



FALL 2010

Joshua Creek Ranch Shooting Tales

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BERETTA



LODGE

One Trident - Upland Birds

Beretta Trident Designation Awarded to Joshua Creek Ranch

In February of 2010, an exciting and unique opportunity was given to Joshua Creek Ranch. The ranch was identified as a candidate for the Beretta Trident Lodge designation, a program launched by Beretta in 2010. The Beretta Trident Program is a new and unique quality rating-system based on a stringent assessment of a hunting or shooting sports venue. The Beretta Trident designation is not an endorsement that can be purchased and is the first and only system to rate shooting sports venues.

So in mid-March, 2010, Joshua Creek Ranch hosted two evaluators who were quite savvy about hunting, the shooting industry, and the expectations of discerning clients. They spent three days and nights at the ranch assessing everything from clay shooting, hunting habitat and bird performance, to the kennel and the guides, to the menus, food preparation and service, to the lodging throughout the ranch, to the staff and pro shop. They left no stone unturned. It was not just about the appearance of the place, it was also about the feel – the ambiance both indoors and outdoors, the friendliness and helpfulness of the staff, the knowledge and professionalism of the guides and employees, the attention to every detail of the guests' experience with Joshua Creek Ranch from their reservation through their departure from the ranch. "Rigorous" is a good word to describe their evaluation process. Truth be known, the evaluators wore their game faces day and night throughout their stay, so when they left, owners and staff were all wondering "how'd we do?"

In April, notice was received that Joshua Creek Ranch had been designated a Beretta Trident Lodge for excellence in wingshooting. Only four lodges in the entire United States were given this "charter" status, and Joshua Creek Ranch is the only Texas lodge to receive the designation.

Owners, Joe and Ann Kercheville, were delighted with the news. "We're grateful to our members and guests who've hunted at Joshua Creek Ranch over the last 20 years. It is you who've encouraged us to continuously improve the habitat, facilities, and services at the ranch. This distinction as a Beretta Trident Lodge is an honor and great reward for all the people at the ranch who've worked hard over the years to give members and guests a memorable experience. We're inspired to continue to give you our best efforts every time you visit Joshua Creek Ranch."



Beretta Gallery, New York City, May 20, 2010
Joe (center) and Ann Kercheville received recognition from Cav. Ugo Gussali Beretta, President of Beretta, for Joshua Creek Ranch's designation as a Beretta Trident Lodge.



Hunt and Habitat Report

The 2010-2011 wingshooting season, October 1st through March 31st, promises to be one of the best ever. For that reason, we are dedicating this hunting season to the memory of Bob Woodward of Kerrville, Texas who died on August 30th. Bob was one of the ranch's most ardent wingshooters since its opening in 1990. He and his wife, Mary, joined the ranch membership in 2000 and Bob soon became known as

"The Doubles Club Dominator." Hunting at the ranch two or three times per week, Bob would shoot multiple doubles each time with one of his 28 gauge double guns out of his vast collection. Bob's enthusiasm for quail hunting was unmatched until he fell ill at the age of 80 and was no longer able to hunt in the past two seasons. We will always cherish the memory of Bob Woodward's friendship, his incredible wingshooting skill, and his generosity to worthwhile endeavors throughout Texas, especially Abilene Christian University (ACU) College of Biblical Studies whose vice chancellor and president of The ACU Foundation, Dan Garrett,

described Bob as generous beyond measure... "a quiet, gentle, giant man of faith and integrity." The Bob Woodward we knew at JCR could not be more aptly described.

Following on the tail of a record two-year drought period, 2010 rainfall has been above normal and has totally restored the pasture grasses and cover. For those of you who hunted at Joshua Creek Ranch last season, we're happy to report that you will be absolutely amazed at the transformation in the hunting habitat. The improved grasses systematically planted over the last 20 years to supplement the native grasses have proved their drought tolerance and resilience. The excellent habitat conditions will likely create a more challenging deer hunting season. The native plants and grasses that are naturally attractive to both whitetail and Axis deer are abundant throughout the ranch and could make the feeders less attractive than usual. But the September 1st planting of oats should make the fields irresistible to the deer for an evening browse.

