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AMERICAN Sportfishing

Industry leaders gather for Sportfishing Summit

More than 100 leaders from the sportfishing community came together for our Sportfishing Summit last year in Tucson, with more than 90 percent of those attending ranking its overall value as “very good” or “excellent.”

This year we’re gathering October 1–3 at Florida’s premier fishing camp, Ocean Reef Club in Key Largo, Florida, and have an even better line-up of speakers, sessions, and workshops to make the industry’s annual meeting a stronger networking event and more relevant to your business interests and the future of fishing.

Special Sessions

Shining the Light on China: Our main business program begins with a timely discussion of China’s role in the world marketplace and the impacts on the U.S. economy. Our feature speaker on this issue is Michael Colopy, International Commerce

Consultants, Inc. Mr. Colopy’s presentation was a big hit at the National Association of Manufacturers’ recent annual meeting.

Tackling a World of Opportunity: Influential leaders from the fishing and boating industries outline the important trends affecting our industry and explain how these developments shape their vision for the future direction of our sport. This session will feature Michael Rooney, ESPN Outdoors; Jeff Pontius, Zebco; Shirley Andrews, Turner’s Outdoorsman; and Randy Repass, West Marine.

Exploring Emerging Markets: From reaching out to women

session will feature Chris Dummit, *Sport Fishing* magazine; Jason Meninger, *Hooked on the Outdoors* magazine; Jay Jolly, *Boater’s World*; and Bjorn Floberghagen, O. Mustad & Son. It will be moderated by Tammy Bristow Sapp, National Wild Turkey Federation.

Fishing Forecast: A Report from State and Federal Managers: Government leaders responsible for managing and conserving our nation’s fisheries lay out a road map for growing fishing and providing new world-class fishing opportunities. This session will feature Dr. Bill Hogarth, National Marine Fisheries Service; Steve Williams, U.S. Fish and Wildlife

Service; and John Baughman, International Association of Fish and Wildlife Agencies. It will be moderated by Rob Kramer, International Game Fish Association.

Wallop-Breaux: Friend or Foe? Millions of anglers benefit from the positive effects of the manufacturer’s excise tax every time they fish. Tom Niebauer of the Wisconsin Department of Natural Resources will quantify the return on these special industry investments.

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American Sportfishing Association Sportfishing Summit

October 1–3, 2003
Ocean Reef Club, Key Largo, Florida

For more information, including registration forms, travel tips, and fishing information, visit www.asafishing.org/content/showsmeetings/abm/ or contact ASA Special Projects Director Forbes Darby, fdarby@asafishing.org or 703-519-9691 x222.

to Gen X-ers, covering marine to overseas issues, experts from different sectors of the industry highlight new prospects for growth and ways to take advantage of these opportunities. This

**SPECIAL
FEATURE**
ICAST New Product
Showcase Winners
See page 7



It was quite inspiring, after witnessing a difficult year for the sportfishing industry, to see everyone rally together during ICAST and rise above our uncertain economic climate. With our Sportfishing Summit coming up around the bend, we can carry on this progress and expand our horizons for the coming year. I also hope we can tap this momentum for some specific, timely efforts that will shape the future of our industry.

Beyond the day-to-day trials of running a profitable business, it seems that everywhere I look, in every sector of the industry and the broader sportfishing community, there's a strong, shared motivation to take action to boost fishing participation. The challenge has always been coming together and identifying the best ways to capitalize on this shared interest and noticeably move the needle on participation. Industry leaders and our partners in government and the conservation community have grappled with this issue for as long as I've been in this business.

Five years ago we put our stock in a new organization that we at ASA worked especially hard to create: the Recreational Boating and Fishing Foundation. We persuaded the United States Congress to devote significant investments from sportfishing manufacturers' excise taxes, as well as gas taxes, to a broad promotional campaign for fishing and boating, what we all know of today as our Water Works Wonders Campaign. What resulted was an unprecedented partnership among the industry, government, and conservation community.

Making this special investment in professional promotions was a big break from tradition. But it was an evolution we needed to make to safeguard and strengthen the mainstream appeal of fishing and boating. These decisions reflected our collective recognition that our society's way of life is dramatically changing, and we needed to evolve with the times. The values that brought all of us to love the great sport of fishing remain relevant, I would say even more so, and market research supports that. But trends in participation clearly showed we needed to find new ways to convey these values to ensure they'd be realized by a growing segment of the American public in the future.

There are many successful organizations dedicated to advancing fishing participation—ASA's Future Fisherman Foundation is a shining example of creative partnering that supports grassroots fishing education

across the country. These are some of the best things we've got going for us, and the industry makes a big difference through its support for these efforts.

What sets the Recreational Boating and Fishing Foundation

apart from other organizations dedicated to fishing participation is its ability to advertise fishing and boating in mass media markets. Along with 31 other organizations making up the American League of Anglers and Boaters, I've worked for the last 2 years to ensure Congress provides another major infusion of funding to RBFF—some \$60 million over the next 6 years—to keep getting us that broad exposure.

