

# Dallas Business Journal

## This Dallas outdoorsman is turning his passion into retail

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A former sales and marketing executive is using his wealth to build a store around his love of the outdoors.

Joe Crafton set up his family office, Wingshooter Investments, to buy into companies that revolve around hunting, fishing and outdoor recreation. Crafton set up the family office after retiring in 2014 as CEO and co-owner of Crossmark, a Plano sales and marketing services company.



JAKE DEAN

In February, he put his money into his favorite retailer, purchasing Collectors Covey, now located on Sherry Lane. The 38-year-old outdoor recreation store sells items like western- and outdoor-themed art, home furnishings, books and prints, guns and other gifts.

“When I sold my company in 2012 and retired in 2014, I wanted to combine my passions with my work,” Crafton said. “So I took two years as a half time and decided that for my next job, I wanted to do something I loved. This combines my love for hunting and fishing and wildlife.”

Though Crafton declined to disclose revenue figures, he says his store has become a haven for artists and sportsmen looking to buy gifts, furnish a ranch or second home or just bring their lifestyle into their house.

Many come in for art and prints that can’t be found in other stores. Collectors Covey has exclusive deals with western and outdoor artists, and can frame prints in-house. Crafton also searches the internet for one-of-a-kind estate art.

“Western art is a growth vehicle for us,” he added. “The last great western art store in Dallas was make a big push into Western art, and we’ve already signed two top artists in the industry.”

But Crafton isn’t limiting his growth to art. Next year he’s launching Collectors Covey Travel that will book trips like fly fishing in Alaska, bird hunts in Europe and dove hunting in Argentina.

He also has purchased the Dallas Hunting and Fishing Club, one of the oldest hunting clubs in the western U.S., and is adding a dog training facility. He is working with Wild Rose Kennels of Mississippi to open an affiliate called Wild Rose Kennels of Texas in a 750-acre plot 14 miles south of Dallas.

While Collectors Covey is meeting the needs of lovers of the outdoors, it’s also giving back to nonprofits that protect the hunting, fishing and wildlife that are the subjects of many of the stores’ products. In its nearly four-decade history, Collectors Covey has donated more than \$10 million, or 5 percent of its revenue, to wildlife conservation efforts like Park Cities Quail, Delta Water Fowl, the Texas Parks and Wildlife Foundation, Texan by Nature and the Boy Scouts of America.

“We believe in their mission and they’re active in the North Texas area for people with the same values,” Crafton said.

Collectors Covey also gives back through the Texas Duck Stamp program, which it manages for the state of Texas. The initiative creates signed and numbered prints that grant access to any national wildlife refuge that charges an entry fee. The proceeds are used for waterfowl conservation efforts.

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