Generous September rains have recharged the springs so the Joshua Creek is flowing strong. You can likely expect a late October stocking of rainbow trout for fly-fishing through May.

Have a look at your calendar, pick your dates, and give us a call to schedule wingshooting, deer hunting, and fly-fishing in one of the best hunting seasons ever.



Bob Woodward 1927-2010

Lodging Gets a Make-Over

A couple of years ago in the 2008-09 hunting season, the Porch Haus and Covey Haus were introduced to members and guests as the newest lodging at Joshua Creek Ranch. The response has been phenomenal. Those two accommodations are in constant demand which tells us that "luxury" is preferred over "adequacy" even at a hunting resort. That message has been ringing loud and clear these last two years, so the summer of 2010 was dedicated to the upgrade and renovation of all the lodging at the ranch. You're going to like what you see and experience when you return to JCR this upcoming hunting season... inside and outside there's a whole new look and sense of warm hospitality. Still rustic and ranch-like, the comfort level and amenities have been stepped up to meet the standards of luxury you like so much at the Porch and Covey Houses. Here's a quick overview of the changes you're sure to enjoy ----



At the Main Lodge, carpeting has been hiding the limestone river-rock floor in the living room since the Kercheville's purchased the ranch in 1986. That native rock floor has been restored to its original 1950 condition when the lodge was constructed; new carpeting was laid in both bunk rooms; a new outdoor fireplace has been constructed on the front of the Main Lodge to expand your outdoor evening enjoyment; and extensive landscaping has been added to enhance the new trees planted around the patio in 2009.



The Long Haus got a total make-over starting with the raising of the roof to accommodate central air and heat. New carpet, cabinets, plumbing fixtures, and furniture have enhanced the comfort of each room, and the sitting room has a new slate floor and game table. You're really going to love the rocking chairs on the porch outside all the rooms, especially at sunset when the Hill Country view is most magnificent.



At the Stone Haus, the bathrooms and kitchen are 100% brand new along with the living room furniture; and landscaping has been added to enhance the patio firepit environment.



Even the Porch and Covey Houses have been appointed with new amenities for your comfort and enjoyment.



"It's all for your enjoyment, so come to Joshua Creek Ranch and indulge yourself."

Youth Outdoor Adventure Program



You probably think any modern youngster would run from the suggestion of a whole week with no cell phone, no I-pod, no TV, no video games, and no soda waters. But the fact is that the 90 boys and girls who participated in the four weeks of the Summer, 2010 Youth Outdoor Adventure Program (YOAP) suffered only momentary withdrawal from their electronic gadgets and sugar fixes. Within just an hour of their arrival, the kids were totally enthralled with shotgun shooting demonstrations, swimming in Joshua Creek and a cook-out on the creek bank. The following days were filled with archery, rifle shooting, shotgun shooting, fly-fishing, a skills course to identify various problematic hunting scenarios, kayaking, canoeing, and tubing on the Guadalupe River and optional Axis deer hunting. A field trip to Kerrville gave the youths experience at an Olympic Training Facility for skeet and trap and a visit to world-renown Woodbury Taxidermy Studio where they saw every phase of the taxidermy process and a countless variety of game trophies. When asked if they'd give up their electronic toys for another week of YOAP, the answer was a resounding "yes!" So what's in store for 2011 YOAPers? How about an option to spend TWO CONSECUTIVE WEEKS at Joshua Creek Ranch, doubling all the fun and skill-building activities? Again, the response is overwhelmingly positive.



To avoid the inevitable wait list that develops by early spring each year, act soon to reserve a place for the youngster(s) in your family at YAOP 2011.

Session I (Ages 8-12) June 25th - July 1st
Session II (Ages 13-15) July 10th - July 16th
Session III (Ages 13-15) July 17th - 23rd
[2 consecutive weeks July 10th - 23rd]
Session IV (Ages 8-12) July 31st - Aug 6th
Session V (Ages 8-12) August 7th - 13th
[2 consecutive weeks July 31st - August 13th]



The Challenge of Deer Hunting

Ever notice how the deer adapt to weather patterns and availability of food? Take 2009 for instance: drought conditions made for a scarcity of food in the habitat, so the concentration of deer at feeders was astounding. Fall 2010 conditions are practically reversed. Food in the habitat is abundant, so the feeders are not likely to be as attractive except for the instinctive desire for protein, a feed program that has been improving both whitetail and Axis bucks at Joshua Creek Ranch over the last six years.

