



The Future Fisherman Foundation unites the sportfishing industry with a nationwide network of state outdoor educators, national conservation groups, and youth organizations.

We offer a variety of fishing and boating programs, equipment, and services to community groups and schools across the country.

Our efforts help people of all ages have safe and enjoyable fishing experiences that foster conservation ethics.

American Sportfishing Association



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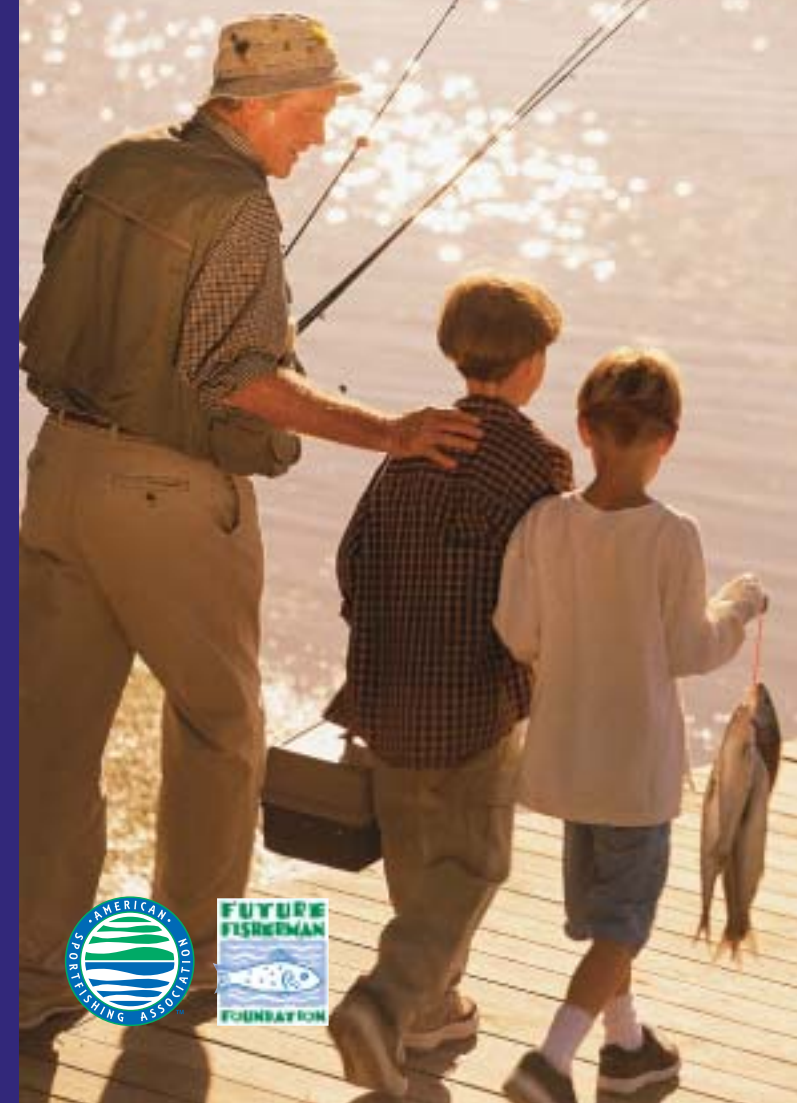
The Future Fisherman Foundation is the recruitment and education arm of the American Sportfishing Association, the leading recreational fishing trade association.

Future Fisherman Foundation

The Future Fisherman Foundation unites the sportfishing industry and these national partners to bring fishing into communities across the country.

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| American Association for Leisure and Recreation | Marina Operators Association of America |
| American Alliance for Health, Physical Education, Recreation and Dance | National 4-H Sportfishing |
| American Fishing Tackle Company | National Association for Sport and Physical Education |
| American Fly Fishing Trade Association | National Safe Boating Council |
| American Rod & Gun | Normark/Rapala |
| Aquatic Resources Educators Association | O. Mustad & Son, Inc. |
| Armed Forces Foundation | Plano Molding Company |
| Becoming an Outdoors Woman | Pure Fishing, Inc. |
| Bullet Weights | Recreational Boating and Fishing Foundation |
| Cabela's | Sampo |
| Community Fly Fishers | Shakespeare Fishing Tackle |
| Eagle Claw Fishing Tackle | South Bend Sporting Goods |
| Family Tyes | State fish and wildlife agencies |
| FishAmerica Foundation | Step Outside |
| F.J. Neil Company | Stren Fishing Lines |
| Federation of Fly Fishers | Tradewinds Foundation |
| International Association of Fish and Wildlife Agencies | Trout Unlimited |
| Ironwood Pacific | Tru-Turn |
| Lotus Imports | U.S. Fish and Wildlife Service |
| | WTP Inc. |
| | Yakima Bait Company |
| | Yo-Zuri Lures |
| | Zebco |

