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AMERICAN Sportfishing

2004 Sportfishing Summit Advancing an Angling Agenda

By all accounts, the 2004 Sportfishing Summit held October 27-29 in Hilton Head, S.C., was the most successful membership meeting held by ASA. Our final tally shows that we had more than 155 representatives from 95 different companies and organizations, including 73 member companies attend the Summit. With speakers and ASA staff, that brought attendance up to over 170 people.

According to the satisfaction survey, 100 percent of attendees responding rated the Summit's overall usefulness as "good" or "excellent" with 67 percent giving the "excellent" rating. According to ASA Board Chairman Dave Pfeiffer, of Shimano American Corporation, a significant number of people made comments to him emphasizing how well the event was organized and that the topics and speakers provided information that was both intriguing and relevant to their business interests.

Scores of representatives from every sector of the sportfishing community came together for thought-provoking sessions and spirited debate on topics ranging from the state of manufacturing to marketing and brand identity to examining the elements of establishing a new community-wide advocacy campaign to protect and promote recreational angling.

It wasn't all work, though, with a number of attendees taking time to enjoy golf and surf and flats fishing. However, according to the evaluations, the continued increase in attendance at the Summit can be attributed to providing members information on the most relevant issues facing the sportfishing industry as well as practical knowledge to develop and manage business.

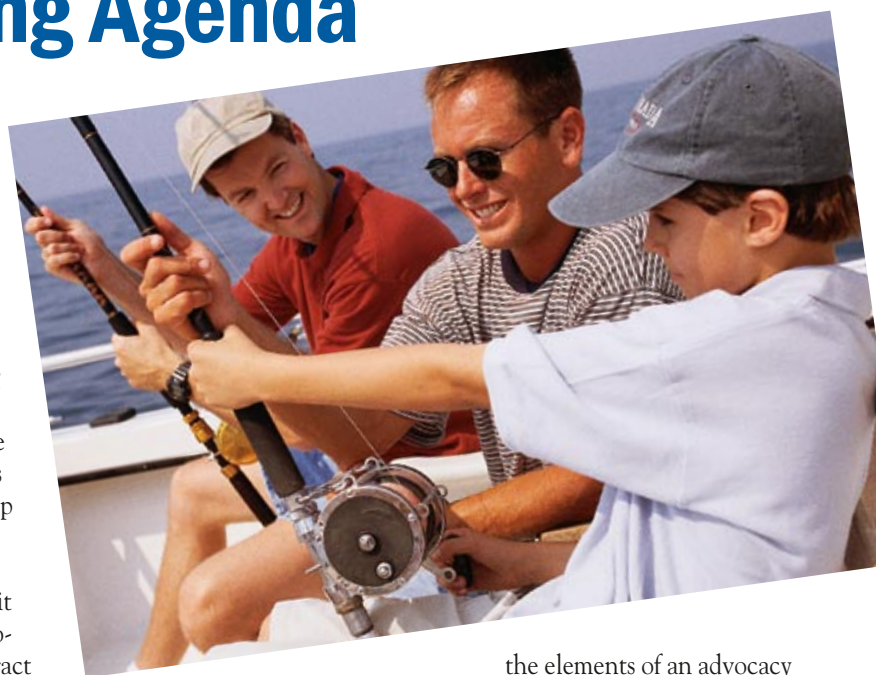
In addition, 100 percent of the members rated the Summit as "good" or "excellent" in providing an opportunity to interact with other ASA members, 75 percent in the excellent category.

Mark your calendars for the 2005 Sportfishing Summit scheduled for October 5-7 at the Ocean Reef Club in Key Largo, Fla.

Highlights of the 2004 Sportfishing Summit

Keynote Address— What's Your One Thing?"

David Martin, Identity Marketing, LLC, a nationally recognized leader in developing branding programs for companies, non-profits and associations, emphasized finding "the one thing" that drives a company's brand.



Conducting Business in China

By request of ASA's members, internationally known China expert, Michael Colopy, returned to the Summit for a second year to speak on the emergence of China and America's role in the world.

2005 Industry Outlook

Three representatives of the sportfishing industry provided their insights into the year ahead from the retail, manufacturing and consumer shows perspectives.

Advancing Angling Advocacy

This interactive session, combining expert speakers and roundtable discussions, helped define

the elements of an advocacy campaign and what is needed to construct a community-wide campaign to protect and promote recreational angling.

A Look at the South Carolina DNR

John Frampton, director, South Carolina Department of Natural Resources (DNR), welcomed the members to Hilton Head and provided insight into the issues facing the DNR. He focused his remarks on how the DNR is supporting the move from land-based recreation

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ICAST Update
See pages 12-13

Overview of the 2004 Sportfishing Summit and Beyond

ASA President and CEO
Michael Nussman



The success of the 2004 Sportfishing Summit reinforced to me the energy and power that we have as an industry. Our members came to the Summit believing it would be a success and it was. We, as ASA staff, worked together with you and with our Board to create an opportunity to gain information on the most relevant issues facing the sportfishing industry as well as practical knowledge to help you develop and manage your business.

According to the evaluations, I believe we hit the mark. As a staff, we do our best to provide a good venue, line up relevant speakers and seminars, and handle all the Summit logistics to make things run as smoothly as possible, but everyone who came contributed to the event's success, and I want to thank you for that.

I also want to thank the ASA Board members for the considerable time and effort they put into the strategic planning process held just prior to the Summit. We presented a new strategic plan to the Board and, collectively, they gave us feedback regarding ASA's business goals and objectives up through FY 2006. We expect this to pay dividends over the next two years.

Speaking of dividends, the fiscal year we just completed was a solid one for the association. From the membership perspective, our roster grew by 13 percent, the third year in a row of double digit

growth. We continue to look at retailers to grow our membership; not just for our benefit but for theirs' as well. We believe that we can be a voice for the sportfishing community, from manufacturers to retailers, but it's up to us to invite them in. In fact, the Board approved a recommendation by the Membership Committee to look at N.C.'s Outer Banks area and southern California as two pilot areas to recruit 30 new retailer members for ASA membership. Over the next several years, I'd like to see our membership expand to better represent every sector of the industry. In unity there is strength.

Our 2004 budget called for modest growth in revenues while we continued to closely monitor expenses. I am pleased to say that FY 2004 ended on the mark with revenues exceeding the budget and expenses coming in slightly below budget. In other words, from membership to revenue to attendance at ICAST: everything is up. It's no secret that ASA has been through some tough years, but I can safely say with pride and with confidence that this association, from an operational stand-

point, is on solid footing, due, in no small part, to the talent and professionalism of the staff.

In looking at the state of our industry, most would agree that 2002 and 2003 were difficult years. Today, perhaps the best news is that the economic backdrop we have today is considerably different. That's welcome news to all of us, especially after several tough years. However, as we move into 2005, I believe that we'll continue to grapple with on-going challenges, such as expanding the marketplace, proposed bans on lead in fishing tackle and new proposals for no-fishing zones, as well as new challenges to recreational fishing. So how do we proceed?

Well, more than anything, the most fundamental role of your association is to protect your long-term interests and to look out for you on policies that affect your business. That's where our Government Affairs program comes in. We know you need to stay focused on your sales today and in the next quarter. Our job is to look out for your tomorrow, to keep an eye on the horizon for the next decade and help you be prepared so that 10 years from now, 20 years from now, the industry, the sport, and your bottom line are better off than they are today.

Mike Nussman
President & CEO



American Sportfishing Association

2005 Board of Directors

David Pfeiffer, *Chairman*
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Peter Foley, *Treasurer*
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C. Thomas Bennett
Kentucky Department of Fish and Wildlife Resources

J. David Burkhardt
Triple Fish International LLC

Thomas Dammrich
National Marine Manufacturers Association

Ed Dinkins
Bass Pro Shops

Clem Dippel
Fishing Tackle Retailer/B.A.S.S., Inc.

Thomas Fote
Jersey Coast Anglers Association

Jim Lebson
G.Loomis, Inc.

Fred Neal
Cabela's, Inc.

Jeff Pontius
Zebco

Richard Pool
Pro-Troll, Inc.

Geoff Ratte
Water Gremlin Co.

