



75 YEARS  
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February/March 2008

# AMERICAN Sportfishing

The Official Publication of the American Sportfishing Association

## Follow Your Instincts to ICAST 2008

July 16–18, Las Vegas Convention Center

**What will be the top lures of the next fishing season? Will a new rod or reel redefine the way you fish? How will the sportfishing industry respond to the challenges it's facing? There's only one place to find out the answers to these questions and much, much more — ICAST 2008.**

The International Convention of Allied Sportfishing Trades, or ICAST, has evolved into the annual event for the sportfishing industry. ICAST offers the opportunity to network with hundreds of industry representatives in two or three days. It's the American Sportfishing Association's (ASA) most visible and most effective membership service, offering the best opportunity to meet association members and members of the broader sportfishing community from around the globe. In 2007 nearly 7,000 buyers, media members and industry representatives came together to celebrate 50 years of ICAST.

This year ICAST will once again co-locate with the Marine Aftermarket Accessories Trade Show (MAATS), produced by the National Marine Manufacturers Association (NMMA). The combination of these two shows will provide buyers, media and all ICAST attendees access to even more of the industry's hottest products and companies.

### Follow Your Business Instincts

ICAST is the only trade show where all major manufacturers display their entire product lines and highlight their latest ventures and innovations in gear and accessories. Nowhere else can buyers, media and other show attendees see everything a manufacturer has to offer. ICAST provides buyers the best chance to get orders in first for the next fishing season and offers media an opportunity to preview what's hot for the upcoming season.

For exhibitors, sponsorships are an excellent way to get their names in front of show attendees. For 2008 ASA is offering a variety of sponsorship opportunities, ranging in cost from \$300 to \$16,000. And an assortment of sponsorship venues are still available.

ASA's Web site, [www.asafishing.org/icast](http://www.asafishing.org/icast), lists the ICAST sponsorship opportunities.

### Follow Your Innovative Instincts

From leading companies and startups alike, more new fishing products are unveiled at ICAST than anywhere else. The New Product Showcase, ICAST's flagship feature, is the place to see the most ingenious fishing gear and accessories and meet the creative talent behind them. Buyers and media have the opportunity



to preview these cutting-edge products with their designers at Tuesday evening's New Product Showcase Preview Reception.

Exhibitors seeking to vie for a New Product Showcase "Best of Show" award can find the necessary information in the Exhibitor Promo Pak. The Promo Pak will be mailed in March to all exhibitors and is also available at [www.asafishing.org/icast](http://www.asafishing.org/icast).

### Follow Your Budget Instincts

Most exhibitors offer significant discounts through ICAST-only Show Specials on orders placed during the show. With MAATS joining ICAST on the show floor, buyers will get two shows for the price of one. Combining ICAST and MAATS gives buyers and media more access to the hottest products for fishing and boating.

There are several exhibitor deadlines, however, for Show Specials. Exhibitors who want to have their names listed in Fishing Tackle Retailer magazine and in the ICAST Buyers' Guide,

free of charge, must meet the April 7 Show Specials deadline. Exhibitors should refer to the Exhibitor Promo Pak for all ICAST show deadlines.

### Follow Your Lucky Instincts

Buyers who place an order during the show and vote in the New Product Showcase "Best of Show" competition increase their chances to win in raffles for cash and other prizes.

Voting in the New Product Showcase earns buyers and media attendees a chance at winning up to \$3,000 cash.

Buyers who write orders at ICAST 2008 are eligible to win cash or the grand prize of a trip for two to the beautiful Crocodile Bay Lodge in Costa Rica.

### Follow Your Networking Instincts

Business still revolves around face-to-face meetings. There's no place like ICAST to connect

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**ICAST 2008**  
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There are a lot of variations on the “getting there” theme. One of my favorites is from the master of stating-the-obvious himself, baseball great Yogi Berra, who once said, “If you don’t know where you’re going, you will wind up somewhere else.”

Recently, I’ve been reviewing the results of the 2008 American Sportfishing Association’s Member Survey to see what you, our members, have to say about the work of your association and how we should serve your business needs. Yogi’s quote seemed an appropriate one for, like so many things in life, if we don’t know where we’re going, we may just end up somewhere that is not to our members’ liking.

First, I want to thank our members who participated in this semi-annual survey and those who made additional comments. More than a third of our members took the survey, quite a few more than who did in 2006. We feel confident that the answers we received give us a good snapshot of how we are doing to address the needs of the sportfishing industry. We are here to serve your interests, and the member survey is one of the best methods we have to gauge just how well we’re doing that.

The survey tells us that the two top issues in which ASA should, and does, play an active role is increasing the number of anglers and access to fishing opportunities. The quality of fishing also ranked high, which certainly relates to the other two issues.

First, let me focus on participation. A number of years ago, ASA looked across the landscape and saw several things – fishing participation was declining and there was no one entity that had the ability or money to reverse that decline. So we helped create the Recreational Boating and Fishing Foundation (RBFF), with a dedicated funding source originating in the federal manufacturers excise tax, to address fishing and boating participation. During the past 12 months, under Frank Peterson’s leadership, RBFF has put into place several programs that we can make an impact on participation and license sales. The new states’ license sales initiative, along with the Anglers’ Legacy program for avid anglers, will have an impact.

The Future Fisherman Foundation, with RBFF support, is also making inroads with the school-based *Physh Ed* National Fishing and Boating Grants Initiative. The foundation’s partnership with the Department of Justice and Boys & Girls Clubs throughout the United States also is having an impact.

These are just two of the programs with which we work everyday. There are many more. We have got to do what we can to get people, particularly young ones, away from the computer and the TV, out of the house and into the outdoors. Their lives, and our livelihoods, depend on it.

The other issue is access, the most serious issue to face us as an industry. It used to be that fishing ranked right up there with mom and apple pie as one of the most popular and respected of American pastimes. During the past decade, the proven methods of science-based recreational fisheries management have come under attack by those who oppose the practice but have no better solution than to seek to prohibit anglers from doing what they enjoy most – spending a day on the water with family and friends. Denying access to public resources to the people who pay for the privilege through tackle and motorboat fuel taxes and fishing license fees runs counter to everything that is right about this country.

Anglers and boaters in California, Florida, New Jersey, North Carolina, Oregon, Washington state, the states that border the Gulf of Mexico and other salt-water fishing states are experiencing issues related to fishing access. Although it may seem like the squeaky wheel syndrome for our members who concentrate on freshwater fishing, I assure you, the lessons we learn in these states, and the successes we have, will serve us well when attention is placed on freshwater access.

That day is coming, and we must be prepared.

  
Mike Nussman  
President & CEO



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# Marine Protected Areas— The Process Continues

*California is not the only state affected by this process*

Since October 2006 when ASA's Board of Directors instructed it to become involved in the implementation of California's Marine Life Protection Act (MLPA), ASA's efforts have been considerable – not only on the MLPA but also on marine protected area (MPA) efforts on the national level.

In California, Phase I (of the five implementation phases) was completed in September 2007, with Phase II nearing completion. On the national level, the federal government is proposing a network of MPAs in the Gulf of Mexico called, "Islands in the Stream." In addition Oregon and Washington state continue to discuss their approaches to MPAs.

## Implementation of the MLPA

ASA and the other members of the Partnership for Sustainable Oceans (PSO), which includes Coastside Fishing Club, National Marine Manufacturers Association, Northern California Kayak Anglers, Southern California Marine Association, Sportfishing Association of California and United Anglers of Southern California, have worked diligently to be a constructive part of the MLPA process. The PSO's goal is to "protect California's marine environment while minimizing unwarranted closures of California's marine waters to recreational fishing."

