish ready" professionally rigged and nationally marketed boat, motor and trailer package. For the first time, fishermen could buy quality fishing boats "factory direct" at tremendous savings, allowing thousands of families to access the water for the first time. The development allowed Tracker to compete aggressively against larger, more established brands.



- For more than 40 years running, Tracker has remained the No. 1-selling fishing boat brand in America. In 2010, Tracker Marine Group surpassed Brunswick to become the leading boat manufacturer in the world.
- In 2015, the company acquired Fishing Holdings, LLC, a leading manufacturer of premier fishing boat brands, including Ranger, Stratos and Triton along with an industry-leading dealer network and formed White River Marine Group.
- In 2019, more than 40 years after revolutionizing the boating industry, Morris aligned with Textron Specialized Vehicles, Inc., to do the same thing again in the ATV and side-by-side industry, introducing TRACKER Off Road, a bold new line of high-performance all-terrain vehicles and side-by-sides offering breakthrough performance, service and value.
- In 2021, the company acquired legendary boat builder Hatteras, a major player in the sportfishing industry for more than 60 years, with ruggedly built saltwater boats and a reputation for high performance. Today, it continues to build quality sportfishing boats and exceptional yachts.

Today the White River Marine Group family of brands includes:





## Hospitality: Big Cedar Lodge, America's Premier Wilderness Resort



Almost 30 years ago, Morris began development on what is now Big Cedar Lodge. Today the nature-based resort hosts more than 1 million guests annually. Nestled in its own wooded hollow on more than 4,600 acres, Big Cedar Lodge rests on the shores of the sparkling 50,000-acre Table Rock Lake and features a collection of lodges, cottages and cabins rooted in rustic elegance that come with all the modern comforts. Big Cedar also offers four restaurants, a world-class spa, five swimming pools, more than 20,000 square feet of flexible meeting space, and dynamic land and water adventures ranging from bass fishing, water skiing and lake cruises to campfire wagon tours and horseback riding. Big Cedar is rapidly emerging as a premier golf destination with a number of breathtaking courses designed by renowned architects including Tom Fazio, Arnold Palmer, Gary Player, Jack Nicklaus, Bill Coore and Ben Crenshaw, and the first-ever public access championship course designed by Tiger Woods. In addition to Big Cedar Lodge and the Pyramid's Big Cypress Lodge, Morris has expanded his hospitality offerings to include two Angler's Lodge hotels in Springfield and Branson, Mo., to accommodate guests visiting his conservation attractions, including Wonders of Wildlife National Museum & Aquarium, Dogwood Canyon Nature Park, and Big Cedar Golf's famed courses.

- Best Resort and Most Romantic Restaurant by *Missouri's Best*, 2021
- Best Family Getaway by *Midwest Living's* Best of the Midwest, 2021
- Top 10 Most Beautiful Lakeside Hotels in the World by *Architectural Digest*, 2019
- Best Hotels Rankings: No. 2 Best Hotel in Missouri by *U.S. News & World Report*, 2019 and 2020
- World's Best Awards from *Travel + Leisure*: No. 5 Resort in the Midwest, 2020; No. 1 Resort in the Midwest, 2016, 2017 and 2018; No. 15 Best Hotels and Resorts for Families, 2017; No. 25 Best U.S. Hotel for Families, 2013
- Readers' Choice Awards from *Conde Nast Traveler*: No. 2 Best Resort in the Midwest, 2013 and 2015; No. 3 Top Resort in the Midwest, 2017; No. 10 Top Resort in Texas and the Midwest, 2018; No. 9 Top 20 Destination Spa Resort in the U.S., 2020
- Readers' Choice Awards: #2 Top Resort in the Midwest, *Conde Nast Traveler*, 2013
- Top 10 Resorts in the Country, *Southern Living*, 2011

## A Bright Future: Uniting with Cabela's

In September 2017, Johnny completed ambitious plans for the next exciting chapter in Bass Pro Shops history – uniting with Cabela's and bringing together two iconic American outdoor

companies with similar humble origins and a shared goal to better serve those who love the outdoors.