Bert Kaplan
Kaplan Associates

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A Message from ASA Board Chairman, David Pfeiffer

Executive Vice President, Shimano American Corporation

It's my privilege to be ASA's Board chairman during this time of great progress and promise for ASA as well as for the industry we are passionate about safeguarding.

The association has over 600 members and continues to grow as more industry leaders become involved in the issues and activities that affect our industry. We



have more than 100 ASA members working with the Board, serving on ten committees that guide the programs and services of ASA.

President and CEO Mike Nussman has a talented, professional staff to lead ASA in improving member services, fishing participation and fisheries conservation. ICAST, our trade show, is once again a positive rallying point for the industry, as well as a profitable enterprise. The New Product Showcase continues to attract more and more attention and is becoming a main attraction at the show.

New, and more relevant, formats for our Sportfishing Summit and National Fishing and Boating Week events are helping to further unite our industry. We have stronger relationships among manufacturers, buyers, wholesalers and reps as well as with partners who lend their support to important policy initiatives and advocacy affecting the sportfishing industry.

We've got a lot of things going for us, however, it is

largely up to us to keep the industry vigilant, united and mobilized in identifying and combating influences that jeopardize the enduring tradition of fishing. A strong Board and an informed and active membership give us our best chance to meet the challenges of the future. As a group, the challenges we face are very clear-cut, however it's important for us to understand not only what those challenges are but how they relate to each other.

"We've got a lot of things going for us, however, it is largely up to us to keep the industry vigilant, united and mobilized in identifying and combating influences that jeopardize the enduring tradition of fishing."

Our first challenge is to make ourselves heard in Washington. We are all in agreement that cultivating a strong political presence is one of our most important objectives. The American Sportfishing Association has the potential—and the responsibility—to effectively and positively impact important legislation concerning fishing access issues, potential bans on equipment and fishery resource allocation. We are

"Improving efforts to bring new members into the ASA fold is vital to our success, if not our existence."

also charged with the task of promoting the fishing industry in a responsible and proactive manner.

However, without member support, these objectives will remain at arm's length, which brings us to a goal that supersedes our need for recognition, and that's membership.

Without our members we lose credibility as an organization which would compromise our ability to gain influence in the political arena. Fortunately, there is

no end to the variety of programs we can implement to attract and secure new members. But it's going to take time, thought, continual improvement—and your involvement.

I urge you to reach out to your colleagues and invite them to join and participate in the American Sportfishing Association, the voice of our industry. ■

2004 Sportfishing

Keynote Address

What's the One Thing?—Your Brand Identity

What is the one thing, above all else, that keeps your customers coming back?

David Martin is a nationally recognized leader in developing branding programs for companies, non-profits, associations, metropolitan areas and advertising firms. He is known for developing the famed theme “Virginia is for Lovers,” and his emphasis on finding “the one thing” that drives the brand.

According to Martin, brand is an expectation of performance. He urged the members to determine what their customers’ desire

most about their company or the products.

According to Martin, customers need three things: they need to know who you are; they need to know the benefits of what you do; and they need to know what they can expect from your company or your products. Martin used Volvo as an example. Everyone knows that Volvo builds cars. These cars are known for nice styling and solid construction, however, the “one thing” that drives customers to Volvo is safety.

Martin further said that to determine who your customers are: follow the money. The people who are spending money for your product are your customers. Get to know them very well.

Martin also spent time discussing the role ASA plays in supporting its members by keeping focused on “the one thing” that members said was most important to them: expanding the market. ■

David Martin, chairman and senior partner, Identity Marketing, LLC, provided the keynote address on finding “the one thing” that drives a company’s brand.

I thought it was the best [Summit] I have attended.

Tom Fote, legislative chairman, Jersey Coast Anglers Association, Inc.

Doing Business with China

By request of ASA’s members, China expert, Michael Colopy, returned to the 2004 Summit for a second year to speak on the emergence of China and America’s role in the world. His remarks focused on China and how the country’s history has shaped its culture and business philosophy. He advised the audience that when doing business with China, it is the relationship which counts the most. According to Colopy, the touchstone of doing business in China is to remember that “good relationships lead to good deals, not the other way around.”

A graduate of Princeton University, Colopy began his career as an aide in the U.S. House and Senate interpreting complex international issues for Members of Congress in ways they could explain to their constituents. He has advised major U.S. corporations such as GE, BellSouth, ECI, Corning and many smaller enterprises on China’s political and economic agenda, anticipating and interpreting events.

Michael Colopy, internationally recognized expert in doing business with China.

In 1992, Colopy became a partner at the legislative and international trade firm, O’Connor & Hannan, the first non-lawyer, as the *Wall Street Journal* noted, to be elected a general partner in a U.S. law firm.

What members may not know is that Colopy is also a wildlife photographer, whose work spans two decades of natural history documentary work for the U.S. Fish and Wildlife Service as well as providing images widely used by federal, state, academic and civic organizations.

Colopy’s remarks at the 2004 Sportfishing Summit (approximately 90 minutes) are available on CD to ASA members. Please contact Mary Jane Williamson, mjwilliamson@asafishing.org, to request a copy. Please include your name, mailing address, phone number and e-mail address. ■



Summit

2005 Industry Outlook

Ed Dinkins, Bass Pro, Jeff Marble, Frabill, Inc. and Bart Hall, ASA/Fred Hall & Associates, provided their insights into 2005 from the retail, manufacturing and consumer shows perspectives.

Bart Hall, ASA/Fred Hall & Associates

Fred Hall & Associates produce the largest fishing tackle & boat

shows in the western United States. Bart Hall, son of founder Fred Hall, framed the importance of consumer shows in the context of a “celebration.” According to Hall, consumer shows are a way for angling enthusiasts to assemble to celebrate and promote recreational sportfishing. He also said that these venues provide an opportunity to discuss advocacy



Jeff Marble, chief executive officer, Frabill, Inc., provided his insights into the year ahead during the 2005 Industry Outlook panel discussion.

Jeff Marble, Frabill, Inc.

Jeff Marble, chief executive officer of Frabill, Inc., located in Wis., provided the Summit attendees with a very different—and personal—overview of the industry.

About 15 years ago, Marble considered closing his flagging business, but decided he wasn't quite ready to let it go. He took his business apart, divesting it of several lines of goods, focused on the tackle business and developed a strategic business plan with the creation of satisfied customers as the prime objective.

In 2004, he believes he has succeeded. He sees customers as wanting better, faster and cheaper and he says that everyone needs to understand and work with that.

He believes that innovation is key—new products, new marketing—however, the only way to differentiate a business from competitors is to elevate customer service to the highest levels in every sector of ones business. ■

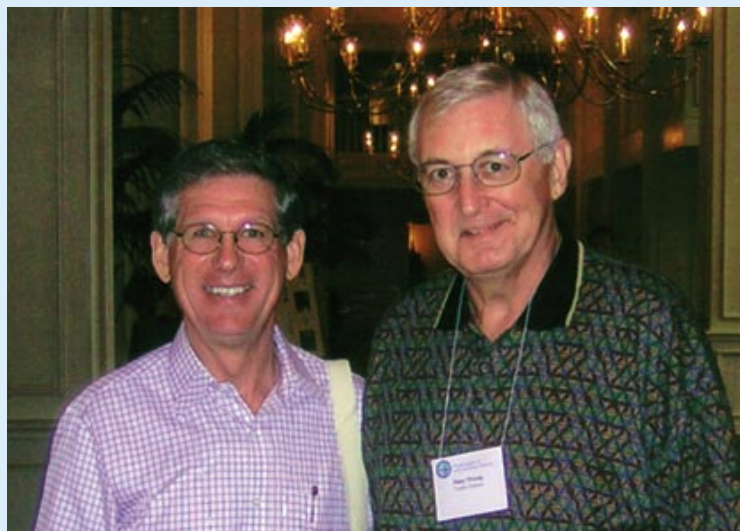
issues important to the angling community. It's key that during 2005 and beyond “we recognize the need to protect and promote the worthiness of fishing.”

Ed Dinkins, Bass Pro

According to Ed Dinkins, vice president/merchandise manager, Bass Pro Shops, is confident about going into the spring of 2005.

According to Dinkins, he enjoys going out to the stores and meeting with staff and customers, however, what he enjoys the most is watching the children. He explained how important it is to maintain the “kidlike” passion for fishing and it's this passion for fishing and for the out-of-doors that drives Bass Pro.