Implementation of Phase II, which includes the north central coast from Alder Creek in Mendocino County to Pigeon Point in San Mateo County, is

nearing completion. In early January, ASA and the governing members of PSO met in San Francisco to discuss their strategy for the final months of the second phase of MLPA implementation and laid the groundwork for its efforts in Phase III. Phase III will begin in the coming weeks and focus on waters in southern California, from Point Conception south to the Mexico border.

In February, ASA staff attended a combined meeting of the California Fish and Game Commission and the MLPA Blue Ribbon Task Force (BRTF) in Pacifica, Calif., where the Commission and the BRTF heard comments about the MLPA process from both MLPA staff and the public. The BRTF also met to consider the Science Advisory Team's (SAT) analysis of the five remaining proposals for MPAs along California's north central coast. The PSO developed one of the five proposals. The SAT's analysis determined how the proposals met the science and conservation guidelines the SAT established.

During its deliberations, the BRTF made an unexpected decision, absent the best available science, regarding trolling for salmon in shallow water that adversely affects the ability of the PSO's proposal to meet the science guidelines. The PSO is fighting the decision and working to ensure that the next iteration of its proposal meets the science guidelines while protecting recreational fishing in the area.

In another decision the BRTF has asked the Regional Stakeholder Group to reduce the number of proposals from the current number of five to no more than three. The BRTF is scheduled to meet in April to vote on which proposal(s) to advance to the Fish and Game Commission for its consideration.

While the work on Phase II continues, the California Department of Fish and Game is preparing to start Phase III. According to Gordon Robertson, ASA vice president, "Phase III will be a greater challenge due to the markedly higher number of anglers and the higher number of target species." Robertson further said, "In addition, every linear foot of coastline is someone's favorite fishing spot. Anglers and the industry need to know this and get involved."

The south coast will be followed by the north coast (Alder Creek north to the Oregon border) and finally the San Francisco Bay.

The goal remains to have implementation completed by 2011.

## Gulf of Mexico Update

In late 2007, the Bush administration released a proposal that would establish a network of MPAs in the Gulf of Mexico.

An administration discussion document calls it "the largest such network in the nation and among the first truly internationally connected networks in the world." Its goal is to protect interconnected deep-water coral banks and hard-bottom communities in the region by creating a new paradigm

of marine management that coordinates state, federal and international management actions.

The National Ocean and Atmospheric Administration's National Oceans Service has been briefing stakeholders in Washington, D.C. and the Gulf of Mexico region. ASA is working with the Congressional Sportsmen Foundation (CSF) to ensure that current and future recreational fishing opportunities in the Gulf of Mexico are protected. In meetings with the White House Council on Environmental Quality and the National Ocean Service, ASA and CSF have stated that they would not support any proposal that does not protect and maintain recreational fishing opportunities.

The process for moving forward with Islands in the Stream will become clearer in the coming weeks. The overall process, however, is expected to take the next several months to complete. ASA is advocating for a transparent, open process that involves the input from a variety of stakeholders.

For more information about MPAs, contact Gordon Robertson, ASA vice president, [grobertson@asafishing.org](mailto:grobertson@asafishing.org), 703-519-9691, ext. 237, or Patty Doerr, Ocean Resource Policy director, [pdoerr@asafishing.org](mailto:pdoerr@asafishing.org), ext. 244. ■

# Follow Your Instincts to ICAST 2008

July 16–18, Las Vegas Convention Center

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with business partners and build relationships, particularly with newcomers to the industry.

The Industry Breakfast and the Chairman's Industry Awards Reception are just two of the special events where relationships are made and renewed at ICAST.

## Follow Your Survival Instincts

ICAST is produced by ASA, the sportfishing industry's trade association. ASA is celebrating 75 years of leading the way for fishing's future in 2008. As ASA's premier event, ICAST 2008 serves as a venue to learn how every member of the sportfishing community can contribute to ensuring the success of the sport of fishing for future generations of anglers.

## Special Events and Business Opportunities

All events take place at the Las Vegas Convention Center unless otherwise noted. For the most up-to-date information on ICAST 2008, visit [www.asafishing.org/icast](http://www.asafishing.org/icast).

## ICAST Registration Is Now Open!

The easiest and most efficient way to register is at [www.asafishing.org/icast](http://www.asafishing.org/icast). Simply follow the step-by-step instructions.

The deadline to take advantage of discounted pre-registration rates is June 16, 2008. ICAST 2008 registration materials will be mailed in March.



## ICAST New Product Showcase Preview Reception

Sponsored by Fishing Tackle Retailer  
Tuesday, July 15  
5:00 p.m.–7:00 p.m.

Do you want to know which products will hit the shelves this upcoming fishing season? The New Product Showcase, ICAST's flagship feature, is the place to find that information.

In 2008 more innovative products from more manufacturers are expected to be displayed than ever before. At the New Product Showcase Preview Reception, buyers and media will be the first people to preview these new products, doing so in an environment where exhibitors can take the time to demonstrate why their products are worthy of being "Best of Show."

The New Product Showcase is more than just a display of new products. It is the ultimate competition for manufacturers of sportfishing gear and accessories. All products in the New Product Showcase compete for the prestigious title of overall "Best of Show" and "Best in Category" for 17 product classes. Buyers and media attendees are the judges that determine these awards.

## Industry Breakfast

Wednesday, July 16  
7:30 a.m.–8:45 a.m.  
Held just before the show floor's grand opening, the Industry

Breakfast features a State of the Industry message by ASA President and CEO Mike Nussman. Randy Lemcke, vice president of Plano Molding Company and chairman of ASA's Board of Directors, will open the breakfast with welcoming remarks. This event is a must-attend for everyone in the sportfishing industry, and it is the best venue to gain insight into our industry's future. Tickets are required for this event and may be purchased during registration.

## Chairman's Industry Awards Reception – Las Vegas Hilton

Wednesday, July 17  
6:00 p.m.–7:30 p.m.  
Randy Lemcke, vice president of Plano Molding Company and chairman of ASA's Board of

Directors, will host the annual reception welcoming ICAST attendees and celebrating the show's opening day. During the reception Lemcke and ASA President and CEO Mike Nussman will announce the New Product Showcase's "Best of Show" winners.

## ICAST Show Specials

*Reelin' & Dealin' – A Guide to ICAST-only Specials* is the definitive guide to exhibitors offering special deals found only at ICAST. The guide will be mailed to pre-registered buyers and distributed throughout the show. Nearly half of exhibitors offer Show Specials, which provide a myriad of opportunities for buyers to save money by striking deals at the show.

## Boost Your Business – For Free

Take advantage of free business seminars throughout the show. These sessions are tailored to help you in your business and

## ICAST and MAATS – Two Shows for the Price of One!

ICAST will co-locate with the Marine Aftermarket Accessories Trade Show (MAATS), produced by the National Marine Manufacturers Association (NMMA), July 16–18, 2008, giving you full access to more of the hottest new products for boating and fishing.

ICAST and MAATS also will be together in 2009, in Orlando, Fla. Attendees to one trade show



will have full access to the other one. ICAST is your chance to experience two great shows for the price of one. For more information on MAATS, please visit [www.maats.net](http://www.maats.net).

## Sponsor ICAST and Get Noticed

There are ICAST sponsorship opportunities still available to fit all marketing and sponsorship budgets.

Sponsoring ICAST is an effective way to increase your company's exposure and visibility – gain company stand-alone or product recognition, drive sales by leveraging exhibit space and access 7,000 industry members.

For more information on sponsorships, visit [www.asafishing.org/icast](http://www.asafishing.org/icast) to download the sponsorship opportunities brochure.

to address the most pressing issues facing the sportfishing industry. More information will be available in future newsletters and on the ASA Web site at [www.asafishing.org/icast](http://www.asafishing.org/icast).

