



75 YEARS
1933 - 2008

October/November 2008

AMERICAN Sportfishing

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Presidential Action Ensures Recreational Fishing in Federal Waters

Order intended to protect anglers' access to federal waters

In a monumental declaration for anglers and the sportfishing industry, President George W. Bush signed an amendment to a 1995 executive order on recreational fishing in September. The executive order requires federal agencies to maintain recreational fishing on federal lands and waters, including marine protected areas (MPAs).

President Bush's amendment recognizes the marine and freshwater conservation impact of recreational anglers by allowing responsible recreational fishing and boating in MPAs and on federal lands. The executive order includes national wildlife refuges, national parks, national monuments, national marine sanctuaries, MPAs and any other relevant conservation or management areas or activities under any federal authority. The amendment was to Executive Order 12962, which President Bill Clinton signed in 1995.

"We applaud President Bush for taking this unprecedented step which recognizes that anglers and boaters play a significant and critical role in this country's successful conservation model, which is the envy of the world," said American Sportfishing Association (ASA) President and CEO Mike Nussman. "As a recreational angler and boater himself, the

president clearly understands that sportsmen and women are conservationists first and foremost and that recreational fishing is an essential component of the nation's heritage."

"The president's action established a legacy for recreational fishing by securing access to fishing and boating, the lifeblood of the American model of fisheries management and conservation," said ASA Vice President Gordon Robertson. "Every time American anglers buy fishing licenses or sportfishing equipment, an investment is made in fishing's future. This highly successful user-pay system for fishery management depends on access to the resource."

For the past two years ASA has worked with many groups to make this executive order a reality. The Center for Coastal Conservation and its members, the Coastal Conservation Association, the Congressional Sportsmen's Foundation, the National Marine Manufacturers Association and Shimano American Corporation played an integral role in securing access to fishing in future MPAs.

"Our industry worked together to ensure that our voice was heard," Nussman further said. "I want to thank all the groups and individuals who worked

so hard to make this executive order possible."

Executive memo on MPAs leads to executive order

The executive order process began with an Aug. 25, 2008, executive memo to the Secretaries of Defense, Interior and Commerce and the Chairman of the Council on Environmental Quality (CEQ), in which President Bush directed them to study potential MPAs in the Central Pacific Ocean.

ASA supports the president for his direction to the agencies and CEQ to sustain access to recreational fishing as part of their study.

"We were pleased that after much discussion the president included sustained access for recreational fishing in the Central Pacific region as an integral part of a conservation management plan," said Nussman. "We are even more pleased that the president chose not to include two areas of great concern for the sportfishing community: the Gulf of Mexico's Islands in the Stream and marine areas of the Southeast United States."

As outlined in the memo, the Central Pacific region includes coral reefs, pinnacles, sea mounts, islands and the surrounding

waters of Johnston Atoll, Howland Island, Baker Island, Jarvis Island, Kingman Reef, Palmyra Atoll, Wake Island and Rose Atoll. These are all high-value fish habitat areas.

Nussman further said, "It is our view that the Gulf of Mexico and marine waters off the Southeast United States coast are adequately managed by the Gulf of Mexico and South Atlantic Fishery Management Councils. Any need for MPAs should be addressed through the councils' public and science-driven process."

The fight over the Central Pacific

Despite the executive order the president signed in September, the fight to maintain recreational fishing in the Central Pacific MPA designations is not over.

Anti-recreational fishing groups continue to lobby the White House and the National Oceanic and Atmospheric Administration (NOAA) to ban recreational fishing in vast areas of the Central Pacific Ocean. This ban would set a dangerous precedent regarding recreational fishing in any federal waters, saltwater or fresh, which

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**Sportfishing
Summit**
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"We, the people" elected a new president in November, ushering in a new administration and a new Congress in 2009. Change is inevitable with any new government, but it also brings both opportunities and uncertainties.