Dinkins said that what drives business are innovation and marketing but its quality and service that keeps people coming back



Top: Joe Hall, left, chairman of the Board, TTI-Blakemore Fishing Group and Dana Pickup, president, Tackle Factory.



Bottom: Steve Williams, left, director, U.S. Fish and Wildlife Service and his wife, Beth, with ASA VP Gordon Robertson at the member reception and dinner.

I'm excited about ASA's direction. I'll do my best to campaign for more participation next year.

Pete Calderone, owner, Calderone & Associates

2004 Sportfishing

October 2004 Business Meeting Report

During the Summit, ASA's Board of Directors and its committees met to conduct the association's business. The following are the highlights of the committees' discussions and deliberations as reported during the General Membership Meeting on Friday, October 29, 2004.

Membership Committee

The committee recommended that ASA look at N.C.'s Outer Banks area and Southern California as two areas to recruit 30 new retailer members for ASA membership.

The committee recommended a new dues structure for non-manufacturing. The Board will consider this recommendation and discuss it further at the March 2005 Board meeting. In the interim the Membership Committee and staff will provide additional information to the Board for its review.

Show Committee

The Board accepted for information that ASA staff would research recording the seminars presented at ICAST and make available, at cost, copies of the seminars to exhibitors and attendees. The committee also recommended that staff should look at possible locations on the show floor for seminars.

Government Affairs Committee

ASA's Board approved three courses of action for Government Affairs which includes reintroducing the mitigation hatchery legislation in the 109th Congress and seek resolution to funding of mitigation hatcheries; sending a letter to the President of the United States detailing the economic and business concerns of restoring commercial fishing for striped bass in the Exclusive Economic Zone and provide information about the size and scope of the sport fishing industry; and continue to seek solutions to inequities in the application of the federal manufactures excise tax on fishing equipment.

Finance Committee

The Board approved ASA's FY 2005 budget. In addition, ASA's President, Treasurer and CFO would meet three times per year in conjunction with the Hall Shows to review financials.

Revenue Committee

The committee and staff will update the database of Consumer Fishing Shows and circulate the

list to committee members for further evaluation. A task force of staff and board members shall visit as many candidate shows as feasible during the upcoming year.

Communications

The committee chairman presented a report on the discussions of the committee members in attendance. The report high-

lighted the improved newsletter and its schedule; sponsorship of the ICAST press room and improved oversight of press credentials; and creating an industry calendar on the ASA Website.

Consumer Shows

A report of the committee's meeting included an update on the San Francisco Fishing and Boating



Top: Dick Pool, left, president, Pro-Troll, Inc. and Jason Meninger, president, Adventure Advertising, LLC, during the Opening Session.



Bottom: From left to right, Jeff Pontius, president, Zebco Corporation, Chip Powell, president, Mason Tackle and Jerry Calengor, executive vice president, Normark Corporation, enjoy the oceanside reception.

Summit

I really enjoy the mix of people in our industry and the ability to get together in one location.

Clark Lea, vice president,
Marine Metal Products

Show. The committee urged the Board of Directors and ASA members to fully support this new ASA venture.

Data and Statistics Committee

The Board approved adding four new members to the new Data and Statistics Committee. The committee reviewed the current

information provided to ASA members and will work to provide data that will assist members in making business decisions.

FishAmerica Foundation

The Foundation's Conservation and Research Project Committees met, but did not have a quorum. The Foundation's 2005 budget was approved by mail ballot on

November 30. The committee discussed marketing plans to enhance the foundation's visibility with its target audiences.

Future Fisherman Foundation

The Foundation's new by-laws, approved earlier this fall by the ASA Board of Directors, have permitted the Foundation to seat its new Board and Executive Committee. The Chairman of the Foundation's board is Jesse Simpkins from Plano Molding.

Manufacturing Division

The Board accepted for information the committee's recommendation that ASA staff annually identify at least one television ad campaign by a non-endemic company that features sportfishing and then recognize that company and its ad agency with an award at the Sportfishing Summit. The Board suggested that ASA staff work with the staff of the Recreational Boating and Fishing Foundation to accomplish this.

Manufacturing Reps Division

The Board accepted for information this committee's recommendation that the ASA Website include a Manufacturing Reps page. The committee also made the same recommendation concerning ICAST seminar recordings that was made by the Show Committee.

Other Business

The Board originated and passed a motion to make Burt Steinberg, American Rod and Gun, an ex-officio member of the Board of Directors for the next two years. ■

This is the first Summit I attended. It was a great meeting. Well organized and executed.

Benjamin Moore, vice president,
Boater's World Marine Centers



Top: Left to right, Peter Foley, president, Boone Bait Company, Inc., John DeVries, general manager, Kreha Corporation of America and Tim Norman, national sales manager, SPRO Corporation, enjoy some time at the oceanside reception.

Bottom: Donn Schaible, left, chief financial officer, Wright & McGill Company with Geoff Ratte, sales manager, Water Gremlin Company, and his wife, Jean, during the Foundations' donor recognition reception.

2004 Sportfishing

Advancing Angling Advocacy

A six-month fact-finding project that included conducting phone interviews with sportfishing community leaders and the preparation of a discussion document, culminated in a series of “how to” presentations and roundtable discussions at the Sportfishing Summit.

The objective was to measure support for a sportfishing community advocacy effort, measure reaction to various suggested components of such an effort and to invite comment and input.

Widespread support for the concept was evidenced both in the telephone survey and in the roundtable discussions. There was considerable positive comment on the proposed initiative and the approach outlined. In addition, significant positive input was offered throughout the roundtable process. Members attending the Summit agreed with the concept of having a community-wide advocacy initiative to protect and promote recreational angling.

During the session members heard from three professionals on how such an initiative could be developed. Matt Connolly, former executive vice president of Ducks Unlimited discussed how to launch a coordinated

advocacy effort. Max Fose, partner, Integrated Web Strategy, explained how the Internet could be a powerful tool in running an advocacy campaign. Pam Seay, head of fundraising for the Virginia Historical Society, provided an overview of techniques and strategies that could be employed to provide funding for such an effort.

During its March 2005 meeting, the ASA Board will take under consideration the information and comments generated from this effort and decide on the next course of action.

For more information, contact Mike Nussman, president and CEO, or Gordon Robertson, VP, at 703-519-9691. ■

Top: Left to right, Michael Myatt, marketing director, International Game Fish Association, Bill Shedd, president, AFTCO Manufacturing Co., Inc., and Mike Battistoni, ASA/Fred Hall & Associates at the oceanside reception.

Middle: Left to right: Bob Funk, vice president of Sales & Marketing, O. Mustad & Son (USA), Inc., and Jim Pickering, vice president, Business Development/Marketing, Maurice Sporting Goods, Inc., listen to Michael Colopy discuss doing business in China. In the background is Phil Million, chief, Division of Conservation Partnerships, USFWS.

Bottom: Mike Nussman, right, ASA president and CEO, greets Ken Elie, president, Outdoor Pro Shop, Inc., during the Foundations' donor recognition reception.



Great job by ASA staff.

John DeVries, general manager, Kreha Corporation of America

Summit

Summit Spotlight on Donors

ASA member companies that made financial contributions to the FishAmerica Foundation and Future Fisherman Foundation during FY04 (October 2003 through September 2004) received special recognition during the 2004 Sportfishing Summit. "The ASA's foundations help assure a strong future for fishing," said Wright & McGill president John Jilling. "That's why our company provides financial support."

ASA president Mike Nussman met with contributors during a donors-only reception that he hosted along with Anne Glick, executive director of the Future Fisherman Foundation, and Johanna Laderman, managing

director of the FishAmerica Foundation. Board Chairman Dave Pfeiffer recognized the contributors during his remarks at the Summit's opening session.

Donors also received special Commonwealth of Virginia commemorative quarters that feature the three ships that brought the first Colonists and anglers to America in 1607.