Founded in 1961 by Dick, Mary and Jim Cabela, Cabela's is a highly respected retailer of hunting, fishing, camping and related outdoor merchandise.

Bass Pro Shops, Cabela's and White River Marine Group represent the best of American entrepreneurship, innovation and devotion to customers. The combined companies will strive to provide a remarkably enhanced experience for customers, increased opportunities for team members and greater support for conservation activities.

Johnny shared his thoughts about the opportunity in [a letter to all Outfitters and customers](#):

*"The story of each of these companies could only have happened in America, made possible by the uniquely American free enterprise system. It also represents a significant opportunity to create a lasting impact on conservation for generations to come."*

*"Conservation is at the heart and soul of Bass Pro Shops. Bass Pro Shops and Cabela's share a steadfast belief that the future of our industry and the outdoor sports we love depends - more than anything else - on how we manage our natural resources. By combining our efforts, we can have a profound positive impact on the conservation challenges of our day and help foster the next generation of outdoor enthusiasts."*

## Select Business Awards and Recognition

Johnny's visionary spirit and entrepreneurial success has been recognized by a number of organizations. For example:

In 1996, Johnny received the **Missourian Hall of Fame Award**. This award recognizes individuals who have been an outstanding contributor to the economic and business life and/or the arts and sciences of the state of Missouri and its communities. Other members of the Hall of Fame include Walt Disney, James Cash (J.C.) Penney, Mark Twain, Dale Carnegie, Walter Cronkite and President Harry Truman.

In 1998, Johnny was inducted into the **National Sporting Goods Association Sporting Goods Industry Hall of Fame**.

In 2008, the National Retail Federation named Johnny **Retail Innovator of the Year**.

In 2014, the Missouri Division of Tourism inducted Johnny into the **Missouri Tourism Hall of Fame**.

In 2015, The National Retail Federation Foundation named Johnny as one of **"25 People Shaping the Future of Retail."**

In 2015, Forbes Magazine named Bass Pro Shops one of **America's Best Employers** for its excellence as an employee-focused company.

In 2016, Springfield Public School District inducted Johnny was inducted into the **Springfield Public Schools Hall of Fame** for his impact advancing nature-based youth education thanks to partnerships like the Wonders of the Ozarks Learning Facility (WOLF) School. Founded by Morris and operated in partnership with

Springfield Public Schools, Missouri Department of Conservation and Bass Pro Shops, The WOLF School is a national model outdoors education. The school educates and inspires future conservation leaders by offering deserving fifth-grade students a full-time curriculum for an entire school year.

In 2016, the local business community in partnership with Ozarks Technical Community College (OTC) recognized Johnny with its **2016 “Excellence in Business” Award**. Recipients are selected based on entrepreneurial success, innovative business growth, ability to overcome challenges with integrity, supporter of educational development, customer-driven quality and community achievement within the Ozarks.

In 2017, Forbes Magazine named Bass Pro Shops as one of *America’s Most Reputable Companies* in recognition of the public’s trust in the organization.

In 2018, The National Retail Federation (NRF), the world’s largest retail trade association representing more than 18,000 companies in the United States and more than 45 countries, named Bass Pro Shops as **the number two hottest retailer in America**, ahead of Amazon, PetSmart, IKEA, Verizon and many others.

In 2018, customers ranked Bass Pro Shops and Cabela’s **among the very best in America for in-store customer service** according to the 2018 Retail Reputation Report from Reputation.com, which analyzed 4.7 million online consumer reviews posted on Google and Facebook.

In 2019, for the second consecutive year, customers ranked Bass Pro Shops and Cabela’s **as two of the most reputable brands in the world** for overall customer experience. The new study from Reputation.com, which calculated ratings from more than 5 million individuals encompassing over 30,000 locations across the country, recognized Bass Pro Shops as the third most reputable retailer in the U.S.



In 2020, Newsweek recognized Bass Pro Shops and Cabela’s with America’s *Best-In-State Customer Service* awards.

In 2021, Newsweek recognized Bass Pro Shops and Cabela’s as the **top outdoor retailer** for its ranking of *America’s Best Trending Online Shops*.

