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Issue: December 06

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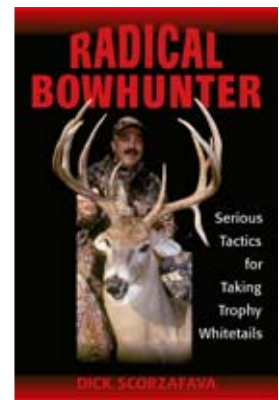
Welcome to the December Mathews Enews letter. It is our way of keeping you, our customer, informed on what is new at Mathews. This month our Insight article covers Mathews Pro-Staffer, Dick Scorzafava's informative new book "Radical Bowhunter". Our Guest Corner is with Mathews Pro-Staffer, Jeff Murray, on bowhunting and his battle with an incurable disease. The Hot Topic this month is the introduction of the new *Conquest<sup>4</sup>* bow. The Conquest line of bows has won more professional 3-D tournaments than any other bow. The Spotlight this month is beaming on country music star David Kersh, and his love for his Mathews bow and bowhunting. We hope you enjoy all of the articles...

### Insight

#### New Book, "Radical Bowhunter" is a must read!

How about a book for the more advanced bowhunter? Here's one. It's called "Radical Bowhunter" and it was authored by Mathews pro-staffer, Dick Scorzafava. You will learn something new about bowhunting if you read this book.

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### Guest Corner

#### Do You Believe In Miracles?

Last August, the Mayo Clinic diagnosed me with a rare blood disease, systemic mastocytosis. There is no known cure. As I listened to the prognosis – 2 to 5 years, barring a miracle or a miracle drug – I thought about my family and my friends and, yes, my bowhunting.

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Jeff Murray with his "Miracle" buck

### HOT TOPIC

#### The new Mathews *Conquest<sup>4</sup>* is the latest in a long line of Conquest models

When it comes to winning professional 3-D tournaments, Mathews is unmatched. Mathews Conquest models, in particular, have won more professional 3-D tournaments than any other bow. Mathews' latest Conquest model is the new *Conquest<sup>4</sup>*.

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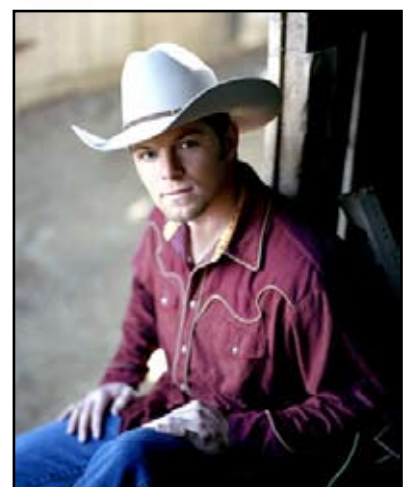
### Mathews Spotlight: David Kersh

#### Country-Music Fan Favorite Expects Much from Himself and His Switchback at All Times

*David Kersh of Texas fell in love with Mathews bows the first time he shot and bought a Q2. He has since owned and shot the Legacy, Outback and now the Switchback. Each instills confidence in practice and in the deer woods.*

By Patrick Durkin

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## New Book, “Radical Bowhunter” is a must read!

If you have ever looked in the hunting section of a bookstore I am sure you share my feelings that there are very few good deer hunting books. Most books that tackle the subject are outdated and regurgitate the same old information. They tend to be elementary and introductory. How about a book for the more advanced bowhunter?

Here’s one. It’s called “*Radical Bowhunter*” and it was authored by Mathews pro-staffer, Dick Scorzafava. You will learn something new about bowhunting if you read this book.

Scorzafava seems to get a big buck or two every season. And while he’s not one to boast, I’ve seen the photos. Now I know how he does it, and it’s not the way I’ve been doing it. “*Radical*” means non-traditional. Scorzafava makes it clear that to be consistently successful, a bowhunter must think outside of the box.