"Our company gives to the foundations to make fisheries healthier and to educate new fishermen," remarked Mark Masterson, president of Yakima Bait Co. "And it surely feels good to see that so many ASA members are being recognized for doing the same." ■

The FY04 donors included the following

Acme Tackle, AFTCO, Alexander & Townsend, American Rod & Gun, Angler's Choice, Basswax, Bay de Noc, California Coat Range Tackle, Carrera-Werner Sales, Castaic Soft Bait, Do-It, Dulamar, Electric Fishing Reel Systems, Emmrod, Fish Hedz, F.J. Neil, Frank & Fran's -The Fisherman's Friend, G.Loomis, Grady-White, Gudebrod, Hanggee-Koehler, Kanji International, KINeSYS, Kreha Corporation, Lakeland, Lipper Tools, Luhr-Jensen, Lurecraft Fisherman's Shop, Magee Corporation, Magic Products, Maverick Marketing, Mercury Marine, NETGRA, New Millennium Marketing, Normark, Okuma, Outdoor Gear Development, Outdoor Pro Shop, Pacific Bay International, Port A Outfitters Island Tackle, Pro Line Manufacturing, Sphere Group, Sports, Inc., Tackle Factory, Team Nu-Mark, Thomas Spinning Lures, TTI-Blakemore, Water Gremlin, Western Reserve Marine Marketing, Wright & McGill, WSR Marketing, Xtreme Lures, Yakima Bait Co., and Zebco.

2004 Sportfishing Summit Advancing an Angling Agenda

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in S.C. to water-based as well as the importance of industry partnering with state agencies on resource management issues.

Lunch with Federal Fisheries Agency Leaders

Dr. William Hogarth, assistant administrator, NOAA/National Marine Fisheries Service; Tom Thompson, deputy chief, National Forest System; and Steve Williams, director, U.S. Fish and Wildlife Service met with ASA members during lunch sessions for "give and take" dialog on their outlooks for fisheries and their agencies' roles in improving fishing.

Business Improvement Seminars

Members were offered a choice of seminars that focused on business management issues. Representatives from the Internal Revenue Service provided information on the latest issues regarding the Wallop-Breaux excise tax. Several experts in the field of public relations and media provided their insights, particularly when it comes to managing media

relations at ICAST; using events to market a product and working with media on product story placement.

State of Manufacturing and the U.S. Economy

David Huether, chief economist, International Economic Affairs, National Manufacturers Association, provided an overview of the importance of manufacturing, the economic situation and outlook and the long-term challenges. According to Huether, challenges facing today's manufacturers are high costs on the domestic side and, internationally, increased competition and trade barriers to U.S. exports.

For a copy of Huether's presentation, please visit the ASA Web site, www.asafishing.org, and click on 2004 Sportfishing Summit highlights. ■

Overall great event!

Ron Ten Berge, vice president, Sales, Pure Fishing, Inc.

2004 Sportfishing Summit

2005 ASA Board of Directors



Front row, left to right:

Dave Burkhardt, president, Triple Fish International, LLC
Bert Kaplan, ex-officio, Kaplan Associates
Tom Fote, legislative chairman, Jersey Coast Anglers Association
Dave Pfeiffer, Board chairman, executive vice president, Shimano American Corporation
Clem Dippel, advertising director, *Fishing Tackle Retailer*
Jerry Calengor, immediate past chairman, executive vice president, Normark Corporation

Back row, left to right:

Tom Bennett, commissioner, Kentucky Department of Fish and Wildlife Resources
Blair Wickstrom, at-large, publisher, *Florida Sportsman Magazine*
Jeff Pontius, president, Zebco
Fred Neal, division manager of fishing, Cabela's, Inc.
Geoff Ratte, national sales manager, Water Gremlin Co.
Randy Lemke, Board vice chairman, vice president/general manager, Plano Molding Company

Dick Pool, president, Pro-Troll, Inc.

Jim Lebson, regional sales manager/legal affairs, G. Loomis, Inc.
Ed Dinkins, vice president/merchandise manager, Bass Pro Shops
Peter Foley, Board treasurer, president, Boone Bait Company

Not present:

Gary Zurn, Board secretary, executive vice president, Big Rock Sports

How did we do?

In general, 100 percent of the attendees responding had a very positive experience.

- 100 percent of attendees responding to the satisfaction survey rated the Sportfishing Summit's overall usefulness as "good" or "excellent," with 67 percent as "excellent."
- 97 percent rated the three-day schedule as "good" or "excellent."
- 88 percent rated Michael Colopy's discussion on doing business with China as "good" or "excellent."
- 78 percent of the respondents said they would attend the 2005 Sportfishing Summit regardless of location.
- 44 percent indicated that they had attended in 2002; 58 percent said they attended in 2003.

Don't Blame the Recreational Angler— Responding to *Science* Magazine

In August, a synopsis and printing of the study, “The Impact of United States Recreational Fishers on Marine Fish Populations,” first appeared in *Science* magazine and its online version, *Science Express* (*Science Express*, 26 August, 2004 and *Science Magazine*, Volume 305, 27 August, 2004, p. 1235).

This study blames the current state of fisheries solely on the recreational angler. ASA spearheaded a response to the study and article with a letter to the editor that was signed by 18 organizations in addition to ASA. As of November 2004, the letter is still under consideration. According to *Science*, it can take up to six months for letters to the editor to appear in print.

Advancing the Interests of the Recreational Sportfishing Industry

Throughout the summer and early fall, ASA Government Affairs continued to advance the interests of the recreational sportfishing industry through meetings with local, state and federal representatives.

Summer 2004

ASA continues to serve on the Eastern Brook Trout Initiative steering committee. A stakeholder meeting was held at the National Conservation Training Center, WV, in July and the states with

brook trout populations were well represented. ASA expects this initiative will act as a pilot program for the North American Fish Habitat Plan. Both initiatives are funded by the Multi-state Grant Program of the Sport Fish Restoration Act.

Also in July, ASA, along with several other organizations, participated in a meeting to discuss options and next steps for reimbursement to the FWS for mitigation hatchery projects. Attending the meeting were Department of the Interior (DOI) staff including the Deputy Secretary of the Interior, Assistant Secretary and Chief Financial Officer, Deputy Assistant Secretary for Performance and Management, Assistant Secretary for Fish, Wildlife and Parks, and the Fish and Wildlife Service Director. The DOI agreed to restart analysis on the issue and restart and open dialogue with the federal agencies including the Army Corps of Engineers. FishNet agreed to take the information to the Hill. All parties agreed to revisit the issue in 60 days.

ASA continued discussions with the Environmental Protection Agency (EPA) concerning fish advisories and mercury. The association is concerned that the recent increase in advisories are driving anglers from fishing. The EPA and several state fish & wildlife agencies and state environmental and health agencies are increasing the amount of testing for mercury in waters

causing the increase in advisories, but studies have shown that the amount of mercury found in the environment hasn't increased over the years.

In July, ASA attended a meeting at the National Association of Manufacturers HQ in D.C. to discuss the recent media focus on mercury and to discuss the many misconceptions about mercury.

As a result of this meeting, in October, ASA convened members of FishNet for a briefing on the issues. Bob Ferguson and Willie Soon, Ph.D., from the Center for Science and Public Policy, briefed FishNet representatives.

Fall 2004

During September, along with ten other hunting and fishing organization's representatives, ASA attended a meeting at the Council on Environmental Quality with the Deputy Chief of Staff for President Bush. The purpose of the meeting was to discuss current issues concerning hunters and anglers.

Also in September, ASA convened a meeting with Interior officials, National Park Service representatives and 27 members of the angling business community at Cape Hatteras National Seashore to address angler access to the beach areas. Surf fishing, or lack of, has a significant impact on the local economy. After Hurricane Isabel, the beach was closed due to road loss and erosion. ASA worked to establish dialog between with the North Carolina

members and the Park Service through discussions with the Department of the Interior staff. With their help, an agreement can be reached allowing local anglers and businesses access to the beaches that they rely on for their economic well-being.

In October, Geoff Ratte, national sales manager, Water Gremlin Company, and ASA Board member, was a keynote speaker at the Southeastern Association of Fish and Wildlife Agencies. His remarks focused on building a stronger relationship between state fish & wildlife agencies and the tackle industry. Gordon Robertson, ASA VP, met with state directors regarding excise tax compliance concerns.

For more information on Government Affairs activities, contact ASA VP Gordon Robertson, 703-519-9691, x237. ■

ICAST

July 20-22, 2005
Las Vegas, Nevada

It was exciting to see traffic early on, we had our busiest first day at the (ICAST 2004) show in 10 years.