The fact that RBFF is out there creating that “top of mind” awareness should not give us the impression that our work will be done for us. The “cooperative marketing” component of Water Works Wonders—the industry's use of its images and messaging in product packaging and other promotions—can greatly reinforce the effectiveness of RBFF's mass advertising. While dozens of sportfishing companies and partners have embraced this cooperative marketing, there's still huge potential to do more. I hope to see the day when hundreds of you will be using this brand. We all need to do our part for our campaign to succeed, and I know you've got the creativity and ingenuity to make it work. If we can help explain the options for making Water Works Wonders support your promotions, by all means call on us.

The reason this is especially on my radar at the moment is I'll be representing you, as a member of RBFF's Board of Directors, during an important meeting later this month to evaluate responses from an extensive survey conducted earlier this summer. The survey was designed to review RBFF's priorities and activities over its first few years to guide the Board in making decisions about RBFF's future focus. More than 100 ASA members participated in this survey, and I want to thank you for your suggestions. I also want to assure you that we take your investments in RBFF very seriously, and I will be looking out for your interests, as always.

Mike Nussman
President & CEO



American Sportfishing Association

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ICAST 2003 exceeds expectations



"We were the busiest we've ever been in many, many years. We had more booth space here and more staff to work the show this year and we could hardly keep up. It seemed to me there was a great deal of positive energy on the show floor as a whole."

—David Pfeiffer, Shimano American Corporation

During the American Sportfishing Association's third consecutive sell-out trade show, response from exhibitors and buyers alike showed the International Convention of Allied Sportfishing Trades, held July 9-11 at the Las Vegas Convention Center, was a strong

"We are very satisfied with the number and quality of buyers at the show. The show worked very well for our company. I would say this ICAST has risen above the difficult economy and business climate."

—John Jilling, Wright & McGill Company/
Eagle Claw Fishing Tackle

catalyst for sales and the place to be to forge relationships with key players in the sportfishing industry.

The world's largest sportfishing expo will be held July 14-16, 2004 and July 20-22, 2005 at the Las Vegas Convention Center, with an expanded show floor to meet increasing demand from exhibitors. Already the 2004 show floor is more than 70 percent booked.

Nearly 6,000 representatives of the industry, partners, and media came together for ICAST 2003, and the floor was abuzz with activity from open to close each day.

During the New Product Showcase Preview Reception, exhibitors displayed their latest innovations and competed for

prestigious Best of Show honors. Awards in 11 categories were given on July 10, with overall Best of Show honors going to Shimano American Corporation for its Calcutta reel (see Special Feature, page 7).

Just before the show floor opened July 9, during the Industry Breakfast, Basketball Pro Brian Shaw with the LA Lakers kicked off ICAST 2003 with an inspirational message about teamwork.

American Sportfishing Association President and CEO Mike Nussman gave the traditional "State of the Industry" address (visit www.asafishing.org/content/showsmeetings/icast/03icast/ibnussman.cfm).

The Chairman of the Board's Reception was hosted by Jerry

"ICAST continues to provide the ultimate arena for serious networking with buyers, media, and other manufacturers from around the globe. In only our second year at ICAST, our business relationships in the industry are substantially strengthened."

—Jeff Jost, Albackore

ASA has hired Bob Delfay, who ran the SHOT Show for 25 years, as a consultant to help us continue to improve ICAST. We've gotten a wonderful response to the satisfaction survey sent to all exhibitors and attendees in August and want to thank everyone for taking the time to give us suggestions. We'll be evaluating feedback this fall and you'll hear more about how we'll use these findings to guide long range planning for ICAST. Visit our website, www.asafishing.org and click on the "ICAST Comments Welcome" icon to give us your thoughts at any time.



Calengor, Executive Vice President of Normark/Rapala Corporation. Along with Mike Nussman and Bruce Matthews, President of the Recreational Boating and Fishing Foundation, Calengor presented first-ever Water Works Wonders Fishing Manufacturer and Retailer of the Year Awards. Jesse Simpkins with Plano Molding Company

"ICAST 2003 was excellent, upbeat, with lots of new ideas and products. We got good profit on items for the first time in years. We'll be back—not to be at ICAST would be a mistake."

—Scott Rogers, Icey-Tek USA

accepted the Water Works Wonders Fishing Manufacturer of the Year Award and Doug Lyman from Bass Pro Shops accepted the Retailer of the Year Award. ■



Plano Molding Company and Bass Pro Shops were honored with the first-ever Water Works Wonders Manufacturer and Retailer of the Year Awards at ICAST 2003.

"If you're serious about running a successful tackle business, ICAST is definitely the place to be."

—Carl Liederman, Captain Harry's Fishing Supply

ASA has been involved with a smorgasbord of legislative and policy measures over the last few months. Here is just a snapshot of the ways we're looking out for you where and when it counts.