### Attention Exhibitors!

Selecting your booth space is only the first step in building a successful show presence. There are a number of pre-ICAST marketing efforts exhibitors can take to maximize their show experience.

### Exhibitor Promo Pak

The Promo Pak is an exhibitor's best reference guide for getting the most out of ICAST. The Promo Pak has everything an exhibitor needs to know about pre-ICAST marketing to create a positive and direct impact on their bottom line.

The Promo Pak includes information about:

- Developing Show Specials and communicating them to buyers.
- Combining Show Specials with raffle information as an incentive for buyers.
- Making the New Product Showcase work for your new merchandise, including how to enter the Showcase.
- Using sponsorship opportunities to get your name in front of ICAST attendees.
- Getting listed in the 2006 *ICAST Buyers' Guide* – the who's who of the sportfishing industry.
- Obtaining free ICAST promotional materials so buyers will know you are at the trade show and ready for business.

### Exhibitors' Conference Calls

In March, April and May, ASA will host conference calls for exhibitors to discuss maximizing their ICAST experience, from pre-show marketing to onsite information.

### Exhibitor Service Manual

Exhibitors who have paid both their booth fees and their ASA membership dues will receive their Exhibitor Service Manual in mid-April. New this year, the Exhibitor Service Manual will be available in an electronic format on ASA's Web site and on CD in order to reduce paper usage. Contact Ken Andres, [kandres@asafishing.org](mailto:kandres@asafishing.org), ext. 231, for more information. ■

## ICAST and MAATS 2008 Schedules

*These schedules are subject to change. Visit [www.asafishing.org/icast](http://www.asafishing.org/icast) for updates.*

### Tuesday, July 15, 2008

- 8:00 a.m. Registration Opens
- 5:00 p.m. Registration Closes
- 5:00 p.m. New Product Showcase Preview Reception

### Wednesday, July 16, 2008

- 7:00 a.m. Registration Opens
- 7:30 a.m. Industry Breakfast
- 9:00 a.m. ICAST Opens
- 9:00 a.m. New Product Showcase (Open to Buyers and Media-Editorial Attendees Only)
- 10:00 a.m. New Product Showcase (Open to All Attendees)
- 11:00 a.m. Seminar
- 1:00 p.m. MAATS Opens
- 2:00 p.m. Seminar
- 4:30 p.m. Social Hour in Exhibitors' Booths
- 5:00 p.m. Registration Closes
- 6:00 p.m. ICAST and MAATS Close
- 6:00 p.m. Chairman's Industry Awards Reception

### Thursday, July 17, 2008

- 7:30 a.m. Registration Opens
- 7:30 a.m. Seminar
- 8:30 a.m. ICAST Opens
- 1:00 p.m. MAATS Opens
- 2:00 p.m. Seminar
- 4:00 p.m. Registration Closes
- 4:30 p.m. Social Hour in Exhibitors' Booths
- 5:30 p.m. ICAST and MAATS Close

### Friday, July 18, 2008

- 7:30 a.m. Registration Opens
- 8:30 a.m. ICAST Opens
- 11:00 a.m. MAATS Opens
- 12:00 p.m. New Product Showcase Closes
- 1:00 p.m. Registration Closes
- 1:00 p.m. Social Hour in Exhibitors' Booths
- 3:00 p.m. ICAST and MAATS Close

## Government Affairs Update

**These items cover Government Affairs activities for January and February 2008.**

For more information on ASA Government Affairs activities, contact Gordon Robertson, vice president and Government Affairs lead, [groberson@asafishing.org](mailto:groberson@asafishing.org), ext. 237; Patty Doerr, ocean resource policy director, [pdoerr@asafishing.org](mailto:pdoerr@asafishing.org), ext. 244; or Mary Beth Charles, policy fellow, [mbcharles@asafishing.org](mailto:mbcharles@asafishing.org), ext. 230. Please visit ASA's Web site, [www.asafishing.org](http://www.asafishing.org), for more information.

### Marine Life Protection Act Update

In February, ASA staff attended a combined meeting of the California Fish and Game Commission and the MLPA Blue Ribbon Task Force (BRTF) in Pacifica, Calif., where the Commission and the BRTF heard comments about the MLPA process from both MLPA staff and the public. The BRTF also met to consider the Science Advisory Team's (SAT's) analysis of the five remaining proposals for marine protected areas along California's north central coast. The Partnership for Sustainable Oceans (PSO) developed one of the five proposals. The SAT's analysis determined how the proposals met the science and conservation guidelines established by the SAT.

During its deliberations, the BRTF made an unexpected decision, absent the best available science, regarding trolling for salmon that adversely affects the ability of the PSO's proposal to meet the science guidelines. The PSO is fighting the decision and working to ensure that the next iteration of its proposal strongly meets the science guidelines while protecting recreational fishing in the area. In another decision, the BRTF has asked the Regional Stakeholder Group to reduce the number of proposals from the current number of five to no more than three.

The BRTF is scheduled to meet in April to vote on which proposal(s) to advance to the Fish and Game Commission for its consideration.

### Cape Hatteras Update

The first official meeting of the Cape Hatteras National Seashore Negotiated Rulemaking Committee was held in Buxton, N.C., in early January. ASA is represented on this committee by Board of Directors Member Bob Eakes, president, Red Drum Tackle Shop, Inc.

During the next year the committee will develop a consensus management plan for the use of off-road vehicles (ORV) on the beaches. This first meeting focused on finalizing the committee's ground rules and understanding the coinciding economic assessment and evaluation under the National Environmental Policy Act.

The second meeting, held in Nags Head, N.C., in February, focused on identifying the issues the committee should address and how to resolve them. Public comments focused on the need to protect beach access and the potential economic impacts of closing large portions of the beach. The next meeting is scheduled for March 18-19, 2008, in Avon, N.C.

Meanwhile, the Defenders of Wildlife and the National Audubon Society have filed an injunction asking that all ORV access, except for essential vehicles, be stopped on Cape Hatteras National Seashore in areas covered by the Park Service's Interim Protected Species Management Plan to protect nesting waterbirds and shorebirds. A federal judge

has yet to rule on whether the interim plan is sufficient to protect the species covered by the plan.

Defenders and Audubon also jointly filed suit in 2007 contending that the Park Service was not meeting the requirements of the Endangered Species Act as it relates to protection for the piping plover and other shore birds. The court date for the motion is scheduled for April 3, 2008.

Both Defenders and Audubon are involved in the Negotiated Rulemaking process, a situation ASA views as a conflict of interest and has brought to the attention of Department of Interior staff.

### ASA Continues Work on Summer Flounder Issue

ASA staff is continuing its efforts to ensure that sound science and management decisions are used in determining the total allowable catch and target biomass for summer flounder (fluke) on the East Coast. ASA is supporting an independent panel of scientists, put together by the Save the Summer Flounder Fishery Fund (SSFFF) and others, to take part in this year's benchmark assessment on the health of the summer flounder fishery. ASA, along with its members American Rod & Gun and Henry's/Big Rock Sports, is contributing to the fund by donating a Mako 17-foot center console boat with accessories to be raffled off on June 28, 2008, during an SSFFF event in Brielle, N.J. In addition, ASA is evaluating other measures to address the issue.

### Bill Introduced to Amend the Magnuson-Stevens Act

U.S. House of Representatives member Frank Pallone, Jr. (D-NJ) has introduced a bill that would amend provisions in the Magnuson-Stevens Fishery Conservation Act that require a stock to be "rebuilt" within 10 years. While ASA supports provisions that not only aim to end overfishing of all species, but also aim to minimize the adverse impacts of fisheries management on communities that depend on recreational fishing, it is analyzing the bill to determine the best course of action.