Mike Wardian, Lamigla

Close to 80 percent of the exhibit space has already been reserved and the remaining booths are going quickly for ICAST, the world's largest sportfishing expo and the American Sportfishing Association's premier event. Since the show has sold out months beforehand for the last three years, any group that hopes to exhibit should consider registering as soon as possible. From all

"As a new member of ASA and to this industry, we had hopes of launching our company and new product line to the industry. What an understatement that would be. ICAST brought Magnum Weight Systems into the mainstream of the industry and opened so many opportunities for us that would have taken many months if not years to develop. I have attended many conventions in years past, but I have never attended a convention so well organized and geared to the success of its members."

Greg Patterson, Magnum Weight Systems, Inc

indications, 2005 may turn out to be a record breaker in size.

ICAST 2005 will be held at the Las Vegas Convention Center July 20-22. The highest rated event is the **New Product Showcase**—the flagship feature of the trade show. The New Product Showcase offers exhibitors and buyers a special opportunity to debut and preview hundreds of the next season's innovations in fishing gear and accessories. Sportfishing companies debut their latest innovations in fishing gear and accessories and compete for prestigious Best of

Show honors. It is a unique opportunity for boosting new product visibility and sales for the coming year. Buyers can confer directly with manufacturers and product designers, and ensure they are the first in line for product orders.

Another highly popular ICAST feature planned for 2005 are the **Show Specials**. Show Specials have consistently succeeded in attracting more buyers and

increased orders for exhibitors. Last year, nearly half of all exhibitors offered "ICAST only" deals and they report it made all the difference in securing large orders. Show Specials offer buyers strong incentives to save money by striking deals at the show. Some of the best-producing offers are the simplest, such as discounts on a particular line, two-

for-one giveaways and a free hour with a member of a manufacturer's professional staff.

The possibilities, however, are endless and ASA staff is ready to help brainstorm new ideas. Once a Show Special is planned, ASA will work with the exhibitor to promote it on the ASA Website, via direct mail to prospective attendees and through signs on the show floor including one in the exhibitor's booth.

In addition to Show Specials, manufacturers and other sportfishing organizations also reap excel-



lent results from taking advantage of one of the many **Sponsorship Opportunities** ICAST offers. It is worthwhile to examine the many different opportunities since sponsorships have proved so beneficial to companies in the past. Information regarding sponsorships will be available in early 2005.

Creating Business Success

ICAST exhibitors and buyers alike have a long list of ICAST success stories. The key reasons they believe ICAST reaps them so many rewards are: the networking; the camaraderie and

strong relationships developed by spending time with manufacturers, retailers, sales representatives, government officials and the news media; the excellent organization of every aspect of the convention; and the exposure to new product and marketing ideas and the high quality of the seminars.

Information on exhibitor space, pre-registration, agenda details, discounts on hotels and airfare, and more can be found at www.asafishing.org under "Shows and Events" or calling the American Sportfishing Association at 703-519-9691. ■



Companies Registered for ICAST 2005 as of November 17, 2004

Go to www.asafishing.org for the latest information on ICAST 2005.

| | | | |
|---------------------------------------|--------------------------------|---------------------------------|-------------------------------|
| AA Worms | Ellock Inc. | Lucky Craft | Sampo |
| Action Optics | Emmrod Fishing Gear | Luhr Jensen & Sons, Inc. | Save Phace, Inc. |
| AFTCO Mfg. | Evergrass International Co. | Magic Products, Inc. | Scent A Strike |
| Albackore Sportfishing | F.J. Neil Co. | Magnum Weight Systems, Inv. | Scotty Marine |
| American Fishing Wire | Falcon Lures | Mann's Bait Company | Shakespeare Fishing Tackle |
| American Premier Corp | Falcon Rods | Marine Metal Products | Shimano American Corp |
| American Rod & Gun | Fishing Barefoot | Mason Tackle Company | Silstar Corp./Pinnacle |
| Angler's Choice | Fishing & Hunting News | Master Fishing Tackle | Silver Bait Corporation |
| Anglers Resource | Fishing Pool Ltd | Matzuo America | SKB Corporation |
| Atlas Mikes Bait Inc. | Fishworks | Maui Jim, Inc. | Snag Proof Manufacturing Inc. |
| B.D. Classic | Flambeau Inc. | Maxima | SnowBee USA |
| Balsax | Flying Fisherman | Meat & Potatoes Tackle Co. | South Bend Sporting Goods |
| Bass Assassin Lures, Inc. | FoodSource Lure Corporation | Mid Lakes Corporation | Southern Lure Co. |
| Bass Hunter Boats | Frabill | Mizmo Bait | Sphere Group |
| B.A.S.S./ESPN Outdoors | Fuji-Toki California, Inc. | Mountian Cork, Inc. | SPRO Corporation |
| Batson Enterprises, Inc. | G. Loomis Inc. | Nature Vision, Inc. | St. Croix Rod |
| Bay de Noc Lure Co. | Gamakatsu USA | Ningbo Acasa Import & Export | Streamworks |
| Bear Paw Tackle Co. | Garmin USA | Ningbo Cixi Raistar Industrial | Strike King Lure Company |
| Betts Tackle | Gary Yamamoto Custom Baits | Normark Corporation | Sumo Tackle |
| Big AL's Tackle Company | Gemini Sport Marketing | North American Fisherman | Sure Life Labs |
| Bimini Bay Outfitters | Gudebrod Inc. | Northern Sport Fishing Products | Tackle Trade World |
| Bitin Titan Lures | H & H Lure Co. | O. Mustad | Tady Lure Corp. |
| Boomerang Enterprises | Hangee/Kohler Corp. | Okuma Fishing Tackle Co. | TeaRepair, Inc |
| Boone Bait Co. Inc | Harrison Hoge/Panther Martin | Ono's Trading Company | Texas Tackle Factory |
| Bradley Technologies | Hart Tackle Co. | Owner American Corp. | Thornwood Lures |
| Braid Products, Inc. | Harvest Co., Ltd | Pace Products | Tica USA, Inc. |
| Buckeye Lures | Hi-Liner/Momoi | Panoptx | Top Brass Tackle |
| Bullet Weights | Hobie Polarized | Pelican International | Triple Fish International |
| C&H Lures | Hot Spot Fishing & Lures | Penn Fishing Tackle | Trophy Teasers |
| Careco Multimedia | HYI | Pinnacle | TTI—Blakemore Fishing Group |
| Challenge Plastic Products | Innovative Textiles | Plano Molding Company | TTI—Blakemore Fishing Group |
| Cliff Weil | International Concepts | PRADCO Fishing | Universal Packaging Solutions |
| Coast Cutlery | Intruder Inc. | Primedia | Van Staal |
| Costa Del Mar Sunglasses | Jack's Juice | Pro Fish | VMC |
| Crème Lure Co. | Johnson Outdoors | Pro Line Manufacturing | Water Gremlin |
| Crocodile Bay Lodge | Keepalive, Inc. | Profile Fishing Tackle | Wave Industries, Inc. |
| D.M.F. Bait | Kistler Rods | Pro-Troll | Western Filament |
| Dabex-Triada | Kreha Corporation of America | PT Central Sarana Pancing | WFO Sportfishing |
| Daiwa Corporation | L & S Bait | Pure Fishing, Inc. | Wiley X Eyewear |
| Dalian Lushun New City Fishing Tackle | Lake Products Co. . | Qcove Marketing | Windsor Nature Discovery |
| Danielson | Lamiglas Inc. | Quiket/American Angler | World Publications |
| Dave's Lures, LLC | Lee Fisher International | Rad Lures | Worth Company |
| Do-It Corporation | Legend Labs | Rapid Release Co. | Wright & McGill Co. |
| Dong Ah Fishing Industries | Lindy Legendary Fishing Tackle | Raymarine, Inc. | WTP, Inc. |
| Dotline/Mengo Industries, Inc. | LineBuster | REC Components | Xtools |
| Ed Cumings | Lipper Tools | River2Sea, LLC | Yakima Bait Co. |
| Eagle Claw Fishing Tackle | Live Eyewear | River's Edge Products | Ye Yk Enterprise |
| Electric Fishing Reel Systems | Lobato's LLC | Roberts Outdoors | Zebco |
| | Lowrance Electronics, Inc. | Rose Plastic USA | Zeppelin Products, Inc. |

Business Indicators

Looking out to the end of 2004

The latest results of the new quarterly market indicators are in and show a slight dip from the last quarter. The new Business Outlook Indices survey sportfishing manufacturers' expectations for the upcoming quarter. Index values above 50 indicate an increase in activity, while values below 50 forecast a decrease.