In 2021 and 2022, Forbes named Bass Pro Shops as one of *America’s Best Employers*, based on an independent survey of 50,000 employees in 25 different industries working for large companies with at least 1,000 people employed at U.S. locations. Bass Pro Shops ranked ahead of respected companies including Google, Disney, Lowe’s, Target and Amazon, among others.

In both 2022 and 2023, Newsweek named Bass Pro Shops and Cabela’s as **No. 1 and No. 2**, respectively, on its list of *America’s Best Retailers* for the Camping & Outdoor Gear Industry, based on an independent survey of customers.



# Johnny Morris

## One of America's Foremost Conservation Leaders

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In conservation circles, Bass Pro Shops founder Johnny Morris is often referred to as a modern-day Theodore Roosevelt for his leadership, personal commitment and dedication to conservation efforts.

A conservationist at heart, Johnny Morris recognized the need for citizens to take a strong position in the careful management and use of our natural resources. Using his entrepreneurial success as a platform for that cause, he has contributed heavily both in time and resources to many significant conservation organizations and initiatives.

Today he is one of the country's leaders working to ensure natural habitats, wildlife and the outdoors remain healthy and abundant for future generations to protect and enjoy, having established a significant personal legacy that spans national initiatives and extensive partnerships supporting conservation organizations.



### Conservation and Community Initiatives



More than 40 years after Johnny began helping people connect with nature through a tiny bait shop, Johnny and his companies continue to make a significant impact in communities and the future of conservation with a mission to inspire people to enjoy, love and conserve the great outdoors. Key initiatives include:

- **Conserving wildlife and habitat** – By partnering with leading conservation organizations including Ducks Unlimited, National Wild Turkey Federation, Rocky Mountain Elk Foundation and more, Bass Pro Shops has helped restore millions of acres of wildlife habitat across North America.



- **Connecting kids and families to nature** – 100,000 kids caught a fish at Bass Pro Shops-sponsored events last year helping to foster the next generation of outdoor stewards. Each summer, 300,000 kids and families participate in Bass Pro Shops Outdoor Days events across America.
- **Inspiring new audiences to discover the outdoors** – Bass Pro Shops and Cabela's is an industry leader in attracting diverse audiences to outdoor activities. Extensive outreach programs are designed to engage multicultural and urban audiences through youth mentoring experiences like Kids Across America, empowering urban youth and their mentors through camping and education.
- **Protecting sportsmen's rights through access and advocacy efforts** – Working with nonprofit partners, public agencies and private coalitions, Bass Pro and Cabela's helps expand outdoor recreation access, protect our outdoor heritage and Second Amendment rights and advance policies that will create a bright future for wildlife and everyone who enjoys it.
- **Disaster relief efforts** – Bass Pro Shops provides support directly to the front lines of disaster areas where it has the most impact in partnership with Convoy of Hope and the American Red Cross. By offering useful products, financial assistance and a caring hand, Bass Pro Shops helps people across the country get back on their feet.
- **Supporting our community** – Bass Pro Shops strives to give back to the communities it serves with more than 400,000 products donated to local youth-focused nonprofit organizations like the Boys & Girls Club and Boy Scouts of America.