### Grouper Problems in the Gulf of Mexico

To address problems facing gag grouper in the Gulf of Mexico, the Gulf of Mexico Fishery Management Council is proposing a suite of inequitable reductions in gag grouper take, including expanding marine protected areas and transferring fishing rights from recreational anglers to commercial fishing fleets.

The council is recommending a 45 percent reduction in gag grouper take, limiting the recreational angler to only one gag grouper in an aggregate bag of three fish, closing the recreational fishing season for grouper from January 15 to April 15, 2009, and transferring the fishing rights of more than half of the Gulf grouper complex to a limited number of commercial fishermen.

In contrast the council is proposing that the commercial fleet

# Currents

## News briefs on sportfishing issues and trends affecting the marketplace

retain its current take and have only a one-month closure. ASA believes there are more equitable ways to address the grouper issue and will be providing its suggestions to the council. ASA members will be notified of its recommendations to the council, and industry members and anglers will be able to provide comment to the council through the Government Affairs section on ASA's Web site.

### Fiscal Year 2009 Federal Agency Budget Briefings

ASA staff attended the 2009 president's proposed budget briefings hosted by the Association of Fish and Wildlife Agencies. The Fish and Wildlife Service (FWS) Fisheries Program's proposed budget is reduced by \$11 million from 2008 with the National Marine Fisheries Service's proposed budget reduced by almost \$47 million. This figure includes a \$5.9 million decrease from 2008 funding for the FWS National Fish Passage Program. Currently the Open Rivers Initiative has no FWS funding available for 2009.

In addition, although the National Oceanic and Atmospheric Administration's (NOAA) Habitat Conservation and Restoration Program has a decrease of nearly \$7 million from 2008 funding, funds will be redirected to NOAA's Open Rivers Initiative budget resulting in an increase of more than \$5 million in 2009. ■

### Congress Holds Hearing on Health of the Great Lakes

In January 2008 the U.S. House Subcommittee on Water Resources and Environment held a hearing on the Great Lakes pollution problems. At the hearing witnesses from the International Joint Commission (IJC) of the United States and Canada, the U.S. Fish and Wildlife Service, the National Oceanic and Atmospheric Administration and the National Resources Conservation Service testified about how to best address the pollution problem, which includes raw sewage, chemicals and invasive species.

Experts attested that monitoring and government program evaluations under the U.S. Environmental Protection Agency (EPA) would be crucial in cleaning up the Great Lakes.

The chair of the U.S. section of the IJC indicated the need for more information from federal agencies to advise governments on how to best protect the lakes. A recent report the Government Accountability Offices issued discusses the need for the EPA to devise sound methods to test the level of chemicals of concern such as dioxin and polychlorinated biphenyls (PCBs).

### Possible Deal Reached on Removal of Klamath River Dams

The Klamath Settlement Group, a collection of angler groups, environmental groups, farmers, Native Americans

and state and federal agencies, announced in January 2008 a plan to remove dams on Oregon's Klamath River. The plan was submitted to the owner of the dams, PacificCorp, which must agree to the settlement.

In addition the federal, Oregon and California governments need to commit \$1 billion to cover the cost of removing the dams.

### Plan for Columbia River Dams Salmon Delayed Again

In early February 2008, a federal judge in Oregon postponed for a second time the deadline for a plan to balance power-generation needs from dams with salmon protection in the Columbia River Basin.

The National Marine Fisheries Service (NMFS) was due to complete a biological opinion on March 18. A U.S. District Court judge threatened to take over the process if the plan did not satisfy the requirements. The deadline has since been moved to May 5 because of the high volume of comments the NMFS received after the release of the last biological opinion.

### Supreme Court Maintains Endangered Species Status for Alabama Sturgeon

The United States Supreme Court has upheld the U.S. Fish and Wildlife Service's decision in 2000 to list the Alabama sturgeon, a prehistoric fish

native to southern Alabama, as an endangered species.

The Alabama-Tombigbee Rivers Coalition, a group of commercial, industrial and navigation interests, had argued that the Alabama sturgeon did not warrant listing because it was not genetically distinct from the Mississippi shovelnose sturgeon. Alabama sturgeon protection efforts will continue to receive federal funding and benefit from programs aimed at restoring its populations in the lower ranges of the Alabama and Mobile rivers.

During the 19th and 20th centuries the sturgeon was a prized commercial species.

### New Reef Fish Gear Required for Gulf of Mexico

The National Marine Fisheries Service (NMFS) is moving forward with implementing new management measures for commercial and recreational reef fish fisheries in the Gulf of Mexico.

In October 2007, NMFS proposed new requirements that recreational anglers use non-stainless-steel circle hooks when fishing with natural baits, along with a de-hooking device and a venting tool onboard their vessels. ASA submitted a letter to NMFS requesting an 18-month transition period.

A venting tool is necessary to deflate the swim bladders of reef fish that anglers intend to release. The tool should be inserted just deep enough to release the gases, so that the fish may be released back into the water with minimum harm. ■

# The Business of Sportfishing

## Looking at the Numbers

### Fishing Tackle Imports

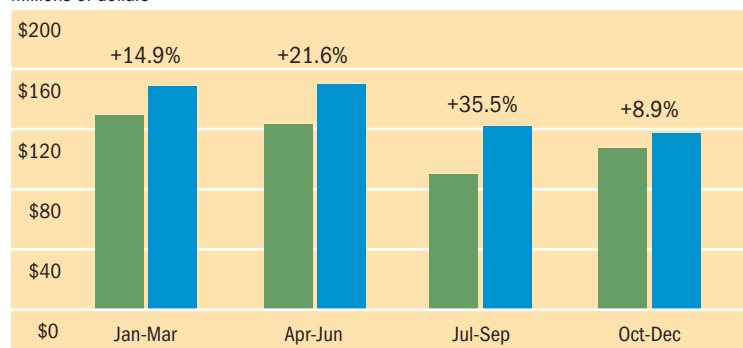
The fishing tackle imports index tracks trends in the dollar value of fishing tackle imported into the United States using data provided by the U.S. International Trade Commission. The results of this index provide insight into the general health of fishing tackle sales.

#### Quarterly Imports: All Fishing Tackle

Overall the dollar value of fishing tackle imports was up slightly for the fourth quarter of 2007 from \$107 million to \$117 million compared to 2006. The tackle imports value showed an increase in the fourth quarter of 2007 compared to the same quarter in 2006. From the third quarter to the fourth, however, imports declined in 2007 compared to an increase in 2006. Details on specific tackle categories are available on ASA's Web site at [www.asafishing.org](http://www.asafishing.org).

Customs value as reported by the U.S. International Trade Commission

Millions of dollars



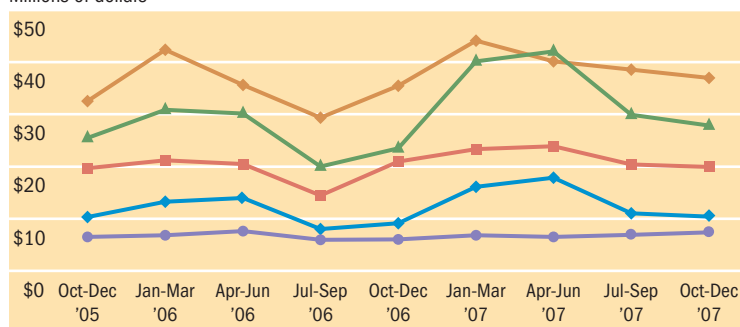
■ 2006 ■ 2007

This chart compares 2007 tackle imports to 2006 imports.