Since 1933, the year the sportfishing association was formed, 12 administrations have taken on the task of looking out for "We, the people." During each one of them, your association has been looking out for the best interests of the industry and your business. We have looked for opportunities and taken advantage of them on your behalf. We've also identified where there may be difficulties and either dealt with them or turned them to our advantage.

Just as sportfishing is a non-partisan sport open to everyone, the American Sportfishing Association (ASA) is a non-partisan organization whose mission is to look out for the best interests of the sportfishing industry and the larger sportfishing community. By doing so, we also look out for the best interests of our nation's fisheries resources.

Anglers pump billions of dollars into this country's economy, but it's not just the economy that benefits. America's anglers are in many ways the nation's most powerful force for the environment, investing hundreds of millions of dollars annually in fisheries management and conservation through taxes on fishing equipment and license sales.

We will take that message to the new administration as we look to the reauthorization of the Sport Fish and Boating Trust Fund (Wallop-Breaux), the main source of funding for state wildlife and natural resource agencies in the United States; continue to advocate for the industry and anglers regarding marine protected areas in both marine and fresh water; and work to maintain and improve the health of our nation's fisheries resources.

I also want to say a personal thank you to everyone who attended the 2008 Sportfishing Summit in Denver to address the issues facing our industry.

Hurricane Ike required us to change our venue from Texas to Denver. I'll admit that I was concerned about how many of our members would make the switch with us.

I'm proud and grateful to say that more than 100 people representing 66 companies and organizations attended the summit. In fact,

several of our members told me that they came away from the meeting with a renewed sense of purpose knowing that they truly do have a voice in their industry's future.

For example, a number of individuals representing companies that have been members for five years or less volunteered their service to the association and industry by sitting on one or more ASA committees. This trend bodes well for us as we look to the future.

During the Summit, the Board of Directors approved a number of motions, including that ASA take the lead in assembling a coalition of angling and boating organizations to meet the challenge of fishing closures and fishery management issues at a meeting to be held in the near future.

The board also adopted a formal position on the Sport Fish Restoration and Boating Trust Fund reauthorization that will come before the new 111th Congress. A key point in ASA's position is that language should be included in the reauthorization that reduces a state's apportionment by the percentage of waters closed to recreational fishing for reasons other than fisheries science or national security.

There is no doubt that we have our work cut out for us. But, once again, I assure you that by working together, we can meet any challenge by taking advantage of the opportunities and turning uncertainty to our advantage. I, for one, am looking forward to 2009 and beyond.

A handwritten signature in blue ink, reading "Mike Nussman".

Mike Nussman
President & CEO

Presidential Action ...

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the executive order and executive memo was designed to protect.

"We must stand up to these groups and ensure that the rights of anglers are protected," Robertson said. "There is a lot of work still to be done and we will need the support of the sportfishing industry during the next few months to accomplish our goals. Recreational fishing presents no threat to fish stocks in these areas, and there is no evidence that

recreational fishing is harming the ecosystem."

Robertson further said, "The White House took comment on the issue in October, and we thank those who spoke out on behalf of the sportfishing industry. ASA will continue to fight these groups and to make sure that access is protected in the Central Pacific and all across the United States, whether in marine or fresh water." ■

Executive Order: Amendments to Executive Order 12962

By the authority vested in me as President by the Constitution and the laws of the United States of America, and in order to conserve, restore, and enhance aquatic systems to provide for increased recreational fishing opportunities nationwide, it is hereby ordered as follows:

Section 1. Executive Order 12962 of June 7, 1995, is hereby amended: (a) in the preamble, by striking "and the Magnuson Fishery Conservation and Management Act (16 U.S.C 1801-1882)" and inserting before ", and other pertinent statutes," the following:

"the National Marine Sanctuaries Act of 1972 (16 U.S.C. 1431 et seq.), the National Wildlife Refuge System Administration Act of 1966 (16 U.S.C. 668dd-ee), the National Park Service Organic Act (16 U.S.C. 1 et seq.), the National Historic Preservation Act (16 U.S.C. 470 et seq.), Wilderness Act (16 U.S.C. 1131 et seq.), the Magnuson-Stevens Fishery Conservation and Management Act (16 U.S.C. 1801 et seq.), the Coastal Zone Management Act (16 U.S.C. 1451 et seq.), the Outer Continental Shelf Lands Act (43 U.S.C. 1331 et seq.); and

