

PRESIDENT'S Corner

As the American Sportfishing Association's President and CEO, I do a lot of thinking about our industry and where our business is headed. Last fall when it became clear that our economy was headed for some very tough times, the Board of Directors, our Show Committee and I were very concerned about what 2009 would bring for the industry, our association and the industry's trade show.

However, I'm happy to report that ICAST is once again a sold-out show. It's clear that Florida was a good choice for us in 2009 and we've had a very strong response to the Orlando location for ICAST 2009. The sportfishing industry will converge on the Orlando County Convention Center next week for ICAST



2009, July 15–17, at the Orange County Convention Center. We have 396 exhibitors occupying 1,200 booths. Of these 123 are new exhibitors of which 82 are from Florida. We're expecting 7,000 people from the global sportfishing community to attend ICAST.

For millions of Americans, fishing is a way of life and a personal means to connect with the outdoors. For others, fishing means time with family and friends and an opportunity to pass on a family tradition. For many others, particularly young people, fishing often is their first experience with the outdoors. But for us, it's our livelihood. It's our connection to the sport we love. It's why each year the global sportfishing industry travels to

ICAST to see the latest in gear and accessories and to network with colleagues old and new.

Although the challenges we've grappled with for many decades are still with us—increasing participation in the sport—creating innovative new products to excite anglers—expanding business opportunities—and policy issues that could affect the industry, your businesses and for that matter, the sport itself—it's clear that ICAST is the place to be for the sportfishing industry.

I'm looking forward to seeing you next week in Orlando.

A handwritten signature in blue ink that reads "Mike Nussman". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mike Nussman
President & CEO