■ Working with 31 other organizations making up the American League of Anglers and Boaters, ASA rallied Senators to endorse and begin the reauthorization process for key provisions of the Sport Fish Restoration Act in June. This is the nation's most significant source of funding for fisheries conservation, fishing and boating access facilities, and outdoor education and safety, providing more than \$450 million each year. The legislative package promoted by ALAB and endorsed by Senators John Breaux, John McCain, and Fritz Hollings also extends our investments in the Recreational Boating and Fishing Foundation for the Water Works Wonders Campaign, providing \$10 million per year over the next 6 years. It may be early 2004 before reauthorization is complete.

■ In July, Congressman Clay Shaw took up another call from ASA and the American League of Anglers and Boaters to recover \$110 million per year of anglers and boaters' excise tax contributions under the Sport Fish Restoration Act. Congressman Shaw introduced the Sportfishing and Boating Equity Act of 2003 to ensure these revenues are used to enhance fishing and boating as the Sport Fish Restoration Act intended. Congress had required the U.S. Treasury to redirect these monies more than 10 years ago to the General Treasury Account.

■ Despite the efforts of a strong coalition of conservation and recreation groups, including ASA, both chambers of Congress passed similar national energy legislation that included a hydropower relicensing provision that would seriously jeopardize fisheries in rivers and reservoirs across the country. We'll be working with the American Fly Fishing Trade Association and the National Marine Manufacturers Association and others this fall to try to influence considerations on this provision in conference committee. Some key Senators are indicating they will be supportive of changes that would better protect fish migration routes.

■ Congressman Jim Saxton introduced the Freedom to Fish Act in the House in July, and we're working with Senator John Breaux, who is expected to introduce a Senate version of the bill in September. Thanks largely to the efforts of the Recreational Fishing Alliance, the State of Rhode Island passed a Freedom to Fish Act in July, and state bills also are pending in Maryland and New Jersey.

■ FishNet, a coalition of fisheries conservation and recreation groups led by ASA, is working with the USDA Forest Service to evaluate its fisheries program and revitalize its Rise to the Future Initiative. This is a significant effort because national forests provide more fishing access than any other network of federal lands.



ASA Vice President Gordon Robertson joined Melinda Gable, Executive Director of the Congressional Sportsmen's Foundation, and Monita Fontaine, Vice President of the National Marine Manufacturers Association, in honoring former Congressman Malcolm Wallop for his lifelong dedication to fisheries conservation.

■ We are working with the USDA Natural Resources Conservation Service and the Environmental Protection Agency to resolve concerns related to the Fishable Waters Act. During recent meetings, agency leaders suggested we could achieve the goals of the Fishable Waters Act through existing Farm Bill incentive programs for private landowners related to water quality and habitat conservation. The agencies are now giving Fishable Waters Act language further review. Since we would need their support to be effective in influencing Congressional action on the Fishable Waters Act, we are hopeful these current negotiations will result in their support.

■ The Congressional appropriations process is yielding good news and bad news for fish so far. Indications are freshwater fisheries will be better off because of a potential \$7 million increase for fisheries programs within the U.S. Fish and Wildlife Service; however, Congress reduced funding for the National Marine Fisheries Service's fisheries habitat restoration program by \$5 million. We are especially interested in the progress of these appropriations measures this year because they could significantly affect these agencies' support for the FishAmerica Foundation.

■ ASA was a signatory to a Theodore Roosevelt Conservation Partnership-led petition recently sent to the President, calling on him to avoid making changes to federal regulations protecting vital wetlands. Ducks Unlimited and other leading national hunting and fishing groups oppose modifications to the Clean Water Act that could substantially reduce protection for wetlands and dramatically curtail waterfowl hunting and sportfishing.

■ The National Marine Fisheries Service responded positively to a call from a coalition of 14 recreational fishing groups, including ASA, seeking a more equitable allocation of the summer flounder quota. In response to a petition from this coalition, NMFS Director Bill Hogarth requested the Mid-Atlantic Fishery Management Council review the summer flounder allocation, which provides 60 percent of the summer flounder quota to approximately 1,400 commercial permit holders and 40 percent to 3-4 million anglers. In related news, Mid-Atlantic Council announced earlier this summer that its spring survey information indicated summer flounder had reached the highest levels ever recorded since the survey began in 1968. ■

Industry gathers for Sportfishing Summit

Business Improvement Workshops

- Ins and Outs of Exporting, *Kathryn Dye, Department of Commerce*
- Paying the Excise Tax, *June Rittscher, IRS*
- Cooperative Marketing with Water Works Wonders, *Randy Lemcke, Plano Molding Company*
- Making the Most of Your ASA Membership, *ASA Membership Director Ric Ice*

Other Features

- Oceanside Welcoming Reception; Evening Beachside Festivities
- Flats Fishing Excursions and 9-Hole Golf Scramble
- Nearly all of ASA's 14 committees and divisions will hold meetings open to all members and partners focused exclusively on association priorities and strategies
- General Membership Meeting

Sportfishing Summit At-A-Glance

October 1: Our first day is focused exclusively on the work of the American Sportfishing Association, as nearly all of our 14 committees and divisions will hold open meetings. All members are encouraged to attend and help establish your association's priorities. We will break at mid-day for a special lunch seminar focused on finding the return on investment of the sport fish restoration program and Wallop-Breaux excise tax. The evening will close with an oceanside welcoming reception for members, partners, and spouses.