The summer Axis hunting season was challenging due to generous rainfall creating abundant food all over the ranch. Hunters adapted to the conditions, hunting at non-typical times like mid-day as well as early mornings and evenings, resulting in several trophies, including two monster 35" bucks.

Fall hunters should be successful at well-established oat fields planted September 1st and at those always tempting protein/corn-mix feeders. Whitetail deer hunting season runs October 2, 2010 through February 28, 2011, using MLDP's (Managed Land Deer Permits) issued to Joshua Creek Ranch by Texas Parks and Wildlife Department. Hunt whitetail does and bucks using JCR's permits, not your hunting license deer tags.



Kennel Corner

What fun it was during the summer of 2010 when we had a litter of English Setters and two litters of English Cocker whelped at Joshua Creek Ranch. Ranch management made the decision to keep most of the pups to add more future talent to the JCR string of ardent gun dogs; not to mention the fact we all know --- it's hard to part with a puppy!! Especially if that pup is one of our favorite breeds out of outstanding proven dogs in JCR's kennel.

So what are our favorite breeds??

That was decided long ago when "Santo," Joe Kercheville's first English Setter, proved to be an all-round relentless hunter and loyal companion, pointing quail or pheasant and retrieving anything his master sent him after (except ducks...he hated the taste of ducks!) If Santo wasn't hunting, he was perfectly content to lie quietly around the house, ride along on any trip, take a swim in the lake (or pool!) or wait patiently in his kennel for Joe to take him on ANY adventure which could be as simple as a trot around the yard. Their bond was unbreakable and Santo is still remembered as the first "best dog."

"If you pick up a starving dog and make him prosperous, he will not bite you; that is the principal difference between a dog and a man."
-Mark Twain

But Joe and Ann Kercheville each had loyal Cocker Spaniels as childhood family pets, so when they saw English Cocker Spaniels at work while shooting driven pheasant in Scotland in the early 90's, the affinity for these little charmers was immediate. To our knowledge, JCR was the first commercial hunting venue in Texas to team English Cocker with pointing dogs to flush and retrieve quail. The breed had been flushing and retrieving pheasants "across the pond" for quite some time, but their stamina in the relatively warm Texas climate was unknown. But this high energy breed adapted easily, not just to the hunting and climate, but also to the role of loyal companion and family pet.

Next time you're looking for that new all-round pet/hunter/companion to follow in the paw-prints of your first, second, or third "best dog," we highly recommend an English setter or cocker.

Why Some Men Have Dogs and Not Wives:

1. If a dog smells another dog on you, they don't get mad. They just think it's interesting.
 2. Dogs agree that you have to raise your voice to get your point across.
 3. If a dog has babies, you can put an ad in the paper and give them away.
 4. A dog will not wake you up at night to ask, "if I died, would you get another dog?"
 5. Dogs don't notice if you call them by another dog's name.
 6. Dogs find you amusing when you're drunk.
 7. You never have to wait for a dog; they're ready to go 24 hours a day.
 8. A dog will let you put a studded collar on it without calling you a pervert.
 9. Dogs like to go hunting and fishing.
 10. The later you are, the more excited your dogs are to see you.
 11. A dog's parents never visit.
 12. Dogs like it if you leave a lot of things on the floor.
 13. Dogs like to ride in the back of a pick up truck.
- And last, but not least:
14. If a dog leaves, it won't take half of your stuff.