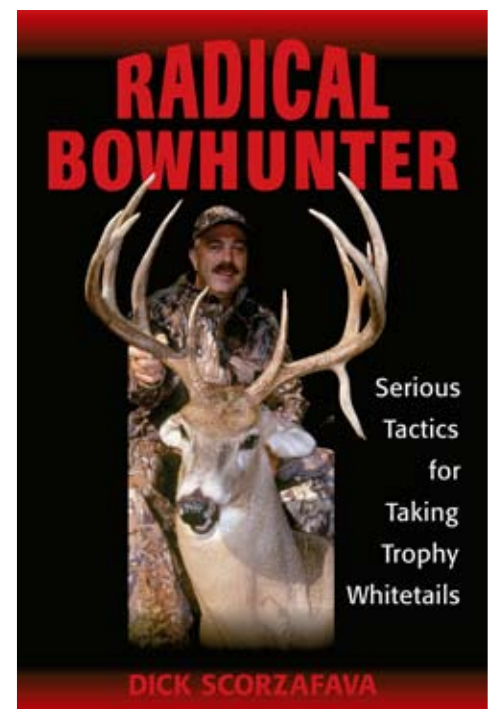
After reading the book I know much more about the moon/rut connection, hunting with a decoy, how to hunt from a blind, where to hunt when the leaves fall, etc.

Chapter 5, “*Using the Moon to Predict the Rut*” was particularly illuminating for me. Scorzafava’s cut-to-the-chase style spells out the facts unlike any other moon/rut explanation I have ever read.

Being a Mathews pro-staffer, Scorzafava starts his chapter on equipment with a plug for Mathews. He says, “I have been shooting a Mathews bow since shortly after they were first introduced in the early 1990s. As a Mathews pro-staffer, I have the opportunity to shoot the latest model each year. The thing that truly blows me away is how each year’s model is notably better than the previous. I still love to shoot year round, but I no longer have to tinker with my bow to get it to shoot. It takes me no time at all to get my new Mathews shooting darts. I can just pick up my bow from last year and start shooting.”

Scorzafava continues, “Confidence is at the core of athletic prowess. It’s not hard to be confident when you are shooting the best bow ever. Do you need a really expensive bow? No. But my philosophy has always been to buy the best equipment available. Quality products outlast inferior products, and they don’t fail in the field. I know my days of worrying about bow problems while in the backwoods are over.”

“Radical Bowhunter” is published by Stackpole Books and is available through most of the major book store outlets. Better yet, you can get an autographed copy straight from Scorzafava by visiting [www.radicalbowhunter.com](http://www.radicalbowhunter.com)



The author, Dick Scorzafava, with one of his many trophy bucks.

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**Do You Believe In Miracles?**

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Last August, the Mayo Clinic diagnosed me with a rare blood disease, systemic mastocytosis. There is no known cure. As I listened to the prognosis – 2 to 5 years, barring a miracle or a miracle drug – I thought about my family and my friends and, yes, my bowhunting. As was my custom, I'd lined up an early elk trip and a backcountry moose expedition. Then I was going to focus on whitetails with my 27-year-old son, Jared. But I was just kidding myself. I'd lost 25 pounds and could barely scale a flight of stairs, let alone a foothill or a bluff; a severe case of anemia sapped my stamina and left me nauseated much of the day. Reluctantly, I cancelled my trips as I faced the dim prospect of not bowhunting for the first time in 35 years.

As I wallowed in self-pity, others rallied to my defense. Rob Evans vowed to help out with financial issues so I could focus on my health. Myles Keller reminded me to hang tough and stay positive because so many others were holding me up in their thoughts and prayers. And the kind folks at Mathews even sent me a low-poundage Switchback that came broken-in with a custom string loop; it proved to be a soothing tonic whenever the stress of a terminal illness began to get the best of me.

