

# ICAST 2009 New Product Showcase “Best of Show” Winners

Making up a special section of the International Convention of Allied Sportfishing Trades (ICAST) show floor, the New Product Showcase gives the industry’s latest innovations special visibility during the show.

This year the New Product Showcase, sponsored by ESPN Outdoors/BASS, featured 600 new products from 208 companies. The products making their marketplace debut vied for honors of “Best of Show” in 18 categories including the coveted overall “Best of Show.”

This year’s New Product Showcase winners included first-time ICAST exhibitors Cablz, Inc., USA Custom Rods and Better Bait Systems. Five returning ICAST exhibitors also were first-time winners. They are Durasafe, Master Vision, Ross Reels USA/Ross Worldwide Outdoors, Sebile USA and Hobie Cat.



Wiley Lulfs of Reelboating.com previews a product in the tackle management category at the New Product Showcase Preview Reception sponsored by ESPN Outdoors/BASS.



Paul Worsteling and Brett Ferguson of Tackle World Australia test out a new product at the New Product Showcase.

Three 2008 showcase winners—Shimano American Corporation, Pure Fishing and Plano Molding Company—also won Best of Show honors in 2009.

“We extend a big thank you to everyone who helped make the ICAST 2009 New Product Showcase ‘Best of Show’ award possible,” said Dan Mangus, director of Marketing, Hobie Cat Company. “Our team is very proud and honored to receive this recognition which provides anglers a new way to fish and enjoy their sport.”

As a first-time exhibitor, Dennis Ball, president of USA Custom Rods, found a lot to like about ICAST. “This was our first time exhibiting at ICAST and we had a fantastic experience before and during the show. We put a lot of time, effort and funding into developing our new Camo Stix fishing rod, which we entered into the New Product Showcase. I’m proud to say that we came up a winner with a ‘Best of Show’ in the freshwater rod category. We are really excited to be members of the American Sportfishing Association and we are really anxious to get to work on ICAST 2010 and see everyone again.”



A group of media/editorial attendees check out the latest reels unveiled at the ICAST 2009 New Product Showcase.



Buyers and media attendees gathered for the New Product Showcase Preview Reception, sponsored by ESPN Outdoors/BASS, the night before the show floor opened.

Buyers and media representatives judged the products based on their innovation, execution, workmanship and practicality.

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## 2009 ICAST New Product Showcase Award Winners

For product details, images and other information please contact the individual award recipients.

### Overall Best of Show and Marine Category—Hobie Cat—Hobie Mirage Pro Angler

Vince Console—760-758-9100 x230,  
[vconsole@hobiecat.com](mailto:vconsole@hobiecat.com)

### Apparel—Cablz, Inc.—Cablz

Holly Williams—205-222-4477,  
[holly@cablzeyewear.com](mailto:holly@cablzeyewear.com)

### Combo—Pure Fishing—Pflueger Arbor Combo

Ron Giudice, Blue Heron Communications—  
cell: 405-740-2740, office: 405-364-3433,  
[ron@blueherocomm.com](mailto:ron@blueherocomm.com); or Andrew Wheeler, project  
manager—803-451-3245

### Electronics—Lowrance-Navico—Lowrance HDS-10

Gordon Sprouse—918-607-6670,  
[gordon.sprouse@navico.com](mailto:gordon.sprouse@navico.com)



Buyers and media talk about a new product during the New Product Showcase Preview Reception. 208 companies entered 600 products the 2009 Showcase.

### Eyewear—Costa Del Mar Sunglasses—Zane

Dave Bulthuis—561-866-0972,  
800-447-3700 x114,  
[dbulthuis@costadelmar.com](mailto:dbulthuis@costadelmar.com)

### Fishing Accessory—Durasafe— Codeable Locks

Cathy Kraatz—262-544-5615,  
[ckraatz@durasafe-usa.com](mailto:ckraatz@durasafe-usa.com)

### Giftware—Master Vision— Mini Lantern

Gary G. Goerke—715-493-6749,  
[ggoerke@mastervisionlight.com](mailto:ggoerke@mastervisionlight.com);  
or Eli McCabe—715-216-2443,  
[emccabe@mastervisionlight.com](mailto:emccabe@mastervisionlight.com)

### Kids Tackle—Ross Reels USA/ Ross Worldwide Outdoors— Journey Youth Fly Fishing Outfit

Brad Befus—970-596-3050, [bradbefus@rossreels.com](mailto:bradbefus@rossreels.com)

### Line—Pure Fishing—Berkley Trilene TransOptic

Ron Giudice, Blue Heron Communications—  
cell: 405-740-2740, office: 405-364-3433,  
[ron@blueherocomm.com](mailto:ron@blueherocomm.com); or Clay Norris, product  
manager—cell: 405-740-2740, office: 405-364-3433

### Soft Lure—Sebile USA—Magic Swimmer Soft Pro Model

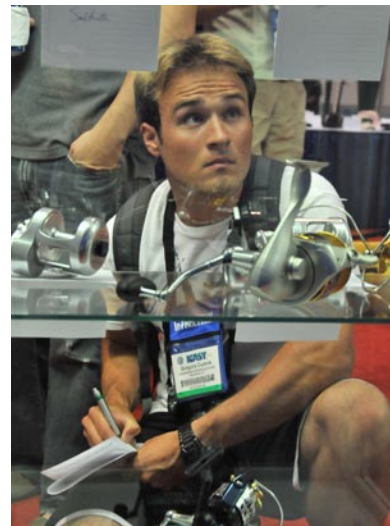
Cystal Dollahon, Dollahon PR—cell: 918-607-3655,  
office: 918-894-4455, [crystal@dollahonpr.com](mailto:crystal@dollahonpr.com)

### Hard Lure—Sebile USA—Spin Shad

Cystal Dollahon, Dollahon PR—cell: 918-607-3655,  
office: 918-894-4455, [crystal@dollahonpr.com](mailto:crystal@dollahonpr.com)

### Freshwater Reel—Shimano American Corporation—Stradic C14

John Mazurkiewicz, Catalyst Marketing—574-289-1331,  
[jpmazurk@ameritech.net](mailto:jpmazurk@ameritech.net)



Gregory Cudnik of Fisherman's Headquarters takes notes while filling in his ballot at the New Product Showcase Preview Reception.



A member of the media looks at new product during the New Product Showcase Preview Reception on July 14.

### Saltwater Reel—Daiwa—Saltist Lever Drag

Terry Pederson—562-802-9589, [terryp@daiwa.com](mailto:terryp@daiwa.com)

### Freshwater Rod—USA Custom Rods—Camo Stix

Dennis Ball—832-665-1854, [usacustomrods@aol.com](mailto:usacustomrods@aol.com),  
[camofishingrods@gmail.com](mailto:camofishingrods@gmail.com)

### Saltwater Rod—G. Loomis—Pro Green 882S

John Mazurkiewicz, Catalyst Marketing—574-289-1331,  
[jpmazurk@ameritech.net](mailto:jpmazurk@ameritech.net)

### Tackle Management—Plano Molding Company— Liqua-Bait Locker System

Douglass Riewski—630-552-9448,  
[driewski@planomolding.com](mailto:driewski@planomolding.com)

### Terminal Tackle—Better Bait Systems— Circle Hook Rig

Charles Fricke—305-481-0849,  
[betterbaitsys@yahoo.com](mailto:betterbaitsys@yahoo.com)