What's Cookin' in the Kitchen

An Axis deer are much more than just a beautiful animal to be admired in the wild. He's a prize trophy for his magnificent horns and beautiful hide, and he provides one of the most nutritious meats you can eat. Take a look at these statistics:

Species	Fat grams / 4 oz	Protein grams / 4 oz	Calories kcal / 4 oz	Cholesterol mg / 4 oz
Axis Venison	1.9	26	120	59
Beef - Ground, extra lean	18.5	29	290	95
Beef - Top loin	26.1	21	323	79
Chicken - Breast skinless	4.1	35	188	97
Pork - Center loin chop	24.8	31	355	108

According to Broken Arrow Ranch, a Hill Country source of USDA inspected and processed axis venison, free-range venison is some of the purest, most nutritious meat available. It is naturally low in fat and calories (comparable to chicken), and an excellent source of protein and iron (comparable to beef). Literally, the best of all nutritional benchmarks. Add to that its mild taste and tender texture and you'll be sold on Axis venison as a mainstay.

You're invited to hunt and harvest Axis deer at Joshua Creek Ranch year round. Go for a trophy buck for his majestic antlers, tender meat, and fancy hide, or hunt a doe and get all but the horns. Joshua Creek Ranch will age and process your deer for you, and then you can have the fun of cooking and sharing this incredibly delicious harvest with family and friends.

A recipe created in the Joshua Creek Ranch kitchen

Axis Schnitzel

16 medallions of axis, pounded lightly
2 cups milk
2 eggs
2 cups flour, seasoned with salt and pepper
4 cups panko crumbs
oil for frying

Heat oil in skillet. Mix milk and eggs in a bowl. Dredge axis medallions in seasoned flour, then dip in milk mixture then roll in panko crumbs until covered. Gently lay breaded medallions in hot oil and fry until crumbs are golden brown, 3 or 4 minutes per side. Top with mushroom sauce and serve with German potato salad and red cabbage.

Mushroom Sauce

1 stick butter
1 onion, chopped
1 12oz pk mushrooms, sliced
1 cup veal demi glace
1 Tbls black pepper

Melt butter in sauce pan. Add onions and saute until clear. Add mushrooms and continue sauteing until they are soft. Add demi glace and pepper. Simmer until ready to serve.

A Passion for Fly-Fishing

Joshua Creek Ranch's most avid fishing member is without a doubt, J.J. Kennedy, who lives at nearby Fair Oaks Ranch. At least that's his address, but on the pristine days of the Hill Country's fall, winter and spring you're likely to see J.J. fly-fishing for hours in the Joshua Creek. And not just fishing, he's almost always catching! Nobody reads the hatch and the fish like J.J., so it's no wonder he's the one whose advice we seek when occasional fishermen ask "what are the trout hitting on?" Thankfully, J.J. is very generous with such information. He's been fishing the Joshua Creek for nine years since his wife, Mary gave him a membership.



In August of 2009, J.J.'s enthusiasm for fly-fishing took him and Mary to Basalt, Colorado, where two gold-metal trout rivers converge – the Frying Pan and the Roaring Fork. The Kennedy's spent a week in the log cabin at Lodge at River's Edge (perched on the bank of the Frying Pan River), taking in the glorious weather and the beautiful sites and sounds of this scenic Rocky Mountain setting. J.J. fished everyday and Mary lounged by the river with her camera, books and laptop. J.J. did plenty of wade fishing in the chilly rushing Frying Pan River along the 14 mile stretch from Basalt to the Reudi Dam. Joe Kercheville was often his fishing companion. With a professional guide from Taylor Creek Fly Shop*, the two also did a float trip on the Roaring Fork. J.J. has fished many of this country's most desirable fly-fishing destinations including some in Montana, Wyoming, Arkansas, New Mexico, and Colorado. So what was J.J.'s impression of this particular Colorado paradise? Here's what he had to say:

"Fly-fishing the Frying Pan and Roaring Fork Rivers was as good as any fly-fishing I've done anywhere. The magnificent scenery and refreshing climate were half the experience, plus the close proximity of other rivers and streams expands the vast fishing options. Both floating and wading were excellent, and the staff at Taylor Creek Fly Shop* was knowledgeable and helpful. There's plenty of public access along the Frying Pan and at the flats just below Reudi Dam. The flow of the river is strong, so it's not easy wading – take a fishing staff for extra stability. The Frying Pan is such a desirable fly-fishing river that it can get crowded in the summer. Go before Memorial Day or after Labor Day for access to more areas. As for the fishing, it's touted to be excellent year-round, even in winter."