September marked a significant season of change for me. Virtually out of the blue, fellow bowhunter Dr. Steve Eastep faxed me an application for a clinical trial involving an experimental chemo-type drug, PKC 412. One thing led to another, and on September 11, 2006 I checked into the Jewish Barnes Hospital in St. Louis, MO. A week later I checked out and signed up for twice-a-month tests and evaluations. I was advised to "take it easy," something this tenacious freelance writer of 3 decades was quite unfamiliar with.

A blood transfusion helped raise my hemoglobin count, and the following weekend I managed to shoot my first deer of the season – a north country doe that dressed out at 150 pounds. I was amazed that my 50-pound bow could drive an arrow through the shoulder blade of a deer of such proportions. (This should have forever cured me of "over-bowing" with too much draw weight, but it didn't). For some strange reason, this event renewed my faith and energized my hunting plans. I decided then and there to give the white-tails all I had, even though it limited me mainly to afternoon hunts when my stomach was not so queasy.

Fortunately, a local management hunt had opened up suburban lands that were home to way too many deer; I could harvest up to 4 does and a buck, compared to one doe and one buck in previous years. Unfortunately, the bucks weren't nearly as plentiful as anticipated, at least not in my neck of the woods. While some of my buddies were kept saucer-eyed with sightings of racked bucks of all age-classes, I managed to get a visual on only one "shooter."



Jeff Murray with his "Miracle" Boone & Crockett buck

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Reluctantly, I decided to switch tactics and hunt an old haunt that had been good to me and Jared in years past. It only took one day to enter a new page in my memory banks that will likely never be topped.

Like so many memorable hunts, this one didn't exactly start out on a positive note. Jared talked me into relocating a stand that had produced a monster 185-class buck the previous year. We'd already "micro-managed" it with a 20-yard move, but it ended up costing him a dandy 10-pointer a week earlier. Moving another 15 yards, however, changed the view of his shooting lanes, forcing me to use treesteps and a pole pruner while he re-hung the stand. So a 15-minute task turned out to be a 2-hour vigil; my arms felt like Jell-O when I left Jared. To make matters worse, it was close to 3 p.m. when I slammed the door of my pickup truck – a good time to bump a deer on the way to my tucked-away bottleneck.

Sure enough, as I paused at the edge of a tag alder swamp, a doe bolted from under my feet, blowing her shrill warnings as she disappeared over a nearby knoll. She must have stopped there, because she kept sounding off for what seemed like an hour. Ordinarily, I'd be ticked off at this tattletale, but this was the rut. Who knows, maybe she'll attract a decent buck or two? At least that was my thinking as I grunted and groaned my way up the multiple-trunked maple where a hang-on stand blended nicely with limbs and branches. I'd barely fastened my full-body harness when I heard a distinct snap! Instinctively I grasped my bow, attached my release and waited for something good to happen. As if on cue, a splendid buck quartering my way was about to make my day! What a 5-by-5, I thought. All I have to do is stop him. Which I did with a timely mouth bleat.

As I drew, however, my sweet-drawing bow didn't feel so sweet. I came to full draw, all right, but the bow bucked and drew-down on me before I knew what had happened. The buck, in turn, hopped into a thicket where he stood motionless as a ceramic lawn statue. But before I could even think about snaking an arrow through the thick stuff, he gathered his wits and disappeared in the tangled underbrush. I blew it! As I slumped in disgust, I wondered why in tar nation I talked myself into adding a twist to each limb bolt? What difference does 54 pounds make versus 50? My macho ways got the best of me again ...

But not for long. In less time than it takes to read the introduction to a novel, I could hear something "heavy" walking directly behind me. I turned around slowly and quickly noticed a rack floating above the bushes. It was getting larger by the second. Turns out, I had a strategic shooting lane (not sight lane!) prepared for just this moment. With all my might I drew my bow and held it there with clenched teeth. But instead of presenting the broadside shot I'd expected, the buck turned on a dime and headed straight for my stand. Twenty-five yards became 20, and 20 became 15. I had to make a move or I'd set a new record for blown opportunities inside of 10 minutes.