October 2: Day two begins our intensive day-and-a-half program of practical workshops and thought-provoking sessions. Learn how China is affecting U.S. manufacturing and retailing. Then get a jumpstart from some of the biggest names in the fishing and marine community as they identify

the key business issues and trends that will influence our industry for the next 5 years. Book ending these special sessions are workshops designed to provide you with practical information you can use right away. There also will be plenty of time to network and enjoy the club's amenities through our optional fishing excursion and afternoon golf scramble, and our evening beachside reception.

October 3: The Sportfishing Summit concludes with a business program focused on two areas. First, we'll outline potential new business opportunities by describing emerging markets. Then we'll plot a roadmap for the sport's future growth as we hear from the top fishery resource leaders. The meeting wraps-up at mid-day with the ASA's annual member meeting, allowing plenty of time for afternoon fishing and golf.



New member benefit offers credit services

Under a new partnership with Myrs Credit Advisors, Inc., we've added another member benefit to our array of discounts and conveniences to help companies with commercial credit checks. Myrs will serve as a "credit watchdog" for the sportfishing industry, benefiting both manufacturers and retailers.

Myers specializes in having hard-to-find data on small and

middle-size retailers as well as corporate giants. Myrs collects payment information from thousands of sources, including vendor A/R data, public record information, collection data, and bad check lists. This is much better than relying only on national commercial credit databases or reference exchange among members.

Myrs can also help retailers establish credit with vendors or

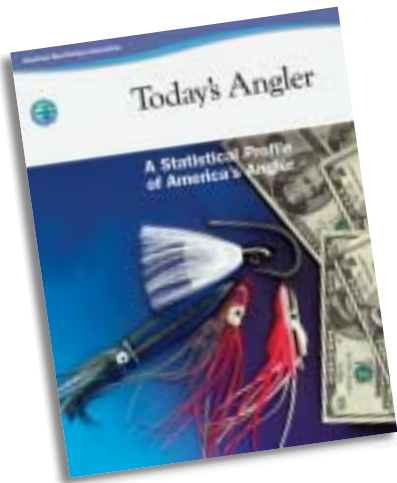
report a change of ownership, new capital infusion, or any other type of transaction or filing that would be of importance to the credit accuracy of the business.

ASA members who would like a free demonstration of Myrs' services may submit up to five accounts for rating at www.myrscredit.com/demosub.asp. To find out more or set up an account, contact Steve

Mertensmeyer, CentralEmail@MyrsCredit.com or 816-421-1919.

For more information on all available member benefits, contact ASA Membership Director Ric Ice, rice@asafishing.org or 703-519-9691 x234, or visit www.asafishing.org under "Membership." ■

Today's Angler offers a wealth of stats



Obtain critical market information and detailed customer profiles from a major statistical report now available through the American Sportfishing Association. Featuring more than 200 pages of data on angler demographics, expenditures, and target species, the *Today's Angler* report provides critical market information relevant to manufacturers, retailers, and media members alike. The report includes special regional breakdowns and information on avid anglers as well.

Visit www.asafishing.org under "Fishing Statistics" to check out the newly updated *Today's Angler* web series. This series of special web reports offers a glimpse of the wealth of information available exclusively in the *Today's Angler* final report.

ASA members may order copies of the *Today's Angler* report for a special discounted price of only \$125. For more information or to place an order, visit our website or contact ASA Special Projects Director Forbes Darby, fdarby@asafishing.org or 703-519-9691 x222. ■

Bulletin Board

Free market research products are available from the Recreational Boating and Fishing Foundation at <http://www.rbff.org/research/>. These include focus group research to test various messages that communicate the values of fishing and boating; a study on the psychological motivations of anglers and boaters; and another in-depth study on the attitudes and perceptions of anglers and boaters. An outreach compendium also consolidates research and effective case studies on fishing and boating outreach targeting women, African Americans, Hispanics, and people with disabilities. For more information, contact RBFF on 703-519-0013.

A good resource for small businesses is *My Business* magazine, a publication of the National Federation of Independent Businesses. Each issue includes a host of practical tips on all aspects of running a successful business, with topics ranging from targeting new markets to employee relations, as well as managing work and personal time and fundamental leadership lessons. Find out more at www.mybusiness.com.

ASA Membership Director Ric Ice will be traveling to several of the major distributor shows in coming months to recruit new members and hear from existing members about improving our member benefits program and ICAST. Be ready to let us know what you think, we always welcome your ideas on how we can improve our services. Speaking of benefits, every member company should have received in August our new Member Orientation Handbook, a comprehensive reference to benefit new as well as longstanding ASA members. If you'd like additional copies, contact ASA Membership Coordinator Ann Sweeney, asweeney@asafishing.org or 703-519-9691 x241.