## Key Initiatives, Conservation Leadership Efforts and Recognitions

- 1988     **Johnny Morris appointed to the board of National Fish and Wildlife Foundation by President Ronald Regan** – Johnny served six years, including three as chairman for one of the foremost conservation organizations in the world, with an annual budget averaging \$220 million supporting on-the-ground initiatives. During his tenure as chairman, the organization greatly expanded its fisheries initiatives and minority outreach to help provide fishing opportunities and education in underserved urban communities.
- 1990     ***Teddy Roosevelt Conservationist Award* presented to John by former President George H.W. Bush in a special ceremony at the White House.**
- 1990     ***National Conservation Achievement Award*** from the Wildlife Legislative Fund of America
- 1990 - 2001     ***Board of Trustees member***, International Game Fish Association in their worldwide efforts to enhance marine conservation.
- 1992     Inducted into the ***Sportfishing Hall of Fame***
- 1992     Recipient of the ***Fisherman of the Year Award*** from the Sport Fishing Institute – considered one of the top fishing conservation organizations in the world – presented at a special ceremony with **President George H.W. Bush at the White House**
- 1992     **Johnny committed a \$1 million donation to Kids Across America, a nonprofit Christian mentorship program that empowers primarily minority youth** through boating, camping and education programs on Table Rock Lake in the Ozark Mountains.
- 1992 - 1995     Served as the ***Chairman of the Fundraising Committee for the University of Missouri’s School of Forestry, Fishery and Wildlife’s*** successful \$13 million Natural Resource Building Capital Campaign
- 1993     ***Master Conservationist Award*** from the Missouri Department of Conservation. Only 36 others have received this prestigious award in its 75-year history.
- 1995     ***Commencement speaker***, University of Missouri School of Natural Resources
- 1995     Served as ***chairman*** of the **National Wild Turkey Federation’s** Annual Convention Nashville.
- 1995     Johnny was the first conservationist to be honored with the ***International Conservation Achievement Award***
- 1995 - 2005     ***Board member for Save Our Everglades***, an organization dedicated to restoring the ecosystem of the Everglades and Florida Bay
- 1996     ***International Association of Fish and Wildlife Agencies President’s Award*** presented in ceremonies at the IAFWA meeting by President Jerry Presley and **Department of Interior Secretary Bruce Babbitt**, recognizing conservation leadership and proactive

support for the Teaming With Wildlife, Wildlife Diversity Initiative

- 1996 Honored by the ***Missouri Department of Natural Resources for Land Reclamation Excellence*** at TEBO Conservation Area
- 1996 One of 10 conservationists invited by **President Clinton** to develop the action plan to restore and protect the Florida Everglades and Florida Bay
- 1998 Nominated for the ***Budweiser “Outdoorsman of the Year” Award*** by the National Fish & Wildlife Foundation
- 1999 Awarded the ***John James Audubon Environmental Steward Award*** by Audubon International. This award recognized leading citizens in the area of conservation and conservation protection
- 2001 Awarded the ***Wildlife Stewardship Award***, presented by the Conservation Fund. This award recognized outstanding leadership in wildlife habitat conservation. This award has been presented to seven exemplary individuals who have championed land conservation in the past 20 years
- 2002 Inducted into the ***Professional Bass Fishing Hall of Fame***
- 2004 Morris received the ***Conservationist of the Year Award*** from the Rocky Mountain Elk Foundation
- 2005 ***Corporate Achievement Award*** presented by the National Wild Turkey Federation. This award honors a corporate partner that has been outstanding in efforts to promote wild turkey conservation and hunting
- 2005 Inducted into the ***International Game Fish Association Hall of Fame***
- 2005 ***Honor Roll Award*** presented by the Izaak Walton League of America. This prestigious award is given to an individual, group or organization in recognition of outstanding accomplishments promoting solution-oriented conservation and the responsible stewardship of our natural resources
- 2005 **Appointed by President George W. Bush to the *Presidential Delegation for the XIX Olympic Games*** along with Lance Armstrong, Cal Ripken, Jr., Colin Powell, Sheryl Swoopes, Darrell Waltrip and US Secretary of the Interior Gale A. Norton
- 2006 ***Lynn Boykin Hunting Heritage Award***, the highest award presented by the National Wild Turkey Federation. The award was presented to Johnny for his dedication to conservation, as well as securing the future of hunting for others
- 2007 International Game Fish Association ***Conservation Award*** for significant and outstanding contributions to the cause of conservation in the freshwater, saltwater and fly fishing communities
- 2007 Morris’ vision helped launch **America’s first National Fish Habitat Partnership and action plan** through a demonstration project with the U.S. Army Corps of Engineers,

which ranks first amongst federal providers of outdoor recreation and hosts 33 percent of all freshwater fishing outings. Since the launch, the partnership has completed 599 projects spanning all 50 states, restoring nearly 27,000 acres and 1,560 miles of river ways

- 2008     **Morris donated \$4 million to establish the Wonders of the Ozarks Learning Facility (WOLF) School**, a 50,000-square foot education center in partnership with the Missouri Department of Conservation and Springfield Public Schools that serves as a national model for outdoor conservation-based education
  