It seemed a blur, but three distinct events spelled e-x-e-c-u-t-i-o-n: I bleated, the buck stopped, my arrow found its mark. All I remember is coaching myself to aim one inch off to the side of the spine where the shoulder blades meet. At the shot, the buck collapsed in a heap and barely moved. I didn't even bother nocking another arrow – he was down for good! And what a buck. I glided down my stand like a fireman slides down a brass pole. With each approaching step I found myself mesmerized at the most unusual rack I'd

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ever seen. The All-American buck's 15 tines sported every imaginable whitetail characteristic: blades, forks, kickers, stickers, even a drop. Later I discovered that it crossed Boone and Crockett, my biggest bow kill to date.

As I paused to give thanks, I thought about the many friends, neighbors and business associates who supported me so faithfully during my time of need. Where would I be without them? I know I didn't deserve this wonderful deer, but I'll take it nonetheless. And I'll take every prayer sent my way. After all, that's where most miracles come from.

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The new Mathews *Conquest*<sup>4</sup> is the latest in a long line of Conquest models which have more professional tournament victories than any other bow in history.

When it comes to winning professional 3-D tournaments, Mathews is unmatched. Mathews Conquest models, in particular, have won more professional 3-D tournaments than any other bow. Mathews' latest Conquest model is the new *Conquest*<sup>4</sup>.

The *Conquest*<sup>4</sup> features Mathews' popular Integral Grip, a machined, built-in grip that's sleek, fits great and minimizes bow-hand torque. And that means more accurate shooting!

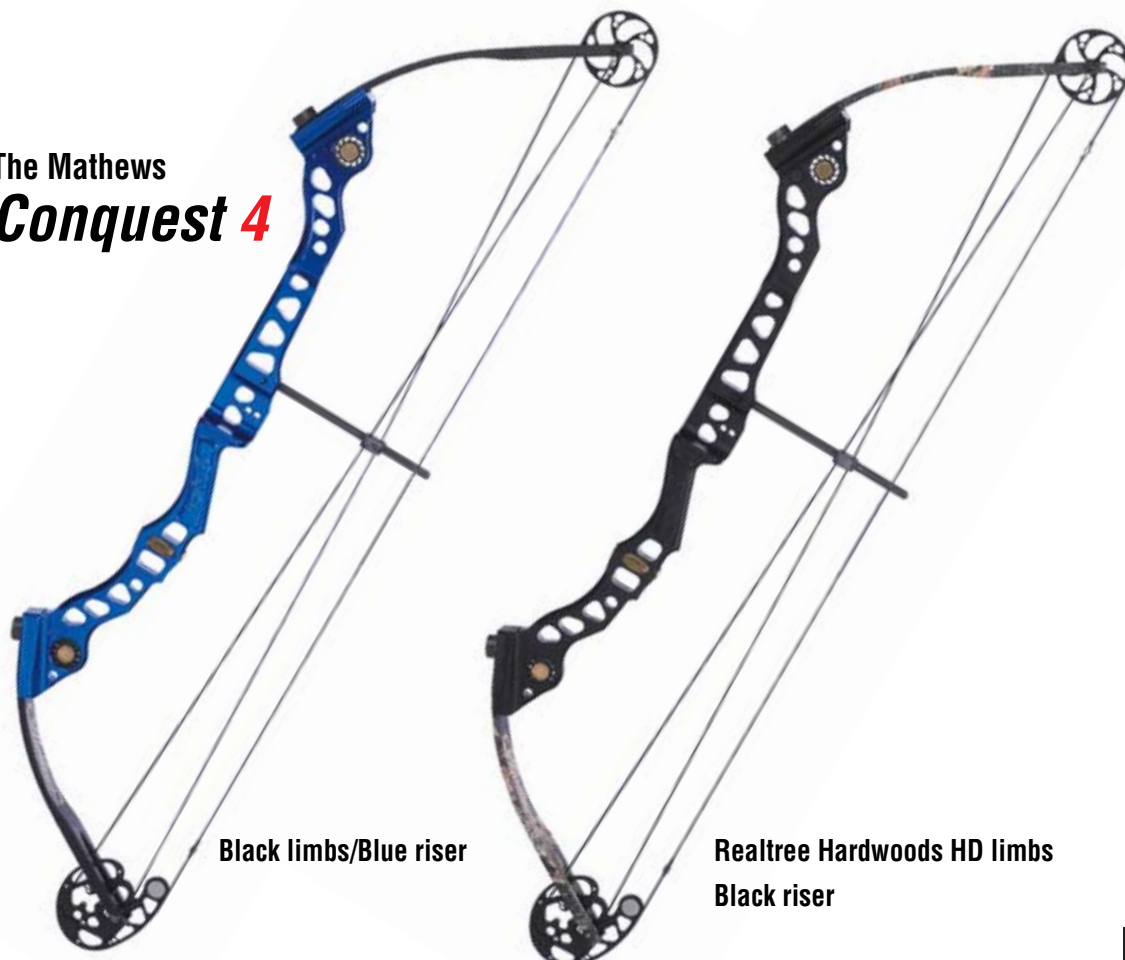
The *Conquest*<sup>4</sup> is also loaded with other Mathews innovation including a perimeter weighted single cam, the V-LOCK Limb Cup System, and a fully machined Aeroriser. The bows brace height is 7"\* , it weighs just 4.4lbs\* , measures 41"\* axle-to-axle and carries an IBO rating of 310 fps\*! You get three cam options and three-color options including Realtree Hardwoods HD limbs/black riser, black limbs/red riser and black limbs/ blue riser.