Final registration lists for ICAST 2003 are available free to this year's exhibiting companies from ICAST Director Maria del Valle, mdelvalle@asafishing.org or 703-519-9691 x240. We've also created an easy way for you to give us your thoughts on ICAST at any time. Visit our website, www.asafishing.org, under "ICAST Comments Welcome" and let us know what you think.

A 6-year study by the U.S. Geological Survey on the role oil platforms play in coastal habitat is good news for fish. The study found that oil platforms off the coast of California provide high quality habitat for depleted rockfish and a variety of other important recreational species. In fact, the habitat provided by oil platforms for most rockfish is considered better than or equal to that of natural reefs, and oil rigs served as a valuable nursery ground for rockfish as well. These new findings suggest that decommissioned rigs could play a valuable role as critical habitat in helping to restore some of California's most popular saltwater gamefish. This new science is timely and important as managers decide whether to remove or leave in place decommissioned oil rigs. To view a copy of the report, visit www.id.ucsb.edu/lovelab.

Maurice Sporting Goods celebrates its 80th anniversary this year. The company, now one of the biggest distributors of fishing gear, was started in 1923, when Maurice Olshansky sold sporting goods on Maxwell Street in Chicago. Congratulations to the Katlin and Olshansky families!

The Internal Revenue Service has just opened a new office to improve enforcement on payments of the federal excise tax on fishing tackle. One area that they intend to focus on is importing; specifically, determining who is responsible for paying the tax. Specialists from the IRS will continue to participate in seminars for ASA members during ICAST and the Sportfishing Summit to provide the most current information on excise tax administration. For more information, contact ASA Special Projects Director Forbes Darby, fdarby@asafishing.org or 703-519-9691 x222.

ASA has a variety of informational resources available to help members and partners stay in the loop on sportfishing issues and the activities of the association. Send an email to info@asafishing.org if you're interested in receiving press releases, periodic email updates, ASA publications, or additional copies of *American Sportfishing*.

Contact ASA Communications Director Janet Tennyson with Bulletin Board items (703-519-9691 x227 or jtennyson@asafishing.org).

SPECIAL Feature

ICAST 2003 New Product Showcase Winners

Nearly 1,000 new sportfishing products made their marketplace debut at ICAST 2003, July 9-11 at the Las Vegas Convention Center. More than 150 exhibiting companies entered lures, rods and reels, and other angling equipment and accessories. New products competed in 11 categories, including a new one for children's tackle. Buyers judged products based on their level of innovation, execution, workmanship, and practicality to select Best of Show honors in each category. Special thanks to eAngler.com for sponsoring the New Product Showcase.



Overall Best of Show & Best of Show: Reel Category

Shimano American Corporation, Calcutta TE 200DC reel
Shimano says its "digital control 'smart' electromagnetic system features eight pre-programmed braking patterns based on lure weights and casting ability to contribute to longer casts and minimal backlashes."
(www.shimano.com)

Best of Show: Rod Category

Airrus Rods (formerly Sirrus), Spectra
Airrus says its Spectra rod has "advanced filament technology," offering "increased sensitivity, dampening and lower weight."
(www.rodsbysirrus.com)



Best of Show: Terminal Tackle Category

Lead Masters, Powder coated jig heads
Lead Masters says their powder coated jig heads are "super tough," and they come in a variety of colors, including "four-color designer heads."
(888-800-8935)

Best of Show: Line Category

Stren, Super Braid
Stren says Super Braid is "line that performs beautifully, casts effortlessly, and maintains its roundness and extraordinary strength longer."
(www.stren.com)

Best of Show: Hard Lure Category

Lucky Craft, Live Pointer 95SP
Lucky Craft says of their latest innovation: "a totally jointed body gives the Live Pointer a uniquely realistic side-to-side swimming motion that mimics true tail propulsion through the water."
(www.luckycraft.com)



Best of Show: Soft Lure Category

Pure Fishing, Gulp!
Pure Fishing says its new 100 percent biodegradable Gulp! baits have 400 times the scent dispersion of plastics.
(www.purefishing.com)

Best of Show: Tackle Management Category

Plano Molding Company, CDS Utility Box
Plano's CDS Utility Box is much heavier and more secure, and includes "versi-slant" dividers, allowing up to 25 percent more storage space for large-lipped crankbaits.
(www.planomolding.com)

Best of Show: Kid's Tackle Category

Zebco, SpongeBob Squarepants Fishing Combo
Zebco's SpongeBob Squarepants Fishing Combo features SpongeBob himself on a 5'6" two-piece medium action spincast combo with a dual molded rubber handle. It also comes with a "Plankton" casting plug for practicing.
(www.zebc.com)



Best of Show: Boating Accessory/Electronic Category

Lowrance Electronics, X-104 Electronic Sounder
Lowrance promotes this new product as its "amazing new 10.4", 256 color, TFT sunlight viewable, 1kW sounder/chart recorder with unique memory card versatility."
(www.lowrance.com)