- 2008     **Morris donated \$1 million to Victory Junction's Kansas City Camp**, a nonprofit organization that provides life-changing camp experiences to children with chronic medical conditions or serious illnesses at no cost to the camper or their family
  
- 2009     ***Lifetime Conservation Achievement Award*** presented by The Theodore Roosevelt Conservation Partnership for a grand track record of conservation and in assuring the future of our shared natural resources and our great sporting traditions
  
- 2010     **Johnny co-chaired the Morris-Deal Commission on Saltwater Recreational Fisheries Management**, a national collaboration comprised of leaders from the public, private and nonprofit sectors. The commission works to influence and advocate for national policies and regulations designed to ensure the conservation of our saltwater resources for generations to produce the full range of saltwater recreational fishing's economic, social and conservation benefits. One of the Commission's efforts lead to the successful congressional reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act in June 2015, the primary statute governing the nation's marine fisheries, which **advanced many key saltwater recreational fishing priorities**
  
- 2011     Johnny joined **President Obama** at the White House to announce the Great Outdoors initiative. Since that initiative, Bass Pro Shops has launched programs with the U.S. Army Corps of Engineers and U.S. Fish and Wildlife Service to get kids and families outdoors
  
- 2012     ***The Inaugural John L. Morris Award for Citizen Conservationist*** presented by the **Association of Fish and Wildlife Agencies** in recognition of his lifetime of service to the cause of fish and wildlife conservation. The award will be conferred annually to a citizen conservationist who exemplifies John's extraordinary leadership at the highest level and steadfast commitment to solving large-scale natural resource challenges
  
- 2013     Johnny served as co-chairman of the **National Boating and Fishing Week** with U.S. **Secretary of the Interior Sally Jewell**
  
- 2013     **Donated \$300,000 to establish a permanent home for the Catch a Dream Foundation**, a nonprofit organization that provides once-in-a-lifetime hunting and fishing trips to children who suffer from life-threatening illnesses
  
- 2013     Recipient of the ***BlueGreen Award***, the highest honor presented by the Florida Fish and Wildlife Conservation Commission for outstanding support of conservation



- 2013 Delivered **Ducks Unlimited National Convention keynote address** in Portland, Oregon
- 2014 Elected as trustee to **Ducks Unlimited Wetlands America Trust** responsible for overseeing the significant endowment and land holdings, including conservation easements, of Ducks Unlimited, guiding millions of dollars for conservation initiatives
- 2014 Recipient of the ***Eddie Smith Award***, the Center for Coastal Conservation's highest honor, honoring manufacturers with extraordinary commitment to conservation for his leadership with the Morris-Deal Commission
- 2014 ***Chairman's Leadership Award*** from the National Fish and Wildlife Foundation
- 2014 **The Association of Fish and Wildlife Agencies selected Johnny and Wyoming Governor Dave Freudenthal to co-chair the National Blue Ribbon Panel on Sustaining American Fish & Wildlife Resources.** The panel convened 20 visionaries representing the outdoor recreation, retail and manufacturing sectors, the energy industry, conservation organizations and sportsmen's groups to recommend congressional policy options for delivering sustained conservation funding solutions to states and their partners that maintain a balance between natural resource diversity and natural resource-based enterprise
- 2015 **Johnny convened a historically significant *National Conservation Summit* with the nation's foremost conservation leaders.** The distinguished group came together in Springfield, Mo. to discuss key conservation issues and provide input for the forthcoming Wonders of Wildlife National Museum & Aquarium. The convening was inspired by a 1908 National Conservation Summit hosted by Theodore Roosevelt in Washington, D.C.