To learn more about the latest Mathews winner, the *Conquest*<sup>4</sup>, please visit [www.mathewsinc.com](http://www.mathewsinc.com) or visit your local Mathews retailer.

\*Approximately



The Mathews *Conquest*<sup>4</sup>



Black limbs/Blue riser

Realtree Hardwoods HD limbs  
Black riser

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## **Mathews Spotlight: David Kersh**

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### **Country-Music Fan Favorite Expects Much from Himself and His Switchback at All Times**

*David Kersh of Texas fell in love with Mathews bows the first time he shot and bought a Q2. He has since owned and shot the Legacy, Outback and now the Switchback. Each instills confidence in practice and in the deer woods.*

By Patrick Durkin

Whether he's singing and playing his guitar in front of a wild audience or drawing his Mathews Switchback on a trophy whitetail on a cold November morning, country-music artist David Kersh expects the most from himself and his equipment, no matter what the setting or the circumstances.

Kersh, 36, says both situations are huge challenges, but that's what true craftsmen and taskmasters desire: situations that test their skills and talents to see if they can deliver a top-shelf performance first time, every time.

"Singing and bowhunting are similar in some important ways," David said. "More than anything, its the challenge. When you're on stage, it's a constant challenge to give your fans your best show every time. You want to make it worth their money to see you. That's the same approach I take when I'm bowhunting or practicing with my bow. I guess it's a just my way of life. I also want to do the best I can whenever I'm in the woods. I owe deer my best shot every time I draw my bow."

David, a native of Humble, Texas, which is north of Houston, became well-known in the late 1990s for his top-five hits "Goodnight Sweetheart" and "Another You." His wild, energetic concerts also made him a fan favorite during relentless tour schedules. His natural gift for crowd interaction -- which range from friendly conversations to flying leaps into their waiting arms -- and his high-end performances ensure his fans go home happy. And just to make sure, David puts just as much effort into his "meet and greets" after each show to make sure his fans know he appreciates their support.