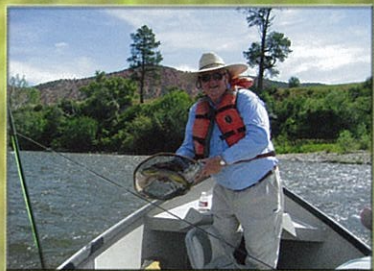
"As for our stay at Lodge at River's Edge, it was totally relaxing....there's nothing like sleeping to the sound of that river right outside. The cabin was quite comfortable and well-equipped to prepare our own meals, and we also enjoyed the short walk to downtown Basalt where we found several restaurants with good menus to choose from."

"My best advice about the place is to get out there and see it for yourself."

*Contact info: 970-927-4374; taylorcreek@ssv.net; www.taylorcreek.com

More about J.J. Kennedy:

J.J. Kennedy, a native of Little Rock, Arkansas, has been an avid fly-fisherman since he and his brother taught themselves the sport in their high school years. Together they fished the lakes and ponds around Little Rock catching bass, bream, crappie, and catfish. But FLY-fishing wasn't the only thing that J.J. was passionate about. He was even more passionate about FLYING. So it's no wonder he entered the Air Force Academy at Colorado Springs after high school. To his delight, the campus had stocked ponds for fly-fishing and nearby mountain streams teemed with trout.



It was the best of both worlds. After graduating from the Academy, J.J. spent a short stint at Randolph Air Force Base where he fell in love with San Antonio. But orders moved him to Del Rio,

Texas where he spent five years as a flight instructor. He left the military service and became a commercial pilot for Braniff and later an Airbus pilot and Director of Operations for an airline flying to tropical resorts. When his age (not his ability) forced him to retire from commercial flying, J.J. went to work for the FAA, certifying new airlines until his final retirement in 2010. Now he can spend even more time fly-fishing!

Members' Invitational Pigeon Shoot Celebrated Joshua Creek Ranch's 20th Anniversary

May 1st was a day of festive celebration and friendly competition at Joshua Creek Ranch as members gathered

in the "Polo Field" to test their skill against the Columbares



who threw live pigeons for the 50 competitors. Those wielding, soaring targets gave plenty of challenge to the shooters and a fascinating show to the many

observers lounging under the tent, enjoying the first course of the lavish fiesta buffet that awaited the members that evening. After the shoot, the anniversary



celebration moved to the Main Lodge patio where members were greeted with



Sangria and Margaritas. The Fiesta Buffet menu included pheasant taquitos, seafood, gazpacho, shrimp ceviche, cabrito & grilled snapper tacos, and more. Guests were entertained by a lively Mariachi Band.



For membership information, contact Ann Kercheville or Joseph Kercheville. 830-230-5190; ann@joshuacreek.com; joseph@joshuacreek.com

Automatic Traps on Sporting Clays

In June, a deal was struck with Promatic, the leading maker of automatic trap machines. Sixteen state-of-the-art automatic traps and wireless controllers were acquired for a new 12-station sporting clays course. The responses of those who have shot this new course are fantastic. The favorite features include:

- More variety of targets, including crossing shots, true pairs, report pairs
- The access card system that allows shooters to spend their time and targets at the stations they prefer, and allows them more flexibility for what time of day they shoot and how long they remain on the course
- The opportunity to shoot certain station as singles, true pairs, or report pairs
- The opportunity to buy targets in advance saving time and money

Since Joshua Creek Ranch opened in 1990, it's been said that the sporting clays course on this property is one of the most beautifully scenic in the country. And now it also has the latest state-of-the-art equipment. Once you've tried it, you'll want to shoot often, whether for practice to improve those problematic shots, or for fun and friendly competition.

There are now three automatic clay shooting venues at Joshua Creek Ranch to choose from:

- Sporting clays course
- Single wobble trap
- Triple wobble trap

Choose the scenario that matches your preference for instruction, practice, challenge, competition and always "fun."