## National Conservation Summit participants included:

Association of Fish & Wildlife Agencies <i>Ron Regan, Executive Director</i>	Boone and Crockett Club <i>Tony Schoonen, Chief of Staff</i>	Center for Coastal Conservation <i>Jeff Angers, President</i>
Congressional Sportsmen's Foundation <i>Gary Kania, Vice President</i>	Dallas Safari Club <i>Ben Carter, Executive Director</i>	Ducks Unlimited <i>Dale Hall, President</i>
International Game Fish Association <i>Rob Kramer, President</i>	James River Basin Partnership <i>Joe Pitts, Executive Director</i>	Missouri Department of Conservation <i>Bob Ziehmer, Director</i>
Missouri Department of Natural Resources <i>Sara Parker-Pauley, Director</i>	National Geographic <i>Crista Gibbons, Senior Director, Global Corporate Partnerships</i>	Native American Fish and Wildlife Society <i>Fred Matt, Executive Director</i>
National Audubon Society <i>Glenn Olson, Donald O'Brien Chair in Bird Conservation through Advocacy &amp; Public Policy</i>	National Rifle Association <i>Wayne LaPierre, Executive Vice President &amp; CEO</i>	National Wild Turkey Federation <i>George Thornton, CEO</i>
Ozark Water Watch <i>David Casaletto, President &amp; Executive Director</i>	Quality Deer Management Association <i>Brian Murphy, CEO</i>	Southwest Tribal Fisheries Commission <i>Stuart Leon, Executive Director</i>
Theodore Roosevelt Conservation Partnership <i>Whit Fosburgh, President &amp; CEO</i>	U.S. Fish & Wildlife Service <i>Dan Ashe, Director</i>	Watershed Committee of the Ozarks <i>Mike Kromrey, Executive Director</i>
Wildlife Management Institute <i>Steve Williams, President &amp; CEO</i>	Wild Sheep Foundation <i>Buddy DuVall, Executive VP Development</i>	

- 2015     Donated the funds to create the **Ducks Unlimited National Waterfowling Heritage Center**, a free wetlands and waterfowl conservation museum, inside Bass Pro Shops at the Pyramid in Memphis, Tennessee
- 2015     Keynote speaker at the **Native American Fish and Wildlife Society** annual meeting in Juneau, Alaska



- 2016 Morris founded and launched **The George H.W. Bush Vamos A Pescar™ Education Fund** to honor his longtime fishing friend President George H.W. Bush and to support the Recreational Boating & Fishing Foundation's (RBFF) Hispanic initiative, *Vamos A Pescar™*. The fund allows the organization to target new audiences and grow future conservationists through programming that targets Hispanic families in key metro areas of Texas and Florida
- 2016 Recipient of the ***Joe Hamilton Lifetime Achievement Award*** from the **Quality Deer Management Association**
- 2016 Recipient of the prestigious Beretta and SCI Foundation ***Conservation Leadership Award***
- 2016 Inaugural recipient of the ***Lewis and Clark Corps of Discovery National Conservation Award***. This national award pays tribute to Lewis and Clark – explorers, scientists, entrepreneurs, geographers and diplomats who were the front-runners of conservation in the United States. The Lewis and Clark expedition, which took place just over 200 years ago, overcame significant challenges leading the “Corps of Discovery” through unforeseen circumstances and difficulties to achieve their nation’s charge and change America forever. In this spirit, the award was given to Johnny for his pioneering efforts in conservation that have changed the natural resource and conservation landscape in America presented by Ron Regan, Executive Director of the Association of Fish & Wildlife Agencies and Missouri Governor Jay Nixon
- 2017 Recipient of **special recognition from the National Wild Turkey Federation** in honor of his unwavering and unsurpassed support of the NWTF mission
- 2017 Inaugural recipient of the ***Elk Country Lifetime Achievement Award*** from the **Rocky Mountain Elk Foundation**
- 2018 Honorary chairman of **The Everglades Foundation 25<sup>th</sup> Anniversary “Foreverglades” Benefit**
- 2018 Recipient of the 2018 ***Jay N. “Ding” Darling Conservation Lifetime Achievement Award*** from the **National Wildlife Federation**, the United States’ largest private,



nonprofit conservation education and advocacy organization, with more than six million members