#### Quarterly Import Trends: Top Five Imported Tackle Categories

Customs value as reported by the U.S. International Trade Commission

Millions of dollars



- Fishing reels valued over \$8.45
- Fishing rods
- Artificial baits
- Fishing reels valued over \$2.70 and under \$8.45
- Fish hooks, NESOI

Quarterly totals for all tackle for four most recent quarters:  
 Jan-Mar '07: \$148,466,509  
 Apr-Jun '07: \$149,463,230  
 Jul-Sep '07: \$122,042,938  
 Oct-Dec '07: \$117,090,717

Other categories that each have less than \$5 million in annual imports:

- Fishing or fly fishing leaders
- Fishing landing, butterfly and similar nets
- Fishing line put up and packaged for retail
- Fishing reels, parts and accessories
- Fishing reels valued up to \$2.70
- Fishing rods, parts and accessories
- Snelled hooks

### ASA to Release Updated Version of *Today's Angler*

What is the most popular saltwater fish targeted by Northeast anglers? Which species is the most popular one on the West Coast? Where can you find avid anglers? How much does the avid trout angler in the mountain states spend each year?

To answer these questions and other ones in late spring 2008 the American Sportfishing Association will make available, free of charge, a copy of *Today's Angler* for its members. This benefit is exclusive to ASA members. Non-members will be charged a fee for the publication.

This report is a detailed analysis of the information found in the U.S. Fish and Wildlife Service's 2006 *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*.

*Today's Angler* provides details about who fishes, how participation and expenditures vary across

regions and much more. Using graphs and tables, this report is an update to a similar report ASA produced in 2004.

If you have questions about the report's content, contact Rob Southwick, Southwick Associates, [rob@southwickassociates.com](mailto:rob@southwickassociates.com). ■

## U.S. Angler Expenditures by Category in 2006

	All Anglers	Non-Residents
<b>Travel Expenditures</b>	<b>\$596.91</b>	<b>\$687.74</b>
Food	\$144.47	\$160.65
Lodging	\$65.95	\$154.92
Airfare	\$13.58	\$28.20
Public transportation	\$3.90	\$13.51
Private transportation	\$148.17	\$154.39
Boat fuel	\$60.69	\$36.29
Guides	\$27.79	\$55.55
Public land-use fees	\$5.90	\$3.83
Private land-use fees	\$4.79	\$4.21
Boat launching	\$4.51	\$4.73
Boat mooring	\$48.61	\$18.13
Equipment rental	\$12.60	\$17.43
Bait (live, cut and prepared)	\$39.51	\$23.00
Ice	\$12.63	\$9.72
Heating and cooking fuel	\$3.80	\$3.19
<b>Fishing Equipment Expenditures</b>	<b>\$175.97</b>	<b>\$69.42</b>
Rods, reels and components	\$74.76	\$36.14
Lines and leaders	\$18.03	\$4.83
Lures, flies and artificial baits	\$30.14	\$11.64
Hooks, sinkers and other terminal tackle	\$12.93	\$3.54
Tackle boxes	\$4.24	\$0.98
Creels, strings, landing nets, etc.	\$3.56	\$0.85
Bait buckets, minnow traps, etc.	\$2.04	\$0.80
Depth finder, fish finders and other electronics	\$17.15	\$5.47
Ice fishing equipment	\$3.51	\$0.82
Other fishing equipment	\$9.60	\$4.34
<b>Auxiliary Purchases for Fishing</b>	<b>\$32.34</b>	<b>\$15.73</b>
Camping gear	\$19.57	\$10.36
Binoculars	\$2.59	\$0.53
Special fishing clothing, foul weather gear	\$10.19	\$4.84
<b>Special Equipment Purchased for Fishing</b>	<b>\$561.18</b>	<b>\$302.63</b>
Bass boats	\$57.94	\$30.46
Other motorized boats	\$138.36	\$146.28
Canoes and non-motorized boats	\$4.57	\$1.10
Boat motors, trailers, hitches, etc.	\$29.91	\$30.60
Pick-ups, campers, motor homes, etc.	\$261.67	\$61.01
Cabins	\$24.67	\$13.43
4x4 and off-road vehicles	\$40.32	\$19.21
Other special equipment	\$3.74	\$0.54
<b>Other Miscellaneous Fishing Expenses*</b>	<b>\$147.22</b>	<b>\$173.88</b>
Taxidermy and processing	\$1.78	\$0.98
Books and magazines	\$5.13	\$1.68
Dues and contributions	\$7.15	\$3.23
Licenses and fees	\$18.37	\$19.61
Land purchased for fishing	\$101.80	\$145.38
Land leased for fishing	\$9.62	\$2.03
Other miscellaneous fishing expenditures	\$3.37	\$0.97
<b>TOTAL</b>	<b>\$1,513.62</b>	<b>\$1,249.39</b>

# Focus ON THE RECREATIONAL BOATING & FISHING FOUNDATION

## Top Retailers Join Anglers' Legacy Program in 2008

Bass Pro Shops, Cabela's and Dick's Sporting Goods help boost the number of anglers nationwide

The Recreational Boating & Fishing Foundation (RBFF) is finding strength in numbers with three new retail partnerships. These partners will place the Anglers' Legacy program message in front of hundreds of thousands of people in more than 400 stores throughout the country.

Aimed at boosting the number of anglers nationwide, Bass Pro Shops, Cabela's and Dick's Sporting Goods have launched promotions that encourage their customers to take the Anglers' Legacy Pledge and share their

love of fishing by introducing a newcomer to the sport – and help us spread the Anglers' Legacy message even further.”

The outreach campaign, which will include displays, giveaways, coupons and other marketing materials, is part of a larger effort by RBFF to reverse a nationwide decline in fishing during the past five years. It also will help generate revenue for the fishing and boating industries and for conservation efforts.

### Bass Pro Shops

Moving into its second year as an Anglers' Legacy program partner, Bass Pro Shops has expanded its pledge drive in 2008 by tying in the Spring Fishing Classic event held February 29–March 16, 2008. Using store displays, flyers and special incentives, Bass Pro Shops encouraged customers, employees and pro staff to take the Anglers' Legacy Pledge. Shoppers who signed up received a trophy fish poster to record details about their prize catches including date, location and weight.

“The Anglers' Legacy program was a key part of our Spring Classic this year, and we look forward to promoting as many Pledges as we can,” said Bass Pro Shops Public Relations and Outdoor Education Manager Larry Whiteley. “We want to encourage all anglers to help pass on our great heritage of fishing so that others can learn to enjoy this great tradition as much as they do.”

### Cabela's

In a yearlong campaign that began in January, Cabela's is carrying the Anglers' Legacy message to its customers through store displays, newsletter articles and links on individual store Web sites, as well as public service announcements on the company's TV programs and in its outdoor magazine.

Cabela's is encouraging promotional managers, store associates and pro staff to “Take the Pledge” and is offering a trophy fish poster to shoppers who sign up. It also is campaigning for the program at the Masters Walleye Circuit, where marketing materials will encourage avid anglers to get involved.

“Cabela's is delighted to be working with RBFF to preserve the tradition of fishing and pass it along to younger generations,” said Cabela's President and Chief Executive Officer Dennis Highby. “Introducing just one person to fishing is a success, and we think we can touch millions through our many business channels.”

### Dick's Sporting Goods

Running April through July 2008, Dick's is producing in-store signs that encourage customers to visit AnglersLegacy.org and “Take the Pledge” in exchange for a \$10 coupon toward their next purchase of \$50 or more. With a goal of at least 5,000 new pledges, the promotion will run at approximately 360 stores in 36 states.

