

2009 Sportfishing Summit Unites Sportfishing Leaders

Leaders in the sportfishing community will gather Oct. 27–29 in San Diego to discuss issues affecting the industry at the American Sportfishing Association's (ASA) annual Sportfishing Summit.

This annual event assembles the association's Board of Directors, committees, members and other stakeholders in the sportfishing community for networking, strategic planning and practical information to help members with their business ventures.

This year's Summit will focus on the domestic and international economic markets, fisheries resource management, advocacy and the political forces impacting the industry.

Registration and Other Important Information

On the [ASA Web site](#) you will find the [Summit agenda](#) along with all the information you need for [registration](#), [housing](#), [sponsorship opportunities](#) and [recreation](#) for the 2009 Sportfishing Summit. You also can find information about recreational opportunities on the property and in the area.

2009 Summit Sponsors

ASA thanks those organizations that have signed on as [Sportfishing Summit Sponsors](#): **Gold**—[National Oceanic and Atmospheric Administration's \(NOAA\) National Marine Fisheries Service](#) and the [U.S. Fish and](#)



[Wildlife Service](#); **Silver**—[U.S. Geological Survey](#); and **Bronze**—the [Association of Fish and Wildlife Agencies](#). For information regarding sponsorship opportunities, please contact Membership Director [Jill Calabria](#), (703) 519-9691, x234.

Norville Prosser and Future of Fishing Award Nomination Form

ASA will present its two awards—the [Norville Prosser Lifetime Achievement Award](#) and the [Future of Fishing Award](#)—during Wednesday evening's event to recognize significant contributions to sportfishing by individuals or organizations. Nominations are due by Sept. 25 to Policy Fellow [Mike Leonard](#), x230.

Special Guest Speaker—Tuesday, Oct. 27

Our guest lunch speaker is Jane Lubchenco, Ph.D., under secretary of Commerce for Oceans and Atmosphere and NOAA administrator. ■



2009 Sportfishing Summit Schedule-at-a-Glance

The schedule and sponsorships are current as of August 18, 2009. The schedule subject to change.

Monday, October 26

Noon–5:00 p.m.—Registration and Hospitality Suite

2:30 p.m.–5:30 p.m.—ASA Board of Directors Meeting
All ASA members are invited to attend

Tuesday, October 27

7:00 a.m.–5:30 p.m.—Registration and Hospitality Suite

7:30 a.m.–8:30 a.m.—2009 Sportfishing Summit Welcome Breakfast
Attendees, spouses and guests are welcome to attend

9:00 a.m.–5:00 p.m.—ASA Committee Meetings
Help shape the future of ASA by attending the association's committee meetings.

9:00 a.m.–5:00 p.m.—Government Affairs committee (includes Trade & Commerce, Saltwater and Freshwater subcommittees)

9:30 a.m.–11:45 a.m.—Government Affairs, Membership, Data & Statistics, Consumer Shows and Finance

10:30 a.m.–10:45 a.m.—Morning Break
Sponsored by the Association of Fish and Wildlife Agencies

Noon–1:30 p.m.—Summit Networking Lunch
With remarks by Jane Lubchenco, Ph.D., under secretary of Commerce for Oceans and Atmosphere and National Oceanic and Atmospheric Administration (NOAA) Administrator

2:00 p.m.–5:00 p.m.—Government Affairs, Show, Communications and the FishAmerica Foundation

3:15 p.m.–3:30 p.m.—Afternoon Break
Sponsored by the Association of Fish and Wildlife Agencies

6:00 p.m.–7:30 p.m.—Welcome to the 2009 Sportfishing Summit Event
With support from NOAA's National Marine Fisheries Service

Wednesday, October 28

7:00 a.m.–5:30 p.m.—Registration and Hospitality

7:30 a.m.–8:30 a.m.—2009 Sportfishing Summit Breakfast

9:00 a.m.–9:30 a.m.—Welcome to the 2009 Sportfishing Summit
ASA Board of Directors Chairman Jeff Pontius, president, ZEBCO Brands, Inc., Don Koch, director, California Department of Fish and Game; and Mike Nussman, ASA president and CEO, will open the Summit with welcoming remarks.

9:30 a.m.–10:30 a.m.—The Domestic and International Markets: An Industry Outlook Panel
Join industry representatives from around the globe as they address our industry's changing business environment from both the domestic and international perspectives. Jean Claude Bel, CEO, European Fishing Tackle Trade Association Thom Dammrich, president, National Marine Manufacturers Association and Jeff Pontius, president, ZEBCO Brands, are featured presenters.

10:30 a.m.–10:45 a.m.—Morning Break
Sponsored by the Association of Fish and Wildlife Agencies

10:45 a.m.–11:45 a.m.—Afterburners: Team-building and Leadership
Business is Combat. Success depends on how well all members of your team execute their individual missions, every single day. The Afterburner's will address how you can transform strategy into action. The Afterburners are composed of current and former fighter pilots who have a powerful mix of combat experience combined with extensive business skills.

Noon–1:00 p.m.—Summit Networking Lunch
Afternoon sessions supported by the U.S. Geological Survey

1:30 p.m.–2:30 p.m.—It's Contentious Times for California's Marine Fisheries Management
California's Marine Life Protection Act (MLPA), passed into law in 1999, presents many challenges for the recreational fishing and boating industries. A panel representing the players in the MLPA planning and implementation process will illustrate the complexity and contentious nature of establishing marine protected areas along California's coastline.

2:30 p.m.–2:45 p.m.—Afternoon Break
Sponsored by the Association of Fish and Wildlife Agencies

2:45 p.m.–4:30 p.m.—Advocating to Keep America Fishing
ASA President and CEO Mike Nussman will outline how the sportfishing industry and the association plans to meet the ever increasing need to find a rallying point to address access issues and raise funds for our advocacy efforts. Featured speaker, Doug Painter, Senior Advisor for the National Shooting Sports Foundation, has both many years experience and a unique vantage point from which to address the advocacy issues facing the sportfishing industry.

6:00 p.m.–10:00 p.m.—An Evening with Colleagues and Friends
With support from the U.S. Fish and Wildlife Service
This evening event provides fun and relaxation for attendees and is always the Summit's most attended event.

Thursday, October 29

7:30 a.m.–9:15 a.m.—ASA Board of Directors Meeting
9:30 a.m.–10:30 a.m.—Closing Session: General Membership Meeting
Registration and the Hospitality Suite are closed on Thursday