- 2018 Recipient of the ***Ducks Unlimited Lifetime Achievement Award*** and the 2018 ***Ducks Unlimited Corporate Conservation Achievement Award***
- 2018 Recipient of the 2018 ***Conservationist of the Year*** Award from the **Guides and Outfitters of British Columbia**
- 2018 Commencement speaker for the University of Missouri College of Agriculture, Food and Natural Resources
- 2018 Keynote speaker at BlueGreen 2018, Florida's premier conservation event benefitting Fish & Wildlife Foundation of Florida
- 2019 Awarded ***The Audubon Medal*** from the **National Audubon Society**, becoming only the 58<sup>th</sup> recipient in the organization's 114-year history. Considered one of conservation's highest honors, previous recipients include Nobel Peace Prize winner Oscar Arias, President Jimmy Carter, Academy Award-winning director and actor Robert Redford, beloved British natural historian Sir David Attenborough, CNN founder Ted Turner, author Rachel Carson and lauded biologist Edward O. Wilson
- 2019 Awarded the ***T. Boone Pickens Lifetime Sportsman Award*** by the Park Cities Quail Coalition
- 2020 Received the ***Look to the Future Award*** from the National Professional Anglers Association (NPAA)
- 2021 Bass Pro Shops and Cabela's received the ***Corporate Achievement Award*** from the **National Wild Turkey Federation**, in recognition of outstanding work and dedication by corporate partners for conserving wildlife and habitat, and preserving America's outdoors lifestyle
- 2021 Received the ***American Museum of Fly Fishing's Heritage Award***, which honors and celebrates individuals and organizations whose commitment to the Museum, the sport of fly fishing, and the conservation of our natural resources set standards to which we all should aspire
- 2022 Received the ***Lefty Kreh Award for Lifetime Achievement in Conservation***, the highest honor from the **Bonefish & Tarpon Trust**, and was inducted into the organization's Circle of Honor, alongside lifelong friends President George H.W. Bush and Captain George Hommell, Jr. As a founding member of the BTT, Morris' support has made possible important flats research, youth education programs, habitat restoration projects, and disaster relief for fishing guides and coastal communities in the Bahamas following Hurricane Dorian
- 2022 Received the ***National Service Award*** from **The Association of the United States Army**, an award that recognizes exemplary service and demonstrated enduring support to the American Soldier and the U.S. Army community

2023 Received the ***Old Tom Morris Award*** from the **Golf Course Superintendents Association of America**, an award presented to individuals who, through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris, a four-time British Open winner and the legendary greenskeeper at St. Andrews in Scotland.

## Establishing World-Class Conservation and Wildlife Attractions

### **Dogwood Canyon Nature Park**

*Pristine 10,000-acre nonprofit wildlife reserve*



Dogwood Canyon Nature Park is a 10,000-acre nature lover's paradise. Developed by Johnny over a 30-year period, the nonprofit reserve is open to the public and offers visitors opportunities to connect with nature through engaging wildlife conservation and education programs. The park provides an ideal setting for an array of activities and wildlife sightings including tram tours through restored native grass pastures with elk, bison and white-tailed deer, horseback riding through limestone canyons and guided fishing in pristine streams. The park

also features an historical salvaged grain mill and a conservation center with interactive classrooms that inspire learning with hands-on plant and animal demonstrations. The center connects to a playful two-story treehouse that inspires all guests who enter the preserve.

### **Top of the Rock Ozarks Heritage Preserve and Native American Museum**

*Featuring one of the most significant collections of Native American artifacts ever assembled*



Top of the Rock is a nature-based heritage preserve and majestic cliff top extension of the award-winning resort experience at Big Cedar Lodge. Remarkable restaurants and social spaces with jaw-dropping views accompany nature-based attractions including the **Lost Canyon Cave Trail**, a self-guided electric cart tour through an Ozarks landscape and cave, and the **Ancient Ozarks Natural History Museum**, celebrating the people, wildlife and history of the Ozarks region. The 462-acre development also offers award-winning golf and enchanting wedding and special event venues with genuine Ozarks hospitality.