“Above and beyond sheer numbers, we want to create awareness among anglers about the need to get more people involved,” said Dick's Sporting Goods Senior Tackle Buyer Ken Sarber. “We want to provide opportunities for everyone to experience our heritage of fishing and the outdoors.”

### Anglers' Legacy Value – \$3 Million and Counting

Research RBFF conducted in June 2007 revealed that an avid angler who takes the pledge, also known as an Anglers' Legacy ambassador, takes not just one person fishing, but takes more than four a year and also generates an initial \$120 in fishing tackle and equipment sales, \$166 in boating supplies and accessories sales and the sale of 3.2 fishing licenses.

Since Anglers' Legacy was launched in May 2006, the program has collected more than 25,000 pledges. “That means Anglers' Legacy may have already generated \$3 million for the fishing industry and \$4.15 million for boating,” said Peterson. “With the help of our industry partners, those numbers can only get better. If Anglers' Legacy reaches one million pledges, that could mean \$286 million for the fishing and boating industries. That's a lot of money supporting the programs that protect the future of the resource and the sport.”

For more information about the Anglers' Legacy program and how to join the movement, visit AnglersLegacy.org or contact RBFF Stakeholder Outreach Director Susannah Costello at scostello@rbff.org or 703-778-5163. ■

## Anglers' Legacy

love of fishing by introducing a newcomer to the sport.

“We're thrilled to be working with these industry leaders who share our passion for fishing and the outdoors,” said RBFF President and CEO Frank Peterson. “Bass Pro Shops, Cabela's and Dick's will all reach out to avid anglers – the best prospects to introduce



# Spotlight on Membership

*Bringing value to everything we do*

There are many benefits to membership in the American Sportfishing Association (ASA). If you have any questions about membership or becoming an ASA member, please contact Membership Director Jill Calabria, 703-519-0601, ext. 234, [jcalabria@asafishing.org](mailto:jcalabria@asafishing.org), or Membership Manager Ann Sweeney, 703-519-0601, ext. 241, [asweeney@asafishing.org](mailto:asweeney@asafishing.org).

## Protecting Your Business Interests

ASA's Government Affairs efforts are your connection to issues in your area and nationwide. ASA advocates on behalf of its members, monitoring existing and potential laws and policies that affect our members' businesses and sportfishing itself. In addition to tracking emerging policies, our Government Affairs staff fosters relationships with members of Congress, conservation and recreation partners and state and federal government leaders to ensure that sportfishing is represented when policy decisions are made.

ASA's online Legislative Action Center enables you to contact your representatives in Congress or reach the media within a specific geographic area to share your thoughts regarding issues that affect sportfishing.

ASA maintains [www.keepamericafishing.org](http://www.keepamericafishing.org), a Web site dedicated to access issues across the nation. Breaking news and updates are listed by state. Anglers can read about policy news that could impede their favorite fishing and destination spots.

## Business and Networking Opportunities

ASA produces the International Convention of Allied Sportfishing Trades (ICAST), the premier trade event for the sportfishing industry and the largest showcase of fishing gear and accessories in the world. ICAST 2008 will be held July 16–18 at the Las Vegas Convention Center. This event draws 7,000 attendees annually, including 2,000 buyers and 500 members of the outdoor media.

ASA also hosts the Sportfishing Summit, our annual business and membership meeting, to strengthen our industry's effectiveness in protecting our shared interests. The 2008 Sportfishing Summit will be held October 29–31 on Galveston Island, Texas. This venue is the only one where the entire sportfishing community convenes to discuss the range of issues and events that affect sportfishing's future.

Through our consumer-show partnership with Fred Hall & Associates on the West Coast and ASA's Eastern Fishing & Outdoor Exposition consumer shows in the Northeast, we're securing investments in the future and creating avenues for reaching your customers.

## Industry Data Reports and Information

*Today's Angler* is a synopsis of the U.S. Fish and Wildlife Service's 2006 *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*. Produced by ASA and geared toward the sportfishing industry, this report provides information about anglers' preferences and statistics that will help ASA members learn about their target markets. The report will be available at no cost to ASA members in spring 2008.

*Sportfishing in America: An Economic Engine and Conservation*

*Powerhouse* is a synopsis of the information found in the U.S. Fish and Wildlife Service's 2006 *National Survey of Fishing, Hunting and Wildlife-Associated Recreation* providing information about angler numbers, annual days of fishing, sportfishing expenditures and their associated economic impacts.

## Keeping You Informed

ASA's Web site, [www.asafishing.org](http://www.asafishing.org), is your resource for ASA's activities and the sportfishing industry including ICAST, Government Affairs and industry data.

ASA publishes *American Sportfishing*, a bi-monthly newsletter that covers important industry and association news and sends out monthly updates about association activities.

## Conservation and Education

ASA gives the industry a unified role and national impact on conservation and fishing participation through the FishAmerica Foundation ([www.fishamerica.org](http://www.fishamerica.org)), which invests in conservation, restoration and research projects to keep our fish and waters healthy. ASA also works with the Future Fisherman Foundation ([www.futurefisherman.org](http://www.futurefisherman.org)) to provide funding and education programs to teach young people to fish and be good stewards of fisheries and habitat.

## Join Today

Invest in your future. Call ASA Membership Director Jill Calabria or Membership Manager Ann Sweeney at 703-519-9691 to discuss becoming an ASA member. ■

## Service Provider Spotlight – ConferTel

ASA offers discounted teleconferencing services through its partnership with ConferTel, a leading teleconferencing company.

ConferTel is offering ASA members a special introductory deal of 300 free minutes of phone conferencing and a free trial of Web conferencing. There are no obligations when using ConferTel's services, and satisfaction is guaranteed. ASA members should provide promotion code 3948 to



receive their 300 minutes of free conferencing. Only ASA members will receive this offer.

For more information or to create an account, contact Garrett Colbert, 866-930-4500, or visit ConferTel's Web site at [www.confertel.net](http://www.confertel.net).

## FishAmerica Foundation

### FishAmerica Celebrates 25 Years of Keeping Fish and Waters Healthy

This year the FishAmerica Foundation, ASA's conservation and research foundation, is celebrating 25 years of keeping the nation's fish and waters healthy. Having awarded \$10 million in grants, FishAmerica has supported the nation's fisheries and habitats. By uniting the sportfishing industry with sportfishing clubs, conservation groups, natural resource agencies and corporations,



In 2003 FishAmerica awarded a grant to the Coos Watershed Association in Oregon to restore salmonid habitat in the Coos Bay watershed. A Chinook helicopter lifted donated trees to the stream for placement. Positioning whole trees in streams is cost-efficient and provides complexity in fish habitats.

FishAmerica is able to invest in fish and habitat conservation and research.

#### The Vision Lives

Today, with more than \$1 million in grants awarded annually, the foundation collaborates with communities, federal and state agencies, national sportfishing organizations and other foundations to improve the fishing experience. The foundation finances local hands-on projects that enhance fish populations, restore habitat, improve water quality and advance fisheries research.

FishAmerica has been pivotal to the restoration of prized sportfish such as shad, bass, walleye, flounder and salmon. "Looking ahead to the next 25-year milestone, we hope to bank on FishAmerica's mainstream appeal to greatly expand support from the industry, other corporations, partners and anglers alike," said FishAmerica Executive Director Johanna Laderman.

Each year more than 25 percent of ASA's members support FishAmerica with donations. In addition ASA members American Premier Corporation, Intermedia Outdoors, Pro Line Manufacturing and Zebco/WC Bradley provide a portion of the proceeds from some of their products to FishAmerica, allowing anglers the opportunity to give back to fisheries resources through their purchases.

