

David Morris Bio

David Morris grew up hunting and fishing in South Alabama. In 1973, he earned a master's degree in biology from Auburn University, where he worked summers and holidays as a professional bass guide on nearby Lake Eufaula. After graduation, David founded and managed Georgia's Burnt Pine Plantation, a 14,000-acre commercial whitetail hunting operation, and served as its managing partner for 20 years, during which time he developed one of the most intensive quality buck management programs in the South, allowing his clients to harvest nearly 2,000 bucks.

In 1976, David and two partners founded Game & Fish Publications and ultimately grew the company to include 33 state and regional hunting and fishing magazines covering all Lower 48 States. In 1982, David added *North American Whitetail*, which quickly became the nation's premier deer magazine. David served as editor and executive publisher of Game & Fish Publications until stepping away from day-to-day duties in late 1990 to write, publish books, and lecture on whitetail hunting and management.

David has written three books on whitetail hunting. His first book, Hunting Trophy Whitetails, is widely acclaimed as the most complete book ever written on the subject. His second book and sequel to his first, Advanced Strategies For Trophy Whitetails, ranks near the top in all-time best selling hunting books. In addition to his many articles published in *North American Whitetail* and Game & Fish magazines, David's articles have appeared in *Outdoor Life*, *Sports Afield*, *Field & Stream*, and several other national magazines. Additionally, he has published four other best-selling whitetail books.

From the mid-1980s through 2000, David worked with magazine partner Steve Vaughn and renowned deer biologist Dr. James Kroll of Stephen F. Austin State University on *Whitetail Magazine's* 2000-acre whitetail research facility in Georgia to develop cutting-edge management techniques for big whitetails on small tracts. This scientifically documented 12-year research project eventually resulted in revolutionary new deer management techniques using intensive year-round food plots to provide the mainstay of the deer's diet, thereby exchanging seasonal and often low-nutrition native browse for year-round high-nutrition food plot forage, and eventually changed the face of deer hunting and management in the U.S.

In 1992, David bought a ranch in western Montana's and applied the intensive food plot system to grow and attract trophy whitetails and other big game animals. In 1998, he purchased 3000-acre El Cazador Ranch in South Texas. Using the intensive food plot system as the core of his management program, David increased the number of deer on El Cazador Ranch by threefold while increasing the average weight of mature bucks by 40 pounds and the average antler size by 30 Boone & Crockett points! Today, El Cazador is recognized as one on the top trophy whitetail ranches in the country and has been the focus of many magazine articles, TV shows, and research projects ... and the site of many successful hunts for record-class whitetails by clients and family.

In 2000, David and Dr. Gary Schwarz started Tecomate Wildlife Systems, Inc., a company forced into existence by the big bucks Gary and David were growing. Tecomate is now one of the best known Whitetail Brands in the country and a leading supplier of wildlife management seed, services, information, and products. Tecomate consulting help managers and hunters throughout the county realize their deer hunting dreams.

David has long been a regular on many of the leading outdoor TV shows. In 2007, David and renowned comedian Jeff Foxworthy began hosting Tecomate's own hunting show, ***The Bucks of Tecomate***, airing on VERSUS Network. During its 7 years on Versus, ***The Bucks of Tecomate*** held the honour of being the Highest Rated Field Sports Series in the Outdoor Industry. David and Jeff also hosted the popular ***Versus Whitetail Challenge***. Additionally, David, has hunted big game throughout the world, was a regular host for VERSUS' ***Dangerous Game*** TV show.

In 2010, Tecomate launched a second TV show, ***Tecomate Whitetail Nation***, on OUTDOOR CHANNEL. In 2013, ***The Bucks of Tecomate*** moved to OUTDOOR CHANNEL and consolidated all Tecomate TV under ***The Bucks of Tecomate*** brand and began airing year-round. It remains one of the top TV series in the industry.

David has hunted big whitetails successfully throughout North America and has amassed one of the greatest collections of free-range record-class whitetails in America. David is widely recognized as one of the most experienced and knowledgeable trophy whitetail hunters and managers in the nation.