

Managing the Wildlife Enterprise

August 21-22, 2025 || Riviera, TX || Hybrid Event

INSTRUCTORS:

Abe Woodard, PhD, Range & Wildlife Scientist – East Foundation

Justin Feild, Senior Wildlife Manager – Deseret Ranches

Roy Ludick, PH, Property Coordinator – Matador Resources Company

Tiffany Dowell Lashmet, J.D., Agricultural Law Specialist – Texas A&M AgriLife Extension

THURSDAY, AUGUST 21

8:00 AM Introduction and Welcome

8:15 AM Overview of Wildlife Enterprises & Recreational Income

Generating revenue through enterprises associated with hunting and recreational access is one facet of the holistic approach to private land management. Understanding the various structures and requirements of the parties within hunting enterprises provides a foundation for this lectureship.

- *North American Model of Wildlife Management*
- *General Overview of State and Federal Restrictions*
- *Management Structures*
- *Access and Harvest Allotment*
- *Facilities and Infrastructure*

8:45 AM Operational Decisions: Defining Expectations, Goals, & Objectives

Granting additional access to a property can influence current operations and the general privacy of those who live there. Before engaging in a hunting enterprise, landowners must determine what elements of hunting enterprises work within their operations and what elements need to be prohibited. These expectations lay the groundwork for establishing realistic goals and objectives related to hunting enterprises and the income generated through the enterprise.

10:15 AM Break

10:30 AM Decision Trees for Decision Making: Hunting Enterprise Application

A Decision Tree Analysis is an analytical tool for making complex business decisions. The decision tree functions like a map, outlining the potential outcomes of a series of related options and choices. This type of analysis allows users to weigh the possible actions and outcomes of each business decision compared to alternative business decisions, including their cost, benefits, and predicted value generation.

12:00 PM Lunch

12:45 PM Lyssy & Eckel Feeds Presentation

1:30 PM Managing Hunting Leases on Deseret Ranches

Deseret Ranches is considered one of the most efficient agricultural organizations in the world. With ranches in different countries and states, each property has its unique structure and challenges, requiring managers to make unique operational decisions regarding hunting enterprises. Here we will discuss what sets them apart from other enterprises and allows them to maintain maximum efficiency regarding quality of service and hunting revenue.

2:00 PM Managing Enterprises from Zimbabwe to Texas

Roy Ludick began his career in the hunting industry as a Professional Hunter (PH) in his home country of Zimbabwe. In 2017, he moved to the United States and began managing recreational hunting camps for Matador Resources. Roy currently manages five recreational hunting camps and over 200 hunting trips per year. His background and experience provide unique insight into hunting enterprises, hunting entertainment, and management.

2:30 PM Break

2:45 PM Surveys, Population Estimates, Harvest: White-tailed Deer

Conducting annual surveys and calculating population estimates are critical to managing Hunting Enterprises. The modern manager has many options for conducting wildlife surveys, and each method has benefits and limitations. These estimates determine the economic value of hunting access and play a critical role in sustainable harvest allotments. Although many methods of harvest management can be sustainable, some harvest rates can have long-term impacts on the quality and density of game species and, in turn, the recreational value of properties. Here, we will review various survey methods and the objectives of a sustainable harvest application.

4:00 PM Surveys, Population Estimates, Harvest: Northern Bobwhites

Quail populations have declined across the Southeast United States for the last century. Texas is proud to be home to one of the last great quail landscapes producing huntable populations. Still, because many regions of Texas are considered semi-arid, quail populations fluctuate dramatically with annual rainfall. Monitoring those populations and fluctuating harvest accordingly is essential for maintaining sustainable populations that can withstand a yearly harvest.

5:00 PM Adjourn

5:30 PM Dinner & Social

FRIDAY, AUGUST 22

8:00 AM Recap Day 1

8:15 AM Assessing Enterprise Value & Marketing

Enterprise value is driven by an array of determinates or variables. Most often, the critical determinant is the density of game species. While some variables of a particular property are fixed (e.g., regional or geographic features), others are a product of management (e.g., type of access, activities, harvest allotment). Assessing the economic value of your enterprise is critical to making informed management decisions.

9:45 AM Break

10:00 AM Wildlife Enterprise Legal Considerations

When ranch owners consider enterprises involving ranch guests/visitors, liability concerns are at the top of the list. This discussion of laws pertinent to wildlife enterprises and a review of historical cases involving hunters and recreational users will be most helpful to managers.

- *Significance of granting trespass rights*
- *Waiver of liability, minimum insurance requirements, safety training*
- *Contracts - pricing on rarity of that animal*

12:00 PM Wrap-up & Adjourn