Awarded in 1983 the foundation's first grant helped to



To restore an 11-acre urban family fishing pond, FishAmerica awarded a grant to Novato, Calif., in 2002. The grant helped the city purchase an aerator to increase dissolved oxygen levels and eliminate fish kills during the hot summer months.

restore a family fishing pond in Oklahoma City, Okla., through the purchase of aerators to help channel catfish survive.

Established by the late John Charvat, then-president of the Zebco Corporation (now called Zebco/WC Bradley), FishAmerica demonstrates the sportfishing industry's commitment to grassroots fisheries and habitat conservation. The late Jack Reichert, then-CEO and chairman of the Brunswick Corporation (the former parent company of Zebco), provided the support that Charvat needed to launch the foundation. Charvat and Reichert's legacies live on through FishAmerica with the conservation endowment established in their names, today valued at nearly \$1 million.

For more information about the FishAmerica Foundation, visit [www.fishamerica.org](http://www.fishamerica.org).

### Tampa Bay Sportfish Get New Home

With the help of a \$10,000 grant from the FishAmerica Foundation, sportfish, including redfish and snook, recently received new habitat in the Tampa Bay, Fla., ecosystem.

Through their partnership with the National Oceanic and Atmospheric Administration Restoration Center and the Brunswick Public Foundation, the Coastal Conservation Association of Florida and Tampa Bay Watch created oyster-reef fish habitat along Andrew's Island in northern Boca Ciega Bay near St. Petersburg.

During two weekend events, more than 130 community volunteers bagged 30 tons of fossilized oyster shell purchased from local shell mines. Once bagged, the shell was delivered by boat to Andrew's Island for volunteers to place at six sites along the island's shoreline, thereby creating oyster



Local community volunteers unload 30 tons of fossilized oyster shells along the shoreline of Andrew's Island.



Volunteers placed mesh bags filled with oyster shells to create one of six oyster bars off the coast of Andrew's Island in northern Boca Ciega Bay. The oyster bars will provide habitat and food sources for redfish, snook and other sportfish, as well as prevent further shoreline erosion.



More than 130 volunteers spent 544 hours creating six new reefs in Tampa Bay's northern Boca Ciega Bay.

reefs. The mesh bags will not unravel or cause adverse affects to fish or wildlife.

These oyster reefs provide foraging habitat for redfish, snook and other sportfish as well as supplying the hard substrate needed for oyster spat to settle and create

living oyster reefs. The reefs also will buffer the shoreline from heavy wave action and reduce current erosion rates, improving water quality in the bay.

This project benefits the large recreational fishery for the heavily populated Tampa Bay region.

## Chesapeake Bay Watershed Sportfish Get \$100,000 Habitat Boost

In 2008, with more than \$100,000 in grants from the FishAmerica Foundation (FAF) and the Chesapeake Bay Trust, four community-based projects will restore fish passage and habitat in the Chesapeake Bay watershed of Maryland for eastern brook trout, striped bass and croakers.

Volunteers are donating more than 500 hours to these projects. FAF and Trust funds will be matched with \$173,726 in cash and in-kind donations.

The projects will restore fish passage to nearly two miles of streams along the Green Branch of the Patuxent River in Upper Marlboro, restore fish passage to more than 46 square miles of habitat along Gunpowder Falls in Baltimore County, improve fish passage to more than one mile of quality habitat for eastern brook trout along Cash Valley Run in La Vale and improve oyster-reef fish habitat at Chinks Point at the mouth of the Severn River.

In partnership since 2002, FAF and the Trust dedicate up to \$100,000 annually to restore fish

habitat, improve water quality and enhance fish stocks in the ecologically critical bay and its tributaries in Maryland.

Already more than \$175,000 of fisheries conservation projects have been completed in the watershed, restoring more than 15 acres of wetlands and riparian areas. Nearly 10 acres of reef habitat also have been created.

"These projects will provide the bay's nearly 370,000 resident and non-resident anglers with



The White Hall Dam is located just below the confluence of Little Falls with Gunpowder Falls in Baltimore County, Maryland. Removing the dam will reopen 46 square miles of fisheries habitat for trout and other resident sportfish.

better fishing opportunities in future years," said Johanna Laderman, FAF executive director.

FishAmerica and the Trust share a mission to empower community groups to take on restoration projects, maximize existing partnerships and leverage new opportunities to restore some of the nation's most prized fisheries and valuable waterways in the Chesapeake Bay watershed. ■

## Future Fisherman Foundation

### Future Fisherman Foundation Funds Florida Fishing Fun

**Physh Ed grant program enables Woodlawn Beach Middle School students to learn and excel on the water**

Seventh grade can be a challenging time for students. There are many distractions that lure young minds to wonder during the school day, and teachers find it challenging to compete for student's attention.

One Florida physical education instructor, Pete Della Ratta, has come up with a clever way to hook his students. Using grant



Physical education teacher Pete Della Ratta works with his seventh grade students to help them learn essential fishing skills.

funds from the *Physh Ed* National Fishing and Boating Grants Initiative, Della Ratta engages his students on many levels, not just to produce good students but avid anglers and committed resource stewards as well.

Every seventh grade student at the Woodlawn Beach Middle School, Gulf Breeze, Fla., and one adaptive physical education class

from neighboring Navarre High School, Navarre, Fla., are connecting with nature through an intensive six-week fishing and boating program in their physical education classes. The program's objective is to use fishing and boating as a way of delivering important lessons about the environment, personal responsibility and citizenship.

Della Ratta, a 2006 grant recipient, took a \$5,000 grant and created a broad partnership with local fishing retailers, fishing clubs and the Florida Fish and Wildlife Conservation Commission as well as his schools' administrations and faculties. "The kids are excited about the program," said Della Ratta, "and that makes it exciting for the faculty, the administration and the community." Students learn concepts based on the Florida Sunshine State Standards which include activities that are interdisciplinary and combine subjects such as math, science, art, social studies, band, chorus, language arts and health with fishing and boating. Della Ratta's students learn the importance of boating safety and have the opportunity to earn their Florida boating license free-of-charge.

The breadth of the program is impressive. Della Ratta and his team developed partnerships that created exciting learning experiences for the students. According to Della Ratta, his team consists of "an amazing and committed group of educators and school administration plus we involved over 30 volunteers per day. I can't get over how involved this community, the shops, the clubs, the agency, our



Woodlawn Beach Middle School students explore the touch tank during their field trip to Shoreline Park as part of their physical education class's fishing and boating instruction.

parents and especially our kids are in this program!"

The 340-plus seventh grade students along with one high school class took a field trip to Shoreline Park South in Gulf Breeze, Fla., to partake in a day of fishing and boating concluding with a raffle of donated prizes from local merchants.

The stations included:

- Casting accuracy and technique with Backyard Bass.
- Water quality testing using professional scientific equipment with the Department of Environmental Protection.
- Fishing with bait and hook with volunteers from the University of West Florida Marine Fisheries Division.
- Learning about sea grass, storm runoff and how they affect the environment and local ecology of marine life with the Florida Sea Grant and the Escambia and

Santa Rosa County Extension Services.

■ Boating and fishing rules and regulations with the State of Florida Fish and Wildlife Conservation Commission.

■ Knot tying and rigging with local anglers.

■ Bait catching with a dip, cast and seine net along with marine identification with the Environmental Education Coordination Team.

■ On-board boating experience complete with rules and regulations provided by a Marine Patrol Officer from the Florida Fish and Wildlife Commission.

Della Ratta will continue to expand his program for the next school year. For more information contact Future Fisherman Foundation Executive Director Anne Danielski at [adanielski@asafishing.org](mailto:adanielski@asafishing.org), 703-519-9691, ext. 254.