Looking forward to the last three months of 2004, three of four market indicators slightly declined as compared to the third quarter.

Since the indicators are new, it is not possible to compare the results of this data to the same period in 2003. However, Business Optimism overall among manufacturers remains high, at 79.5 percent.

Analyst Rob Southwick of Southwick Associates, Inc. says it is reasonable to conclude that the small decreases noted in the fourth, as compared to the third, quarter may represent normal cyclical fluctuations. This can only be verified as the new indices mature.

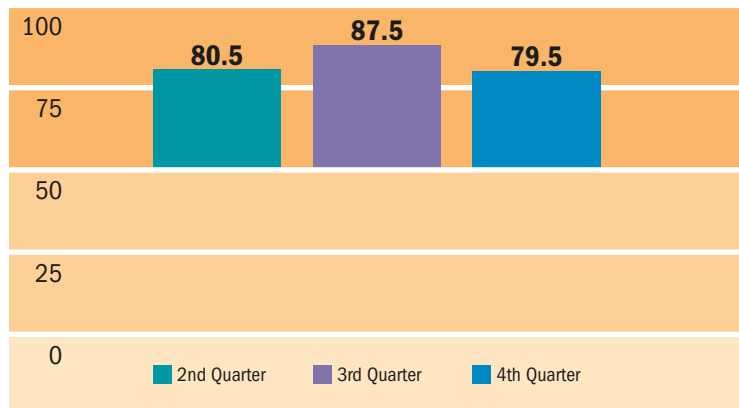
According to Southwick, the small drop in Business Optimism, Sales Outlook and Pricing Outlook may reflect the higher sales most U.S. manufacturers predicted at the start of 2004 than in fact occurred. Additionally, as sportfishing manufacturers filled out the business indicators survey of their fourth quarter expectations, rising oil prices, uncertainty over elections and unstable consumer confidence may have left manufacturers feeling slightly

more cautious than they did a few months ago.

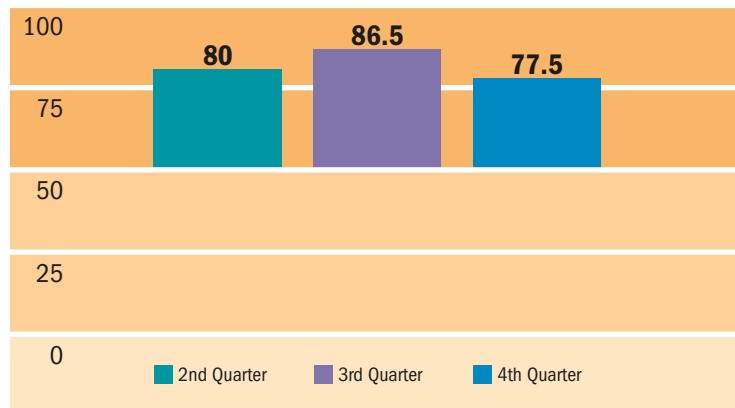
Finally, assessing the possible results of the new Business Outlook Indices for the first quarter of 2005, Southwick says he does not see any new significant or emerging threats that would affect short term sales.

For more information on ASA's Fishing Statistics program or the new quarterly market indicators, visit www.asafishing.org under "Member Services." ■

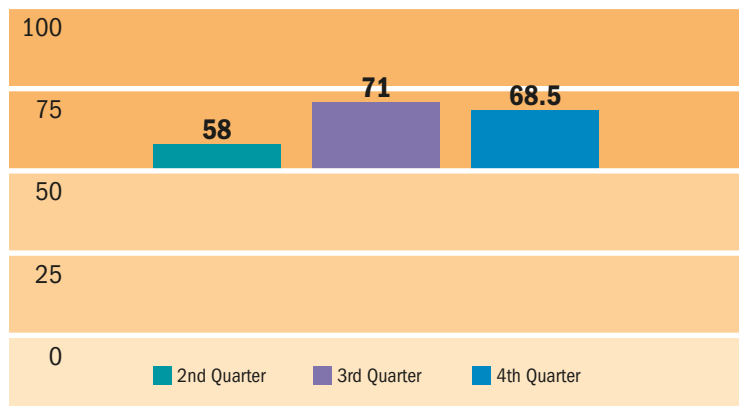
Business Optimism Index



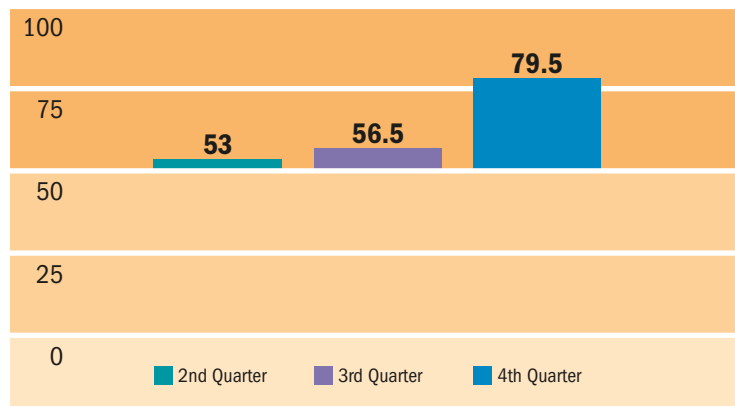
Sales Outlook Index



Pricing Outlook Index



Inventory Outlook Index



Currents

Newsbriefs on sportfishing issues and trends affecting the marketplace

■ The environmentally sensitive practices of recreational marine anglers bode very well for the future of the sport, according to new data compiled by the National Oceanic and Atmospheric Administration (NOAA). Although marine recreational anglers are catching more fish, (up 11 percent since 1994), they are releasing their catch more often according to the 2004 report, "Fisheries of the United States."

During the same 10-year period NOAA researchers measured recreational marine angler catches, they also examined the number of fish anglers actually kept. It turns out it remained flat with no significant growth. And what are the top catches of saltwater recreational anglers—spotted sea trout, Atlantic croaker, summer flounder and striped bass.

To view the complete top 10 list of most popular recreational fish ranked by catch, look up the entire report on the NOAA Fisheries Statistics Web site: www.st.nmfs.gov/st1/index.html or contact Darby Forbes at darby@noaa.gov.

■ A separate NOAA report "The Economic Importance of Marine Angler Expenditures in the United States," confirms that recreational marine fishing continues to be a highly popular outdoor sport with anglers taking some 82 million saltwater trips during 2003.

The statistics, based on survey data called in the Northeast, Southeast and Pacific Coast of the United States from 1998 through 2000 show that the 10-year trend remains positive with the number of anglers up seven percent and the number of trips up nine percent. The popularity of marine fishing and the healthy and more abundant fish populations can be expected to generate more revenue and jobs for America's coastal communities.

For more information visit the NOAA Fisheries Statistics Website: www.st.nmfs.gov/st1/index.html or contact Darby Forbes at forbes.darby@noaa.gov.

■ Organizers of the 4th World Recreational Fishing Conference have announced they are seeking conference abstracts for the June 2005 event that will take place in Trondheim, Norway.

The overall theme of the conference will be "Fishing is life—building partnership across boundaries" and key conference topics will include: trends in recreational fishing worldwide; resource management challenges and development challenges in recreational fishing. Conference

organizers welcome suggestions for oral and poster presentations as well as films, videos and roundtable discussions "from a truly multidisciplinary audience."

The deadline for submitting abstracts is January 15, 2005. For more information, review the conference Web site <http://www4.nina.no/wrfc2005/>.

■ A review of the survey methods of recreational fisheries will soon be underway under the auspices of the Ocean Studies Board of the National Research Council. The council is now reviewing nominations for the new committee tasked with conducting the review—the National Research Council Committee on the Review of Recreational Fisheries Survey Methods.

