

Brenda Potterfield

2019 – 2025

COLUMBIA, MISSOURI

Brenda Potterfield, of Columbia, MO, is co-founder of MidwayUSA and Vice President – Public Relations for The Potterfield Group. Growing up in rural Southeast Missouri, the outdoors always played a significant role in Brenda’s childhood. Her passion for the outdoors was rekindled when she began hunting with her husband, Larry, and their two children, Russell and Sara. Brenda is an avid sportswoman and has hunted on six continents. She is the 2019 recipient of Safari Club International’s Diana Award, the organization’s highest honor for women hunters. She currently sits on the board of the Great Rivers Council – Boy Scouts of America and on the Executive Committee of the National Rifle Association Women’s Leadership Forum.



Brenda and Larry take their civic and philanthropic responsibilities seriously, donating half their annual income to charities, mainly those dedicated to youth participation in wildlife conservation and the shooting sports. Recipients of this generosity have included the Mule Deer Foundation, Pheasants Forever, Wild Sheep Foundation, Quality Deer Management Association, Rocky Mountain Elk Foundation, Dallas Safari Club, National Rifle Association, National Wild Turkey Federation, and Safari Club International. The Potterfields have been recognized for their contributions to the advancement of conservation by numerous organizations, including as Conservationist of the Year by the Conservation Federation of Missouri, the recipient of the inaugural Beretta/SCI Foundation Conservation Leadership award, the bestowment of the Pheasants Forever No Child Left Indoors award, and as an awardee of the John L. Morris Lifetime Commitment Award from the Association of Fish and Wildlife Agencies.

MidwayUSA is an internet retailer of Just About Everything™ for hunting, shooting, and the outdoors. Midway is a role model in utilizing modern management and leadership principles in achieving success and is one of only eight companies in the nation to earn multiple Malcolm Baldrige National Quality Awards.

Brenda holds a BS degree in speech pathology and audiology from Southeast Missouri State University. Prior to opening MidwayUSA, she served as a teacher in the public-school system.