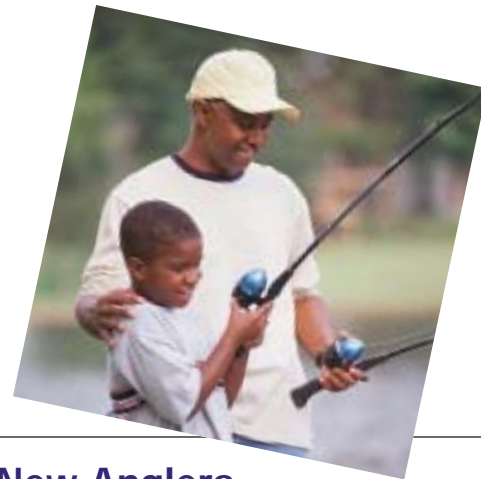
Investing In Tomorrow's Anglers



Water works wonders
 FOR FISHING, BOATING, AND
 THE ENVIRONMENT

Printed March 2003





Courtesy Jon Lyman



Courtesy Kentucky Department of Fish & Wildlife Resources



Courtesy Kentucky Department of Fish & Wildlife Resources

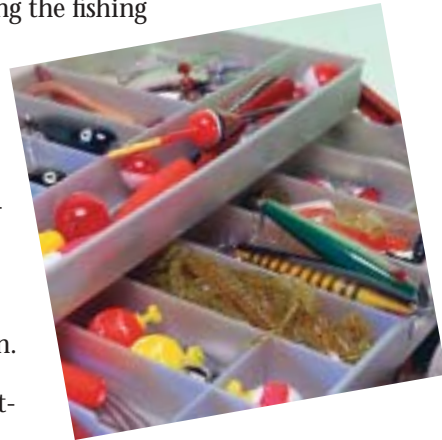
Fostering New Anglers

Fishing is an enduring tradition enjoyed by millions of Americans, bringing immeasurable values to our way of life. To those of us who learned to fish as a child, angling has been a part of our lives for as long as we can remember. For today's anglers, fishing is a refreshing escape from the hustle and bustle of everyday life and a wonderful way to rejuvenate in the outdoors. Whether fishing is learned as a child or an adult, it tends to be a lifelong pursuit shared with people who are important to us, giving us lasting memories of happy times with friends and family.

That's what inspires the Future Fisherman Foundation to link the sportfishing industry with a network of state and national partners in bringing the fishing experience to nearly 1 million new anglers each year.

We set ourselves apart by promoting the most professional, versatile, and effective fishing programs that offer long-term mentoring and conservation education.

Along with our myriad partners, we help with training, equipment, and guidance for community groups and individuals involved with teaching others to fish. Schools, summer camp instructors, civic groups, and conservation clubs all take advantage of our collective expertise and array of services.



Flagship Programs

Hooked On Fishing—Not On Drugs

Our premier fishing program, Hooked On Fishing—Not On Drugs, is now used widely in more than 30 states across the country. In addition to teaching all the basics of safe and ethical angling, this program combines long-term mentoring and positive life skills with conservation education in one powerful and adaptable package. We provide curricula and other support materials, training, and guidance to outdoor educators and others on how to use this program to fulfill their particular interests and needs.

Tackle Box

We link up with sportfishing companies to offer huge discounts on fishing equipment, tackle, and boating supplies for non-profit and not-for-profit organizations that introduce people to fishing. No matter what you need, we'll be able to get it to you for the best price. Whether you're organizing fishing events or starting a long-term fishing education program, we can advise you on all the basic equipment you'll need and help get you set up. We've got sturdy fishing rods and reels; tackle boxes; lures, line, and other tackle; fly-tying equipment; instructional handbooks and curricula; and much more. You can even place orders on-line by visiting our E-store, www.futurefisherman.org.

Fishing Tackle Loaner Program

Our Fishing Tackle Loaner Program makes trying out fishing equipment as easy as checking out a library book. Because of special support from sportfishing companies, novice anglers can check out fishing equipment on loan at no charge at nearly 1,000 sites across the country, ranging from libraries to community centers to local parks. Some of

our biggest partners are state fish and wildlife agencies and civic groups like Rotary and Boys and Girls Clubs, which may be spreading the Fishing Tackle Loaner Program into your neighborhood. Contact us to find out about starting a tackle loaner site or to find a site near you.

Special Initiatives

National Physical Education Grants Initiative

We partner with the American Association for Leisure and Recreation and the Recreational Boating and Fishing Foundation to help introduce fishing and boating to our nation's youth through the schools. We administer a special grant program to support physical education teachers who wish to offer fishing and boating education as part of their curriculum. We can advise and guide teachers to the best programs and resources, and we provide training, too.

Camp Fishing Initiative

Anyone who ever enjoyed summer camp as a child knows the strong bonds and vivid memories that come from sharing outdoor adventures with our friends. We offer our expertise and resources to hundreds of seasonal, day, and residential camps across the country to help start up or improve fishing education programs. We give advice on programs, equipment, and working with partners that can help with fish and habitat enhancement projects.

We'll Hook You Up

For virtually everything you need to lure anglers to the sport, the Future Fisherman Foundation and our partners can support you and steer you to the resources you need. That's just what we're here for.