## Unprecedented Growth for Physh Ed Program

*Program draws record number of applicants*

The *Physh Ed* National Fishing and Boating Grants Initiative, a joint program between the Future Fisherman Foundation and the Recreational Boating & Fishing Foundation, is in its fifth year of providing funding for teaching students from kindergarten through grade 12 how to fish and boat.

For the 2008–2009 school year it received a record number of applications from teachers interested in integrating fishing and boating activities into their classrooms. Current grant recipients represent 83 schools in 30 states, including elementary, middle and high schools. Teachers received more than \$270,000 in funds to implement fishing and boating in their classrooms. Since the



In 2007 a Boys & Girls Club of Pomona Valley, Pomona, Calif., student paints a design on his HOFNOD t-shirt.

inception of the program, *Physh Ed* grants have been awarded to 345 schools in 35 states and have provided fishing education and on the water experiences to more than 80,000 students.

The program continues to expand in the 2008–2009 school year by inviting educators from all disciplines to apply for grant funds, maximizing the opportunities to create interdisciplinary, multifaceted approaches to teaching fishing and boating to school-aged youth. Opening the grant program to all teachers enhances the appeal of the program and expands the potential reach and significance of the program. While maintaining relationships with physical education teachers, these new partnerships will infuse the academic significance of fishing and boating with a significant conservation message to school-aged students across the country.

In addition to diversifying teacher participation, the *Physh Ed* program is conducting an in-depth evaluation to create an improved institutional understanding of how to better deliver fishing education within the traditional school setting. Results from this study will be available in June 2008.

## Innovative Program Yields Big Fish and Big Smiles While Doubling Participation

*Program Serves More Boys & Girls Clubs in 2008*

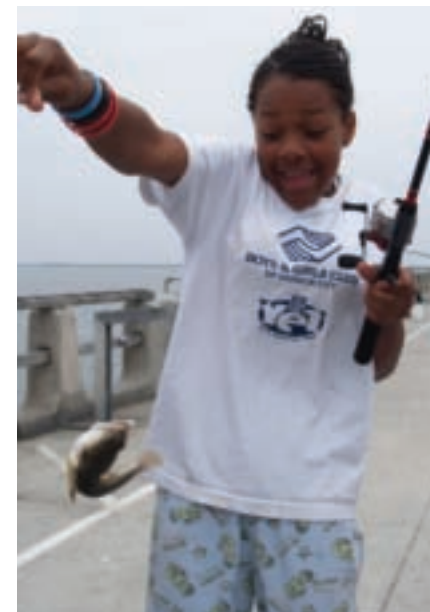
The Future Fisherman Foundation has partnered for a second year with the U.S. Department of Justice's Law Enforcement and Youth Partnerships for Crime Prevention initiative. As part of this program, the Foundation will train Boys & Girls Clubs' staff through the Hooked On Fishing–Not On Drugs® (HOFNOD) program. This training will focus on the fundamentals of fishing, which can then be passed on to young people involved in the Boys & Girls Clubs (BGC).

The clubs selected as part of the Foundation's grant program for 2008 have doubled compared to 2007. They are BGC of White Mountain Apache, White River, AZ; BGC of the South Bay, Harbor City, CA; East Los Angeles BGC, East Los Angeles, CA; Challengers BGC, Los Angeles, CA; BGC of

Greater Sacramento, Sacramento, CA; BGC of San Bernardino, San Bernardino, CA; BGC of Santa Monica, Santa Monica, CA; BGC of Lower Naugatuck Valley, Shelton, CT; BGC of Greater Washington-DC, Silver Spring, MD; BGC of Bay County, Bay City, MI; BGC of Elk River, Elk River, MN; BGC of the Twin Cities-St. Paul, Minneapolis, MN; BGC of the Midlands, Omaha, NE; Mescalero Apache BGC, Mescalero, NM; BGC of Schenectady, Schenectady, NY; BGC of Green Country, Pryor, OK; BGC of Erie, Erie, PA; BGC of Newport Co., Newport, RI; BGC of Central Mississippi, Jackson, MS; and BGC of Greater Sanford/ Lee County, Sanford, NC. ■



Students from South Royalton Middle School spent part of their physical education class ice fishing. Pictured in the background is an ice shanty made by the students in the industrial arts class.



While learning to fish, a Boys & Girls Club of South Bay, Harbor City, Calif. HOFNOD club member shrieks with joy after she catches her very first fish!

# Welcome New ASA Members!

## ASA welcomes these new members or members who reinstated their membership in January and February 2008.

Adventure Advertising, LLC, Buford, Ga.  
AFTCO Bluewater (rep group), Nags Head, N.C.  
Bass Anglers Guide, Martinez, Calif.  
Bloodydecks, LLC, Lakeside, Calif.  
BoatBuckle Brand Tie-Down Systems, Westfield, Ind.  
CTI Industries Corporation, Barrington, Ill.  
Dalian Ocean Fishing Tackle, Co., Ltd., Dalian, China  
DuraSafe, Inc., New Berlin, Wis.

Guy Harvey, Inc., Davie, Fla.  
Invisible Sinker, Gulfport, Fla.  
J & T International (Shanghai) Co., Ltd., Shanghai, China  
Kid's Life, Inc., Grafton, Mass.  
King Sailfish Mounts, Inc., Fort Lauderdale, Fla.  
Lake-Link, Inc., Princeton, Wis.  
Lucky Strike Bait Works, Peterborough, Ontario, Canada  
Mystic Tackleworks, Inc., Mystic, Conn.  
Neoptx, Miramar, Fla.  
Ontelcom, Inc., Snellville, Ga.  
Organized Fishing, Santa Rosa, Calif.  
Paadz Products, Inc., Everett, Wash.  
Reel Screammers, Inc., Miami, Fla.  
Rite in the Rain, Tacoma, Wash.  
RMC BoatWorks, Mingoville, Pa.  
Sangan Imp. & Exp. Co., Ltd., Yangzhou, China  
Shenzhen Rich-in Fishing Tackle Co. Ltd., Shenzhen, China  
Southwest Florida Outdoors, Cape Coral, Fla.  
Spin Master Limited, Toronto, Ontario, Canada



## Mark Your Calendar

### ICAST & MAATS 2008

Las Vegas Convention Center  
Las Vegas, NV  
July 16-18, 2008

### 2008 Sportfishing Summit

San Luis Resort  
Galveston Island, TX  
October 29-31, 2008

## 2008 Consumer Show Schedule

### ASA's Eastern Fishing & Outdoor Exposition Show Tour

*The Toyota Saltwater Fishing Exposition*  
Garden State Exhibit Center  
Somerset, NJ  
March 14-16, 2008

### ASA/Fred Hall's Fishing Tackle, Boat & Travel Show Tour

*Fred Hall's Fishing Tackle & Boat Show*  
Del Mar Fairgrounds  
San Diego, CA  
March 26-30, 2008

Sportfishing Association of California, San Diego, Calif.  
Sporting Traditions Charitable Trust, Inc., Key Biscayne, Fla.  
SPOT, Inc., Milpitas, Calif.  
Surf or Sound Realty, Manteo, N.C.  
Szco Supplies, Inc., Baltimore, Md.  
The Bait Box, Sanibel, Fla.

Thundermist Lure Company, Niagara Falls, Ontario, Canada  
Townsend & Townsend and Crew, LLP, San Francisco, Calif.  
Twinpeaks Leisure Company Pty, Ltd., Sidney, Australia  
Vexilar, Inc., Minneapolis, Minn.  
Wuxi Dekai Int'l Trade Co., Ltd., Wuxi, China



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