Best of Show: Fishing Accessory Category

Pure Fishing, Digital Lip Grip Scale
Pure Fishing's Digital Lip Grip Scale weights both standard pounds/ounces and metric.
(www.purefishing.com)

Best of Show: Clothing/Giftware Category

River's Edge Products, Fly fishing toilet seat
For especially avid anglers, River's Edge Products makes accessories such as this clear acrylic toilet seat featuring a variety of flies.
(636-629-7300) ■



"The ICAST 2003 show was terrific—the best show in many years. I was impressed with the way the trade approached the show. People came prepared and ready to work. New products received a great response. There was a lot of excitement and enthusiasm overall."

—Ray Moore, Zebco

Future Fisherman Foundation

Tackle Box moves into high gear

So far this year, the Future Fisherman Foundation has distributed \$350,000 worth of fishing and boating gear to community groups that introduce people to fishing, a huge increase over last year. Part of our Tackle Box program, these efforts are supported by 18 sportfishing companies and organizations that offer discounted gear through special partnerships with the foundation. Tackle Box is integral to all the education programs the foundation promotes, ranging from Hooked On Fishing—Not On Drugs to the Camp Fishing Initiative to the National Physical Education Grants Initiative, because it supports virtually everyone we're working with who needs basic equipment to carry out community programs and events. For manufacturers who experience a high demand for discounted equipment during the busy summer season, the foundation can also be a great resource to fulfill these requests on your behalf. For more information or to get involved, contact Future Fisherman Foundation Assistant Director Laura Jerome, ljerome@asafishing.org or 703-519-9691 x254.



Promoting fitness through fishing

In August, 34 schools in 20 states received more than \$150,000 in grants from the Future Fisherman Foundation to incorporate fishing and boating into their physical education programs, part of a new program to promote these pastimes and foster healthy and active leisure lifestyles. The National Physical Education Grants Initiative is a partnership among the Future Fisherman Foundation, Recreational Boating and Fishing Foundation, American Association for Leisure and Recreation, and National Association for Sport and Physical Education. With widespread concern about the increasing

At a workshop held in Lewis, Delaware, in August to prepare educators to teach fishing and boating as part of next year's physical education curriculum, Future Fisherman Foundation trainers asked for their perspectives on this new initiative:

In what ways do you anticipate fishing and boating education will increase student achievement; including attendance, self-esteem, and overall health and well being?

"Exposure to positive role models, and encouragement to keep physically fit and healthy in order to pursue lifelong sports." —Debbie Seitz, Stafford Intermediate School, Manahawkin, NJ



G.Loomis recently donated \$1,500 to the Future Fisherman Foundation, proceeds from special "G.Loomis Fear No Fish" hats sold during the Bassmasters Classic in New Orleans in August. Pictured are Gary Schaefer from G.Loomis, Future Fisherman Foundation Executive Director Anne Glick, and ASA President and CEO Mike Nussman.

sedentary activities of our nation's youth and the effects on their health, these groups came together to help address these trends and create another great opportunity for kids to experience the outdoors. For more information, contact Future Fisherman Foundation Assistant Director Laura Jerome, ljerome@asafishing.org or 703-519-9691 x254 or Jennifer Patterson Levin at RBFF, jlevin@rbff.org or 703-519-0013.

Partnership launched with 4-H Sportfishing

Because of the Future Fisherman Foundation's strong relationships with state outdoor educators, the International Association of Fish and Wildlife Agencies asked us to renew a partnership with 4-H Sportfishing as yet another route to spread fishing education. The International provided a \$150,000 multi-state grant to the foundation, and we've hired a new

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What is your ultimate goal for including fishing and boating education within your classroom?

"For each student to develop skills that they can use for life by fishing. Also for each student to have fun and appreciate the joys of fishing!" —Mince Duncan, Deltona High School, Deland, FL

"This will allow students to develop the skills they need to be involved in fishing, boating and physical education for a lifetime." —Michelle Sirounis, A.D. Henderson University School, Boca Raton, FL

"I think attendance will definitely improve when students begin having *new, real* adventures in canoes." —Brad Hooks, Ogletree Elementary School, Auburn, AL

"What I find is that students will go home and ask their dads or granddads to take them fishing the following weekend." —Valerie Cook, Christian Academy, Louisville, KY

"I have never seen a kid catch a fish and not have his or her self-esteem shoot up." —Cindy Combs, South Breeze Elementary & Harvey County Special Education Cooperative, Newton, KS

FishAmerica Foundation

Thanks a million

Now that we're headed toward the twilight of prime fishing season in many parts of the country, the FishAmerica Foundation wishes to thank members of the American Sportfishing Association and partners who garner support for FishAmerica from anglers through special product sales and tournament trails. These efforts are a big reason FishAmerica is able to provide nearly \$1 million in matching grants to community groups across the nation each year to restore fisheries and create better fishing opportunities.

