

Rob Keck...Chairman of the Board, Wonders of Wildlife National Museum and Aquarium; Director of Conservation for Bass Pro Shops.

Rob Keck has been a driving force in conservation for more than three decades, and during that time built one of the most successful conservation organizations in the nation. His leadership, for 27 years, as the Chief Executive Officer of the National Wild Turkey Federation, directed and fueled the return of the wild turkey in North America.

During that time he oversaw the growth of the organization to over a half million members, developed a network of 2400 chapters, that completed habitat improvement projects on over four million acres. Under his leadership, Rob spearheaded the creation of the National Turkey Hunter Safety Task Force whose work ultimately impacted the reduction of turkey hunting accidents and incidents from unacceptably high levels to its safest ever.

Rob led the way in developing and implementing outreach programs, breaking down barriers to hunting for youth, women, and those with disabilities. Most notably, he led the way and founded the extremely successful Families Afield program that has recruited more than one and half million new hunters over the last decade. It was achieved by reducing and in some states, removing the age restrictive barriers of hunter recruitment of many state wildlife agencies that were keeping youth from obtaining a hunting license. Additionally, this program has and continues to provide mentored youth and adult programs that allow prospective hunters to try hunting before they took hunter safety courses and purchase a license.

Rob has influenced conservation and natural resource policy issues, having served on the Sporting Conservation Council during the President George W. Bush administration, where he advised both the Secretaries of Interior and Agriculture on conservation matters. He was appointed by Interior Secretary Gayle Norton and later reappointed by Interior Secretary Dirk Kempthorne.

Rob has walked and talked conservation and hunting with four US Presidents, (Carter, H.W. Bush, Clinton, G.W. Bush) the President of Mexico, (Fox) and the Premier of Canada (Premier's Symposium on North America's Hunting Heritage). He has hunted with and discussed conservation with Vice Presidents, Cabinet members, Senators, Congressmen, Governors and a member of the Supreme Court. He's hunted with Olympic champions, country music stars, NASCAR Legends, and other professional athletes. He has served on numerous boards of directors impacting hunting and angling, and currently serves as Chairman of the Board of the Wonders of Wildlife Museum in Springfield, Missouri. This world class facility is designed to educate and inform visitors about the value of fish and wildlife and the traditions of hunting and fishing to inspire future conservationists.

Rob has long been a skilled communicator selling the sizzle of conservation and hunting. He delivered the Keynote Address for the historic 100th Anniversary of the International Association of Fish and Wildlife Agencies (now AFWA) just outside Yellowstone Park. For 31 years Rob was a regular columnist for Turkey Call magazine and provided content for numerous leading outdoor publications. He served on the board of directors of the Outdoor Writers Association of America (1992-95). In addition to being a pioneer in outdoor video and television, producing and hosting award winning

shows, (“Turkey Call”, “Turkey Country”, and “Get in the Game”, on TNN, Outdoor Life Network, Versus, and Outdoor Channel...(including 5 Golden Moose Awards, and a North American Film and Video Four Star Award). Rob has hosted shows for “Boone and Crockett Country”, “Hunter’s Specialties TV”, Bass Pro Shops “King of Bucks” and “Real Hunting”, and currently hosts weekly, Bass Pro Shops Outdoor World Radio on Rural Radio Sirius XM channel 147.

Rob is the Director of Conservation for Bass Pro Shops where he is a strong influence in a company that makes conservation a priority and builds upon the partnerships developed with leading conservation organizations. Rob is also a member of Bass Pro Shops RedHead Pro Hunting Team and is a passionate big game hunter that has hunted from above the Arctic Circle to Argentina. Rob was the first hunter to take a wild turkey in every state with a turkey season (49), plus birds in Canada, Mexico, Guatemala, and New Zealand. He has been a US Open and World Turkey Calling Champion.

Rob served as a Grand Marshall for NASCAR’s Bass Pro Shops Atlanta 500 race in 2003, 2004, 2005, and 2006 where each time he delivered a conservation salute to America’s hunters, topped off with a turkey call to start the race on network television. He served as a 2013 Judge for the Field and Stream Heroes of Conservation. During that same year Rob was named a Paul Harris Fellow by Rotary International and he has served as vice chairman of the Deacon Fellowship of Edgefield First Baptist Church located in Edgefield, South Carolina and is a current member of the Deacon Fellowship(2017-2020).

Rob is a member of three halls of fame (PA Turkey Hunters Hall, KS Governor's One Shot Hall), and in 2009, Rob was inducted into the Legends of the Outdoors National Hall of Fame in Nashville, Tennessee. In 2005 Rob was selected and graduated from the National Security Seminar from the U.S. Army War College in Carlisle, Pennsylvania. In 2002 he received Safari Club International's Gold Conservator Award. In 2015 he received the Teddy Roosevelt Lifetime Conservation Achievement Award from the Sportsmen for Fish and Wildlife. Rob was selected to Outdoor Channel's "Circle of Honor" given for 'Outstanding Contributions Toward Preserving Our Outdoor Traditions,' where a half hour TV special was done on his life.

Rob's dedication and leadership to our hunting heritage prompted "Peterson's Hunting" magazine to name him one of 'Hunting's 25 Most Influential Personalities of the 20th Century'.

Memberships....

Professional Member, Boone and Crockett Club

Centurion Life Member of the National Wild Turkey Federation

Endowment Member of the National Rifle Association

Current Board Member, National Deer Alliance

Life Member, Mule Deer Foundation

Life Member, Sportsmen for Fish and Wildlife

Life Member, Guides and Outfitters of British Columbia

Regular Member, Quality Deer Management Association

Regular Member, National Trappers Association