The nine-member committee will monitor different types of fishing, evaluate how the information supports the management of recreational fisheries and more, with the objective of developing recommendations for improvements.

Committee members are expected to include both U.S. and foreign scientists. They should represent a wide mix of relative expertise, for example: sampling and alternative survey methods, fishery management, economics of recreational fisheries, biological statistics and human factors in survey response. For more information contact Jodi Bachim, Ocean Studies Board at jbachim@nas.edu or call 202-334-2742.

■ On November 2, 2004, California voters approved Proposition 64 by a margin of 59 to 41 percent, putting an end to lawsuits brought by plaintiff bounty hunters under California's Unfair Competition Law (UCL) (Business & Professionals Code §17200 et. seq.). Prepared by Calif.'s Attorney General, the proposition does the following:

■ Limits individual's right to sue by allowing private enforcement of unfair business competition laws only if that individual was actually injured by, and suffered financial/property loss because of, an unfair business practice.

■ Requires private representative claims to comply with procedural requirements applicable to class action lawsuits.

■ Authorizes only the California Attorney General or local government prosecutors to sue on behalf of general public to enforce unfair business competition laws.

■ Limits use of monetary penalties recovered by Attorney General or local government prosecutors to enforcement of consumer protection laws.

For more information, visit <http://www.voterguide.ss.ca.gov/propositions/prop64-title.htm>.

Improving Habitat in South Carolina

In 2001 and 2003, FishAmerica awarded two grants to the South Carolina Department of Natural Resources, totaling \$27,800, to restore essential fish habitat along coastal South Carolina. The restoration effort was funded in part by FishAmerica through its partnership with the NOAA Restoration Center. The state has matched these grants more than five-to-one.

In South Carolina's coastal estuaries, intertidal oyster reefs are often the only live bottom habitat available to sport fish populations. These oyster reefs provide essential habitat for more than 60 species of finfish. The reefs act as natural bulkheads that reduce shoreline erosion and protect salt marshes from wave action. Oyster reefs improve water quality by filtering particles from large quantities of water.

Just prior to the 2004 Sportfishing Summit, Johanna Laderman, foundation managing director, Jeff Bloem, foundation grants coordinator, and John Bryan, ASA's philanthropy officer visited two oyster reef restoration sites on Hilton Head Island. The two sites, H.E. Trask Boat Landing and C. Charles Haigh Landing, are both public boat launches in Hilton Head and owned by Beaufort County.

To restore this essential fish habitat, the state collected



Nancy Hadley, S.C. DNR, and Jeff Bloem, foundation grants coordinator, discuss the oyster reef restoration project.

recycled oyster shells from area restaurants, clubs, and housing communities. Volunteers from 16 local schools, nine scout troops and the Hilton Head community placed the shells in bags and placed the bags along specific intertidal areas at the two sites.

In as little as two years, these newly created oyster reefs will become fully functioning oyster reefs. Volunteers monitor the oyster reefs for water quality and fish use. ■

Angling Education in D.C.

Michael Kaspar, fisheries biologist, Fisheries Division, Washington, D.C. Department of Health, works to ensure that D.C. school children know about fishing and the aquatic environment.

When more than 100 fourth and fifth graders at Green Elementary School in the District see Kaspar coming they know it's going to be a fun, and educational, day. According to Kaspar, "I'm

not seen as a substitute teacher, but as a regular part of the school curriculum. Coming on a monthly basis during the entire school year means that children are more receptive and participate to a greater degree in angling skills and aquatic habitat activities.

Kids holler as they see me in the hall because they like learning about fishing."

However, there is more than showing up at a school once a month to create ethical anglers. Green Elementary School has an established Fishing Tackle Loaner (FTL) site where individual students check out a fishing spincast combo and terminal tackle. With more than 50 combo sets, teachers can check out the equipment for entire classrooms. The combos are made available through donations by ASA member companies and the Future Fisherman Foundation's Tackle Box program. The program provides for purchase at prices well below retail through ASA member companies.

In 2004, many of these elementary school students attended the Washington D.C. National Fishing and Boating Week angling event at Constitution Gardens, learning about fishing and boating through the Recreational Boating and Fishing Foundation's Passport Program.

For more information about FTL program, go to www.futurefisherman.org. ■

Exciting Future for Fly Fishing Education

In October 2004, a new Alliance of Fly Fishing Education (AFFE) was established with a vision to create a formal organization that serves as a central point of information for fly fishing education. Members of the new alliance include Federation of Fly Fishers, Trout Unlimited, Family Tyes, Sonny Medeiros Foundation, American Fly Fishing Trade Association, American Sportfishing Association, Recreation Fishing and Boating Foundation and the Future Fisherman Foundation. The goal of the alliance is to ensure ease of access to resources and information for anyone interested in teaching fly fishing.

Alliance objectives include:

- Enhance communication among fly fishing educator communities with a goal towards building national networks and communications vehicles.
- Improve the overall quality of fly fishing educational programs using best practices.
- Grow participation in fly fishing as a whole.
- Provide adequate funding for the AFFE and fly fishing education to assure quality educational programs across the country.
- Increase the quality, quantity and support for fly fishing instructors and the fly fishing education process.



“This is a monumental step forward for fly fishing education” explained Anne Glick, executive director of Future Fisherman Foundation. “By working together we can make fly fishing education a seamless process increasing the ease in which a non-fly angler can learn the skills necessary to begin fishing on their own.”

The AFFE is still in the organizational stage and more details about the group and their programs will soon be forthcoming.

For more information, contact Anne Glick, 703-519-9691 x238 or e-mail aglick@asafishing.org. ■

HOFNOD Evaluation Update

How effective is the Hooked On Fishing—Not On Drugs® (HOFNOD) program? Is it increasing the number of young anglers? Is it building the next generation of stewards for the environment? Does it help children make positive life decisions? These questions are being answered by a multi-year evaluation effort conducted by Human Dimensions Consulting.

“While HOFNOD has produced a great deal of good feelings for both children and adults over the years, we are looking to see quantitative data that supports what those who have used the program have felt all along; HOFNOD, as a long term mentorship program, produces ethical anglers who will continue to enjoy fishing as they grow older,” stated Laura Jerome, national coordinator of Hooked On Fishing—Not On Drugs®.

Preliminary evaluation findings for both formal (school-based) and non-formal (community programs) indicates positive results:

- *Youth with little or no previous fishing experience were much more likely to say their interest in fishing had increased because of participation in the program than youth with greater experience.* This indicates the HOFNOD program is reaching those youth without parents or other adult mentors who are already taking them fishing.
- *The greater the exposure to and involvement in non-formal HOFNOD programs, the greater the participant fishing activity.* The more times that a community fishing program met, the more times that the youth participants went fishing. This was not true for school-based programs, probably due to the structure of the school day.
- *Exposure to the HOFNOD curriculum, the amount of time instructors spent on various content areas, was related to higher personal commitment to aquatic resources and fishing participation.* Young people who are part of a HOFNOD group with an adult mentor are more likely to go fishing in the future and take care of aquatic habitats.

For a complete evaluation, contact Laura Jerome, 703-519-9691 x254 or e-mail ljerome@asafishing.org. ■

\$\$ for Habitat Improvement

NOAA-funded Projects

FishAmerica Foundation, in partnership with the NOAA Restoration Center, awarded over \$420,000 to 16 projects in 11 states to restore habitat for marine and anadromous sport-fish including salmon, trout, striped bass, bluefish, flounder and perch.

Volunteers will donate more than 16,500 hours to restore access to upstream spawning and rearing habitat, improve water quality, restore instream habitat and enhance estuarine habitat for many marine species in Alaska, California, Florida, Maryland, New York, North Carolina, Oregon,

Pennsylvania, Texas, Vermont and Washington state.

Chesapeake Bay Trust Request for Proposals

Up to \$100,000 is available for projects to restore and enhance water quality and the fisheries resource in the Chesapeake Bay watershed. The funding is part of a four-year partnership between FishAmerica and the Chesapeake Bay Trust to fund hands-on, grassroots projects in the Chesapeake Bay watershed.