Four ASA members are donating proceeds from the sale of special FishAmerica-packaged products. Top Line Manufacturing Company, Outdoor Cap Company, DMF Bait, and Dawn Publications have contributed



more than \$110,000 this year alone. Special thanks for Wal-Mart Stores, Kmart Stores, and

Bass Pro Shops for making these special products available to anglers.

Tournament fund-raising is another way members and partners are bringing in major contributions to FishAmerica with the support of anglers. FLW Outdoors

For more information about the FishAmerica Foundation, contact Acting Director Johanna DeGross Laderman, jladerman@asafishing.org or 703-519-9691 x245.

and Wal-Mart Tournaments, the North American Crappie Association, Missouri River Bass Tournaments, and the Mercury



Courtesy Tampa BayWatch

FishAmerica also wishes to thank the Commerce Department's National Oceanic and Atmospheric Administration for its longstanding support. NOAA provides more than \$500,000 each year to FishAmerica for coastal habitat restoration, improving the fishing experience across the country. NOAA supports projects like this coastal marsh habitat restoration in Florida, carried out by Tampa BayWatch and the Coastal Conservation Association of Florida.

Marine National Walleye Tournament fund-raise for FishAmerica by providing proceeds from tournament registration or simply encouraging anglers to make donations to support conservation. This year, these efforts have brought in more than \$40,000.

At this time of year, ASA members also are paying their membership dues, with several using the special check-off on their invoices to contribute more to FishAmerica. We wish to thank the following ASA members for

their direct donations beyond their membership dues, as well as our anonymous donors:

- Atlantic Rascal
- Carolina Lunker Sauce
- Ferguson-Keller Associates
- Interactive Outdoors
- Jack's Juice
- Nicholas-Shea Company
- Team Berley

Special thanks to Sampo for paying our overhead for the last 2 years, allowing other donations to go directly to fisheries conservation projects on the ground. ■

Future Fisherman Foundation *continued* from page 8

4-H Sportfishing Coordinator, Shahab Farzanegan, to carry it out. Through this partnership we'll provide training, expertise, and resources to 4-H clubs, potentially reaching new anglers across the country through the Extension Service. For more information, contact Future Fisherman Foundation Executive Director Anne Glick, aglick@asafishing.org or 703-519-9691 x238. ■



Marshall Madruga Collections recently became the Future Fisherman Foundation's latest partner. In addition to a \$1,000 cash donation from an ICAST promotion, Madruga will be offering his fish print t-shirts for sale within the Tackle Box Program at discounted prices. He also will donate an additional 10 percent of his proceeds to support foundation programs.

American Sportfishing Association 2004 Board of Directors



Please join us in giving a warm welcome to our new Board members for the 2004/2005 term: Ed Dinkins, Clem Dippel (reelected), Jim Lebson, Fred Neal (reelected), Dick Pool (reelected), Blair Wickstrom, and Gary Zurn.

We'd also like to thank the entire Board of Directors for the time and service they volunteer

on behalf of all of ASA's 550 members. The Board represents the business interests of the sportfishing industry, sets priorities and develops strategies for the association, and oversees its spending, revenues, and investments.

According to our by-laws, ASA's Board can number between 16-21 members who serve 2-year

terms beginning October 1. The presidents of the National Marine Manufacturers Association and International Association of Fish and Wildlife Agencies are automatic members by virtue of their position. All ASA members have the opportunity to nominate Board members through the Nominating Committee and vote

during elections that take place in May and June of each year.

For information on the Board of Directors, contact ASA Office Manager and Board Liaison Joyce Anderson-Logan, *janderson@asafishing.org* or 703-519-9691 x233. ■

Executive Committee



Jerry Calengor
Normark/Rapala
Corporation
Chairman



David Pfeiffer
Shimano American
Corporation
Vice Chairman



Burt Steinburg
American Rod & Gun
Immediate Past
Chairman



Randy Lemcke
Plano Molding Company
Secretary



Peter Foley
Boone Bait Company
Treasurer



Fred Neal
Cabela's
At-Large

Courtesy Tom Meade

Directors



Thomas Dammrich
National Marine
Manufacturers Association



Clem Dippel
B.A.S.S./ESPN



John Jilling
Wright & McGill
Company



Jim Lebson
G.Loomis, Inc.



Brent Manning
International Association
of Fish & Wildlife Agencies



Dick Pool
Pro-Troll



Geoff Ratte
Water Gremlin
Company



Blair Wickstrom
Florida Sportsman
Magazine



Gary Zurn
Big Rock Sports

Not pictured:

Ed Dinkins
Bass Pro Shops

Bert Kaplan
Kaplan Associates

Chip Powell
Mason Tackle Company

Currents

Newsbriefs on sportfishing issues and trends affecting the marketplace

■ According to SGMA International's recent analysis of the Superstudy of Sports Participation, low-impact fitness activities and casual outdoor recreation are the most popular sport activities among seniors. Freshwater fishing was ranked as the fifth most popular activity for those over 55 in 2002, with 1.9 million people participating for an average of 15 days per year (camping and hiking ranked sixth and ninth respectively). For more information, visit www.sgma.com.