## **Johnny Morris' Wonders of Wildlife National Museum and Aquarium**

*The largest, most immersive conservation attraction in the world*



There is a national destination that honors the adventurers, explorers, outdoorsmen and conservationists who helped discover, develop and preserve the nation we love. Johnny Morris' Wonders of Wildlife National Museum & Aquarium, the largest, most immersive conservation attraction in the world, is located in the heart of America in Springfield, Missouri, USA. The not-for-profit Wonders of Wildlife has earned major national recognition since its opening in 2017, being voted as "America's Best Aquarium" a record-breaking four times by *USA TODAY* readers, and also was named "America's Number One Best New Attraction."

Unprecedented in scale and scope, Wonders of Wildlife is larger than the Smithsonian Museum of Natural History. With 35,000 live fish, mammals, reptiles, amphibians and birds, the 350,000-square foot complex is a wonder in and of itself. It contains more than 1.5 miles of trails through authentic, immersive habitats and features 1.5 million gallons of freshwater and saltwater aquariums using innovative designs and over-the-top creativity to transport guests to the heart of the ocean. Wonders of Wildlife is a gift to future generations from Johnny Morris, establishing a significant not-for-profit conservation attraction and education center in the heart of America.

Beyond its sheer scale and quality, what's most impressive about the museum and aquarium is its powerful message to inspire everyone to connect with the outdoors. As the world advances and more people live and work in major metropolitan areas, it is more important than ever to preserve and promote outdoor experiences. In a stress-filled world of traffic jams, endless emails, calls and constant pressure, the best medicine is a peaceful, rejuvenating experience in nature.

Johnny's goal has always been to make it possible for people to experience the wonders of the outdoors. The museum and aquarium pay homage to the sportsmen and women of yesterday, today and tomorrow with the knowledge that the surest way to preserve our rich outdoor heritage is to expose more people to its awe-inspiring beauty.



Wonders of Wildlife highlights:

- **1.5-million-gallon aquarium adventure**
- **35,000 live fish, mammals, reptiles and birds representing 800 species**
- **Immersive wildlife museum bringing visitors eye-to-eye with record-setting game animals from around the world**
- **Boone and Crockett's National Collection of Heads and Horns**
- **International Game Fish Association's (IGFA) Fishing Hall of Fame**
- **The National Bass Fishing Hall of Fame**
- **The National Archery Hall of Fame**
- **Nature's Best Photography exhibition**
- **American Museum of Fly Fishing exhibit**
- **The NRA National Sporting Arms Museum**



## Supporting Military Servicemen and Veterans



Bass Pro Shops has a strong affinity for the armed forces and their families, a value that starts with visionary founder Johnny Morris. In 2011, Johnny was awarded the prestigious Order of Saint Maurice by the National Infantry Association in support of his outstanding contributions to the Army Infantry. His lifelong respect and gratitude to servicemen was strongly shaped by his father, a decorated World War II veteran who proudly served his country in the Battle of the Bulge.

These values continue to shape Bass Pro Shops today. We are deeply involved in programs that honor and celebrate our brave men and women in uniform. A few key initiatives include:

- **Establishing the Helping A Hero “100 Homes Challenge,”** pledging 25 percent of the cost of 100 specially adapted homes for wounded veterans.
- **Donating \$3 million to establish a series of memorials honoring heroes** at the College of the Ozarks campus in nearby Hollister, Missouri including a Vietnam War Memorial, Gold Star Families Memorial and Korean War Memorial.
- **Recruiting veterans to join our team,** with nearly 10 percent of our workforce comprised of veterans from the armed services.
- **Significantly contributing to AmVets and USO** and encouraging our customers to join us by showing their support by contributing as well.
- **Hosting events that help recovering veterans connect with nature** including Fishing Dreams, special fishing tournaments for disabled veterans.
- **Offering an everyday military discount** in our stores with millions of discounted transactions every year.
- **Supporting the George W. Bush Presidential Center’s military service initiative** focused on helping post-9/11 veterans and their families make a successful transition to civilian life and addressing veteran wellness issues. The program included displaying President Bush’s *Portraits of Courage* traveling exhibition at Wonders of Wildlife in 2018.

While we can never thank veterans enough for their sacrifices, we proudly honor and celebrate them every day. Johnny Morris and the extended Bass Pro family of Outfitters across the country

say thank you to our armed forces, veterans and their families for everything you do to protect our freedoms.