(b) by redesignating subsections (d) through (i) in section 1 as subsections (e) through (j), respectively, and inserting after subsection (c) the following new subsection:

"(d) ensuring that recreational fishing shall be managed as a sustainable activity in national wildlife refuges, national parks, national monuments, national marine sanctuaries, marine protected areas, or any other relevant conservation or management areas or activities under any Federal authority, consistent with applicable law;"

Sec. 2. This order is not intended to, and does not, create any right or benefit, substantive or procedural, enforceable at law or in equity, by any party against the United States, its agencies, instrumentalities, or entities, its officers, employees, or agents, or any other person.

GEORGE W. BUSH
THE WHITE HOUSE,
September 26, 2008

Federal Government Confirms Red Drum and Striped Bass Gamefish Status

Announcement affirms 2007 Executive Order President Bush signed

The National Oceanic and Atmospheric Administration's (NOAA) National Marine Fisheries Service (NMFS) announced in the Oct. 17, 2008, *Federal Register* that the requirements Executive Order 13449 set, establishing striped bass and red drum as gamefish, have been fulfilled. NMFS determined that the current rules banning the sale of striped bass and red drum caught in federal waters in the Atlantic Ocean and the Gulf of Mexico achieve the intent of Executive Order 13449, signed by President George W. Bush on Oct. 20, 2007.

"This ruling ensures that striped bass and red drum will survive and grow for generations of anglers to enjoy," ASA President and CEO Mike Nussman said. "We are pleased that NMFS completed this ruling, ensuring that federal waters will be closed to commercial fishing for these important gamefish."

Executive Order 13449 established gamefish status for striped

bass and red drum in federal waters. Gamefish status means that regulations and management measures protect the two species to promote their well-being as fish sought for recreational fishing and not for sale if caught in federal waters.

This announcement ensures the recreational, economic and environmental benefits of two of the most popular gamefish in the United States. The order protects the fisheries in federal waters, which ranges from three to 200 miles offshore, from commercial harvest. The order does not cover state waters, which extend from the coastline to three miles offshore. Many states have conferred gamefish status for these species, and the executive order encourages those states that have not conferred gamefish status on these fish to do so.

The announcement signifies that the regulatory requirements of the executive order were fulfilled. ■



Eric Draper courtesy of the White House

Joining President Bush at the Chesapeake Bay Maritime Museum in St. Michaels, Md., for the signing of an executive order to protect and conserve the striped bass and red drum were, from left, Mike Nussman, president and CEO, American Sportfishing Association; Brad Burns, president, Stripers Forever; Dave Pfeiffer, president, Shimano America Corp.; Walter Fondren, chairman, Coastal Conservation Association; Secretary of Commerce Carlos Gutierrez; Rep. Wayne Gilchrest (R-Md.); and Secretary of the Interior Dirk Kempthorne.

2008 Sportfishing Summit Brings Industry Leaders Together

Board of Directors and committees plan course for 2009 and beyond

Despite last minute changes in the 2008 Sportfishing Summit's venue and agenda brought about by Hurricane Ike which pummeled Galveston, Texas, this year's Sportfishing Summit accomplished what the American Sportfishing Association (ASA) set out to do: conduct the association's business and provide an opportunity for networking among its members.

Despite the unstable economy and the change of venue, more than 100 sportfishing industry leaders representing 66 companies and organizations from the United States and Canada gathered Oct. 28–30, at the Brown Palace Hotel in Denver to focus their efforts on the issues facing the sportfishing industry.

A new Executive Committee also was appointed during the Summit. The association's officers, who will serve two-year terms, are: Chairman of the Board Jeff Pontius, president, ZEBCO Brands; Immediate Past Chairman Randy Lemcke, vice president, Plano Molding Co.; Vice Chairman Jeff Marble, CEO, Frabill, Inc.; Secretary Gregg Wollner, executive vice president, Rapala; Treasurer Peter Foley, president, Boone Bait Company; and At-Large Gary Zurn, senior vice president, Big Rock Sports.