■ The National Association of Manufacturers' Council of Manufacturing Associations recently released a major study on the significance of our manufacturing base to American society. The study was prompted by growing concern among manufacturers about job declines, export potential, dwindling investments in R & D and capital equipment, lack of skilled workers, and rising costs of doing business in America. "Securing America's Future: The Case of a Strong Manufacturing Base" shows how manufacturing links to the rest of the economy, creating more innovation, productivity, and good jobs, ultimately contributing to a higher standard of living for all Americans. Insights from this study will be used to promote the importance of a strong manufacturing base with policy-makers and media. Copies of the study are available on www.nam.org/future.

■ ASA members Bass Pro Shops and Cabela's tied for first place and Gander Mountain ranked fifth on the Outdoor Business Top 25 Retail Report for 2002, *Outdoor Business* magazine's "Fortune 500" for outdoor companies. The ranking measures outdoor retailers' revenues from brick-and-mortar, catalog, and Internet operations and describes each company's claim to fame.

■ According to eMarketer and Sporting Goods Business, more people are buying sporting goods on-line than ever before. Since 1999, on-line purchases have risen from 1.4 percent to 4.6 percent. There has been a similar decline in mail order purchases over that same period. In 2002, \$1.1 billion was spent online for sporting goods. This was estimated to be 2.3 percent of the total sporting goods market. Visit www.emarketer.com for more information.



■ Designated Market Areas where people fished most frequently were recently ranked by Standard Rate and Data Service. Juneau, Alaska, ranked first, with more than 60 percent of households fishing frequently. Fairbanks, Alaska, ranked second with 56.3 percent; Anchorage, Alaska, ranked third with 56.1 percent; Duluth-Superior, Minnesota, ranked fourth with 54.6 percent; and Casper-Riverton, Wyoming, ranked fifth with 53.1 percent. The rest of the top ten DMA's for frequent fishing are Wausau-Rhineland, Wisconsin; Idaho Falls-Pocatello, Idaho; Missoula, Montana; Twin Falls, Idaho; and Butte-Bozeman, Montana.

■ A recent study released by youth organizations shows a vast majority of parents and caregivers say work is the primary factor inhibiting the amount of time they spend with their children, with 94 percent concerned with the way that may affect how kids deal with substance abuse and discipline. Conducted for the Boys and Girls Clubs of America and KidsPeace, the study found 54 percent of respondents said they had little or no time, or wished they had more time, to spend in physical activities with their kids. The study revealed about

3.5 million heads of households representing 7 million youngsters spend an hour or less a week in some type of physical activity with their children.

■ Boaters are making up for lost time during mid-season, after rainy weather put a damper on getting out on the water this spring and early summer. According to BoatU.S., boating traffic was picking up considerably prior to Labor Day, one of the most popular occasions for boating. Regionally, the Great Lakes, Chesapeake, and Northeast experienced the worst bad weather and saw the greatest decline in early season traffic, with the Pacific Coast, Florida, and the Gulf States holding steady. For more information, visit www.BoatUS.com or call 800-395-2628.

■ The National Marine Fisheries Service and 12 East Coast states recently launched a new standardized data collection system designed to improve recreational fishing and biological information from charter boats and headboats, ultimately providing a better source of data to determine the values of saltwater fishing and guide management decisions. Called the For-Hire Survey, managers believe this will give more adequate estimates for catch and effort from charter boats and headboats. For more information on Atlantic fisheries statistics data collection programs, visit www.accsp.org. ■

President Bush lauds Gary Loomis and Fish First

During a recent trip to Ice Harbor Lock and Dam in Burbank, Washington, President George Bush gave kudos to Fish First, a group Gary Loomis founded in 1995 to restore salmon habitat in the Lewis River system. The following is an excerpt from the President's remarks:

"There's a group called Fish First. I met a fellow named Gary Loomis. And I appreciate Gary coming today. Gary is a guy who cares about restoring salmon runs and salmon habitat. So he and a group of volunteers have come together to work on the salmon projects around the state of Washington. They're installing



culverts to accommodate the fish. They're creating side channels and ponds. They're getting their money through private donations. There's a lot of people who care about salmon runs, and

they ought to be helping by contributing money. And they're using volunteers and some public grants.

"As I understand that Gary Loomis' group is going to add

another 4,900 foot of stream channel, mainly through volunteer work. And I appreciate what you're doing, Gary. I want to thank you for what you're doing. This will give me a chance to tell the people of the great state of Washington and Oregon that if you're interested in salmon runs, if you want to do your part about conserving this great legacy, volunteer with groups like Gary Loomis' group.

"There's a lot of good conservation groups that have a good common-sense view about making sure that the quality of human life is strong, and the quality of fish life is vibrant and healthy, as well. Volunteer help makes a difference." ■



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