After recording two successful CDs in the second half of the 1990s — "Goodnight Sweetheart" and "If I Never Stopped Loving You" — and spending nearly 90 percent of his time on tour for three straight years, David's voice gave out. He took a forced break to let himself recover, and then returned in 2004 and early 2005 to tour with Rhett Akins, Chad Brock and Daryle Single-tary as part of the Honky Tonk Tailgate Party.

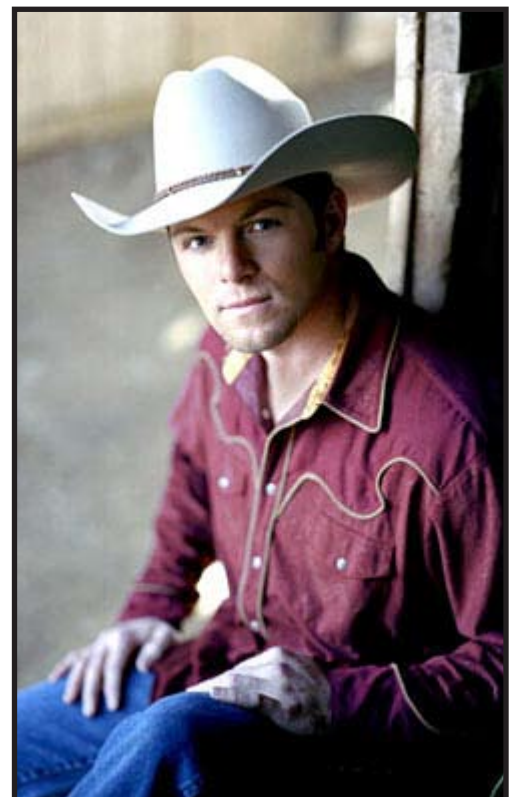
#### ***Practicing on the Road***

One of David's great memories of that tour is the group's frequent archery practice sessions before each concert.

"We had about five or six targets in our trailer, and we shot nearly every day," David said. "I just have a great passion for bowhunting and I like to keep in practice. Every time I'm out there shooting, it brings back great bowhunting memories for me. Plus, I'm a competitive guy and so is Rhett. It was a great form of entertainment for us to set up our targets and shoot every chance we got."

David traces his bowhunting passions back to his childhood, and has no trouble recalling bowhunts and other hunts with his father, Charlie, and brother, Michael, in Texas. "I started hunting about the same time I started

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Country-Music sensation and Mathews shooter David Kersh.

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walking,” he said with a laugh. “I shot my first deer when I was 9, and was always interested in bows, too. Dad used to bowhunt and my brother used to bowhunt with traditional equipment. When I started hunting with my first Mathews, a Q2, back in 1998, Michael gave it a try. He fell in love with that bow. He wondered why in the world he had stuck with recurves and longbows so long.”

Since buying that Q2 from an archery dealer in Coleman, Texas, David has fallen in love with three successive Mathews bows, each new bow making him forsake the former.

“I wasn’t really looking to buy a new bow when I walked into that shop, but then I shot the Q2 and had to have it,” David said. “I thought that Q2 would be the best bow I would ever shoot, but then I got my hands on a Legacy. I was so impressed! What a great bow. Then I tried the Outback and got it set up just how I wanted, thinking I’d never get another bow for a long time because I liked it even more than the Q2 and Legacy.

“Well, then the Switchback came along, and I went through the whole process again, because it instantly became my favorite the first time I shot it,” David continued. “It’s the smoothest bow I’ve ever drawn. When I was on tour and shooting with Rhett Akin, he was shooting (another manufacturer’s) bow, and I still had my Outback. I tried his bow, and it wasn’t even close to my Outback. Mathews bows are so smooth. Now I hear the Switchback XT is even smoother than the Switchback.”

### ***Bowhunting Fans***

David has never been shy about telling his fans of his preference for Mathews bows.

