

American Sportfishing Association Elects Board of Directors Members

Industry leaders will address a wide range of sportfishing issues

Six members of the American Sportfishing Association's (ASA) Board of Directors were elected or re-elected to fill three regional seats and three at-large seats. Their terms begin Oct. 1, 2009, and they will serve two-year terms. ASA's board members may serve three consecutive two-year terms.

Regional seats were secured by **Martin MacDonald**, director of conservation, Bass Pro Shops, Springfield, Mo., who will serve the South Central Region; **Bob Eakes**, president, Red Drum Tackle Shops, Buxton, N.C., who will serve the Southeast Region; and **Dick Pool**, president, Pro-Troll Fishing Products, Concord, Calif., who will serve the West Region. Eakes was re-elected for a third term. MacDonald and Pool will serve their first two-year terms, although Pool previously served on ASA's Board of Directors.

At-large seats went to **John Jilling**, president, Wright & McGill Company, Denver, Colo.; **Geoff Ratte**, Water Gremlin Company, St. Paul, Minn.; and **Dave Bulthuis**, vice president of Sales, Costa Del Mar Sunglasses, Inc., Daytona Beach, Fla.

Jilling and Ratte were re-elected to serve third and second terms respectively. Bulthuis was elected to his first term.

"We've got a great mix of talent, experience and perspective with the incoming Board of Directors who will compliment an already impressive group of individuals,"

said Mike Nussman, ASA president and CEO. "The members of the American Sportfishing Association will be well-served by these dynamic leaders, industry veterans and steadfast advocates for the sportfishing industry. I look forward to working with everyone and thank them for their time and support."

Martin MacDonald, was elected to his first term on ASA's board of directors. MacDonald plans to address introducing adults to fishing, general sportfishing education and economic vibrancy in the sportfishing industry.



Martin MacDonald,
Bass Pro Shops



Bob Eakes,
Red Drum Tackle
Shops



Dick Pool,
Pro-Troll Fishing
Products

Bob Eakes, who was re-elected to his third term, plans to continue to address angler access issues.

Dick Pool, an industry veteran, previously served six years on ASA's board. Pool plans to address the association's role in advocating for fisheries resources and the individual angler.

John Jilling, was re-elected to his serve his third term. Jilling has been with Wright & McGill for 36 years, the last 11 as president. He also served as International Convention of Allied Sportfishing



John Jilling,
Wright & McGill
Company



Geoff Ratte,
Water Gremlin
Company



Dave Bulthuis,
Costa Del Mar
Sunglasses, Inc.

Trade (ICAST) Show Committee chairman. He plans to focus on angler access, recruitment and fisheries-resources issues.

Geoff Ratte was elected to his second term. He's been with Water Gremlin Company for 33 years. For more than half of that time, Ratte has represented the sportfishing industry's interests on ASA committees as well as state and federal industry working groups and committees. He currently has a seat on the Sportfishing and Boating Partnership Council.

Dave Bulthuis, elected to his first term, currently serves as ICAST Show Committee chairman. He plans

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to dedicate his time on the board to addressing issues that preserve and grow the sport and the industry.

The current members of the Board of Directors are Jeff Pontius, ZEBCO Brands (Chairman); Jeff Marble, Frabill, Inc. (Vice Chairman); Gregg Wollner, RapalaUSA, (Secretary); Peter Foley, Boone Bait Company, Inc. (Treasurer); Randy Lemcke, Plano Molding Company (Immediate Past Chairman); Thomas Dammrich, National Marine Manufacturers Association; Ed Dinkins, Boy Scouts of America; Bob Eakes, Red Drum Tackle Show, Inc.; John Frampton, South Carolina Department of Natural Resources; John Jilling, Wright & McGill Company; Jim Lebson, G.Loomis, Inc.; Chip Powell, Mason Tackle Company; Geoff Ratte, Water Gremlin Company; Bruce Stanton, PRADCO-Fishing; Gary Zurn, Big Rock Sports; Ken Hammond, The Hammond Group (ex-officio); and Darrell Lowrance (ex-officio). ■