Funding is available for riparian restoration, stream-bank stabilization and stream restoration, artificial and oyster reef restoration, wetland cre-

ation and improvement and submerged aquatic vegetation plantings in the Chesapeake Bay and its Maryland tributaries. In April 2004, five projects valued at \$90,917 were funded under this partnership. This year's grants will be awarded in May 2005.

For more information about these and other FishAmerica projects, go to the foundation Website at www.fishamerica.org. ■

ASA Philanthropy Office

In 2004, ASA established the philanthropy office to raise money for ASA's FishAmerica and Future Fisherman Foundations. Over the past year, several programs have been established to provide additional opportunities for individuals to support the foundations.

Fathers' Club

ASA's Fathers Club provides an opportunity for individuals to honor or remember their fathers in a significant way. Fathers Club members give \$5,000 (which can be spread over five years) to the ASA foundations. In return, ASA sends letters honoring the father to a list of friends, relatives and colleagues supplied by the donor. The fathers are also featured on ASA's Website which is currently under construction. Greg South, M.D., the club's chairman, is a three-time participant in the Bassmasters

Classic and a 1984 runner-up. Dr. South's father, Jim South, is his favorite fishing partner. Other members of the ASA Fathers Club include ASA President and CEO Mike Nussman in honor of his father, Jim Nussman; ASA Philanthropy Officer John Bryan in memory of his father, J. Thomas Bryan; and Charles G. Thalhimer, Jr. owner of Green Top Sporting Goods, Va., one of the nation's largest independent fishing and hunting retailers, in honor of his father, Charles G. Thalhimer.

Heritage Society

Membership in the ASA Heritage Society is gained through



National Chairman of the ASA Fathers' Club, Greg South, and his father, Jim South.

naming the foundations as beneficiaries in estate plans or through other types of deferred gifts. Mercury Marine's Jim Hubbard became the first member in early 2004. Herbert O. Henze, former president of Penn Reels, is the society chairman. Other members include Va. furniture artist Sam Forrest, a private citizen, who as result of learning more about ASA and the foundations, is bequeathing his estate—35 acres with a 6-acre pond—to the foundations.

Trophy Waters Program

Still in the pilot stage, the Trophy Waters Program seeks angling opportunities for foundation donors that aren't accessible by the general public. As of Nov. 2004, there is one ASA Trophy Water location: Buddha

The 50-foot deep waters of Buddha Lake are available only to donors in the ASA Trophy Waters Program.

Ranch near Charlottesville, Virg. Closed to fishing for 40 years, its 50 foot deep pond has a healthy population of large bass. Through an agreement with the owner, a limited number of ASA foundation donors may now enjoy this angling experience.

Thanking Our Donors

ASA is also putting new emphasis on thanking and recognizing its member companies who make financial contributions to the foundations. Donors receive special recognition at ASA events including ICAST and the Sportfishing Summit. During FY04, 56 ASA member companies made financial contributions to the foundations. Please see the list on p. 9.

For more information, contact John Bryan, philanthropy officer, 804-356-9552 or e-mail jbryan@asafishing.org. ■



Water Works Wonders Update

Submitted by Kirk Gillis, communications director, RBFF



Water works wonders

Rediscover the joy of boating and fishing. Visit WaterWorksWonders.org.

To date, the Water Works Wonders national advertising campaign has generated nearly three billion consumer impressions over four seasons. Research indicates that of all who see the advertising, nearly nine million lapsed anglers and boaters say they intend to fish or boat within the next 12 months. The campaign is creating an environment for market growth, and many in the recreational sportfishing industry are taking advantage of the new market opportunities. The Water Works Wonders ad campaign directs consumers to visit the site to “Rediscover the Joys of Boating and Fishing.”

Some 458 companies and organizations in the fishing and boating community say they are using the campaign materials, and their participation is valued at over \$12 million in additional exposure for the Water Works Wonders family connection messaging.

This year’s ad campaign culminated in the most expansive National Fishing and Boating Week (NFBW) to date, with nearly 800 events held in communities across the nation. National exposure for NFBW was heightened by the participation of celebrity spokesperson, Coach Jimmy Johnson. Johnson, Super Bowl champion and former head

coach of the Miami Dolphins and Dallas Cowboys, publicly gave up his famed football coaching career to spend more time with his family—mostly fishing and boating. Johnson appeared on numerous news and talk shows and made the ceremonious first cast in New York City’s Central Park. Based on 2004’s success, RBFF is planning to engage a spokesperson for 2005 and increase the number of events.

The Water Works Wonder Website www.waterworkswonders.org, has been completely redesigned with a new look, new

content and several functional changes, including improvements to its searchable databases and site navigation. The RBFF also initiated an online marketing campaign to further promote the Website. Businesses are encouraged to register on the site.

Heading into 2005, the Water Works Wonders marketing and grassroots programs are gaining momentum in all sectors of the industry, working to grow fishing and boating participation.

If you have questions about any of these programs, or would like information on how your company can get involved, please contact RBFF directly at 703-519-0013. ■

Bulletin Board

Membership Payments Due

In 2004, ASA implemented a new accounting and database management system to streamline financial management and office operations. As a result, membership dues invoices for 2004 were mailed later than usual. Payments normally due by November 15, were due on December 15. If you have any questions, contact Membership Director Ric Ice, 703-519-9691 x234.

Member Benefits Added

ASA has close to two dozen benefit services for its members. Since July, ASA Membership Services has added import/export insurance; accounts receivable insurance (factoring); free commercial credit checks until 12/31/04; resume writing services; and professional consideration on legal services. Visit the ASA Website, www.asafishing.org, under Member Benefits for the full menu of member services.

2005 ASA/Fred Hall Fishing Tackle, Travel and Boat Shows

The West’s most popular sportfishing consumer shows, the ASA/Fred Hall Fishing Tackle, Travel and Boat Shows, are just around the corner. As co-owner of these shows, ASA benefits from show revenues that support advocacy and member services. For more information, contact Bart Hall, 805-389-3339.

Show Calendar:

San Francisco—January 12-16
Long Beach—March 2-6
Del Mar—March 17-21

Welcome New ASA Members

Companies joining or rejoining
ASA since July 2004.

Anglers Den

Aksys Group

Bitin Titan Lures/Noble Metals

Boomerang Enterprises, LLC

Ellock Company

Fish Magician Tackle

GAMMA Technologies

Kistler Rods

LeDuncan Corporation

Lobato's, LLC/"I Gotcha" Fishing
Buddy

Magee Corporation, Inc.

Maximum Marketing, Inc.

Meat and Potatoes Tackle
Company

Millard Bait and Tackle

Pacific Coast Sportfishing
Magazine

Rad Lures Fishing Products

Rogue Rods

TackleFactory.com

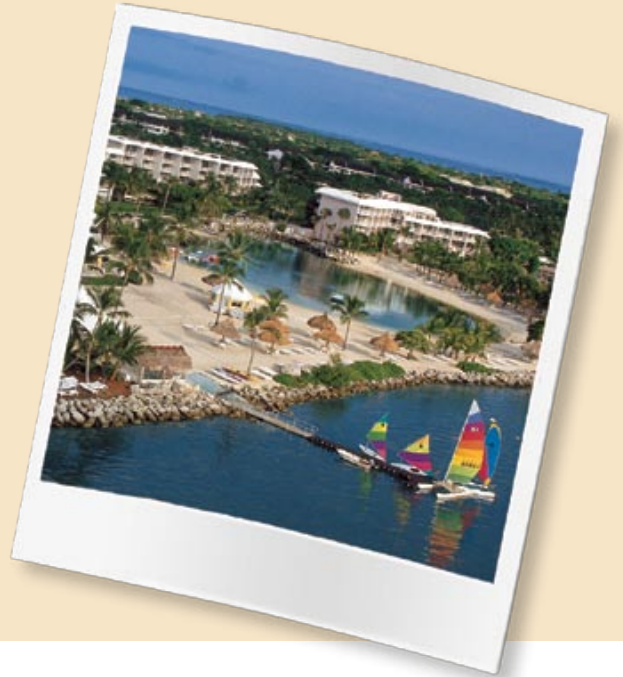


Mark Your Calendar

2005 Sportfishing Summit

October 5-7

Ocean Reef Club, Key Largo, Florida



American Sportfishing Association
225 Reinckers Lane, Suite 420
Alexandria, VA 22314

American Sportfishing