“I’ve always loved talking to people and sharing hunting stories,” he said. “I think many of my fans have more photos of me shooting my Mathews bows than they do of me on stage. They would come by the trailer before the shows and watch us shoot. Sometimes they’d bring along their own deer hunting photos and show me what they had shot. It’s always fun to talk bows and hunting with them. It’s a great way to connect with people. They ask a lot of questions about my bows and where I bowhunt. And everyone has a deer hunting story!

“I also do autograph sessions after the shows, and guys come by with more deer photos; pictures they promised to show me. I think I gave away every Mathews card I had during those meet-and-greets. I always try to make time for people and talk to them as individuals. They’ve been great to me and I want them to know I appreciate their support. I like to have conversations with them, not just sign autographs. That has always been important for me. I want that connection with my fans. It’s very rewarding.”

David said some fans invite him to bowhunt with them, but it usually wasn’t possible to find the time when he was on tour. Still, whenever he can, he slips into the deer woods with his Mathews SoloCam.

“There’s no other way to hunt whitetails than with a bow,” David said. “By being so close to the game, experiencing those deer in their natural environment, it’s a feeling I can’t begin to describe. All I know is that it’s addicting.



As the 2006 archery season unfolded in Texas, David Kersh reported that he had taken “a few does and this management buck.” One of the ranches he bowhunts wants him to take any and all 4-year-olds with eight points or less. This one came in with a big 4-pointer, which David hopes to see again.

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The more bowhunts you experience, the more you want to be out there. When I get to the end of each deer season, I can't wait for the next season to open again. I don't have to shoot something to enjoy the hunt. If I call one in and get it within 20 or 30 yards, or if some come in and start feeding around me, it's exciting whether I shoot or not."

David does most of his bowhunting in his home state, Texas, but he has also bowhunted whitetails in Iowa, Tennessee and Louisiana, and went after elk in Colorado a few years ago. One of his most memorable bowhunts was a recent trip to Iowa.

"A buddy and I were hunting a piece of property not far from the Iowa River in early November a couple of years ago," he said. "It was the most unbelievable hunting I've ever experienced. We were only there two mornings and one evening, but that's all the time we needed on that hunt. I rattled in 21 different bucks. It was a magical time along the river. My buddy shot a buck that scored 154, and I got a 10-pointer with an extra tine growing from the middle of his skull. I rattled him in from about 125 yards, and I could hear him coming.

"That buck came right in like he was on a string, and hit a scrape near my stand. He gave me a good shot angle and I got him. It was unbelievable. Was I ever happy! I was glad the hunt ended so fast because it was freezing cold. Being from Texas, I'm not used to freezing temperatures! I want so bad to get back up there. It was a great experience."

#### ***Giving and Giving More***

In addition to David's passion for bowhunting and interacting with his fans, he also makes time for charity work. David helps promote the National Court Appointed Special Advocate Association, which helps abused or neglected children. CASA's mission is to "make sure every child in need has a voice." David has also helped out by serving on the national advisory council for the Make-A-Wish Foundation.

Those efforts help him keep perspective on life and appreciate the blessings and support he has received himself. Unfortunately for his loyal fans, as 2006 unfolded, David decided he needed to step aside from music for at least the time being. As he wrote in an open letter to his fans on his Web site: "You never know what God has in store for me. ... Maybe in time I will get back in the studio with the passion I once had for singing and make another CD, because I may have that opportunity down the road."

When we caught up with David in Autumn 2006, he wasn't sure where he would channel his talents in the months and years ahead, but he remains upbeat, optimistic and appreciative of everything he has experienced. He also intended to bowhunt whitetails with his Switchback bow as much as possible. The one constant of all those bowhunts is the confidence he feels when he draws and aims.

"Mathews bows provide confidence," he said. "I know when I take the shot that it's going to perform the way it performs in practice. When I release the arrow, it goes where it's supposed to go. Mathews makes an incredible product. They're incredible bows that make archery and bowhunting more fun than ever."

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