"I want to thank our members and guests who took time from their busy schedules to attend the 2008 Summit. As we look to 2009 and beyond, it's imperative that our members take an active role in the industry's future," said

ASA President and CEO Mike Nussman. "In fact, we have quite a few members who have been with the association for five years or less and volunteered to serve on one or more committees. That commitment bodes well for our industry."

This year, the streamlined Summit agenda allowed more time for ASA's committees to meet. The results of those meetings and deliberations resulted in a number of motions put before the Board of Directors.

"It's a tough business environment these days, but that's the perfect time for our industry to pull together and look for opportunities to help ensure our future. As ASA's new Chairman of the Board of Directors, I'm looking forward to leading our association over the next two years," said Jeff Pontius, president, ZEBCO Brands. "Our industry has seen tough times before and I know we're up to the challenge."

The Summit concluded Friday with the General Membership Meeting. At the meeting, activities of the committees and ASA's Board of Directors were reviewed for the benefit of the membership.

ASA would like to thank its sponsors the FishAmerica Foundation, NOAA National Marine Fisheries Service, Townsend and Townsend and Crew LLP, the U.S. Fish and Wildlife Service and ZEBCO Brands for helping to make this year's meeting a great success.

The 2009 Sportfishing Summit is scheduled for October 27–29, at the Rancho Bernardo Inn in San Diego.

ASA Board of Directors Actions Report

*General Membership Meeting
Oct. 30, 2008*

The actions of the American Sportfishing Association's (ASA) Board of Directors were reported at the General Membership meeting held Oct. 30. With the exception of one motion that was put forward during the Oct. 28 board meeting, the other motions for board action came through ASA's committees.

General Motion

The board approved a motion that ASA take the lead in assembling a coalition of angling and boating organizations to meet the challenge of fishing closures and fishery management issues at a meeting to be held in the near future.

Communications Committee

To increase revenue and cover costs, the board approved several motions that would allow for advertising in *American Sportfishing*, the association's newsletter. The board also approved an increase in registration fees for ICAST non-member Media-Sales category.

Consumer Show Committee

The board accepted as information that ASA would inform its members about ASA's consumer shows and encourage their participation.

Data and Stats Committee

The board approved a motion to provide the resources to investigate developing indices to accurately and timely report license sales by state, boat sales by state and monthly wholesale and retail fishing tackle sales trends.

Finance Committee

The board approved the FY 2009 budget motion to accept the FY 2009 budget with modifications to the revenue and expense columns.

Government Affairs

The board approved several motions under Government Affairs.

Sport Fish Restoration and Boating Trust Fund

A motion was approved that provided for the following position regarding the reauthorization of the Sport Fish Restoration and Boating Trust Fund, which will begin in the new session of Congress:

- Maintain and increase the Sport Fish Restoration account value so continuing sportfish management needs are met at the state level
- Maintain the transfer of fuel tax revenue attributable to motor boat and small engine use from the Highway Trust Fund.

- Examine the Highway Trust Fund for ways to improve its efficiency and function relative to revenue, including changing all accounts to a percentage of the total revenues and minimize administrative costs charged to the trust fund by including them within accounts allocated by a percentage of the whole.

- Include language in the reauthorization that reduces a state's apportionment by the percentage of waters closed to recreational fishing for reasons other than fisheries science or national security.

- Include a provision that would establish an industry advisory council that allows for direct input from the sportfishing industry on how Sport Fish Restoration money is spent or, as an alternate course of action for consideration by the Government Affairs Committee, pursue opportunities to increase the sportfishing industry's input on how sportfish restoration money is spent.

- Be vigilant and proactive to avoid trust fund revenue shortfalls while seeking additional revenue sources.

- Increase funding for Sport Fish Restoration outreach (up to 3 percent equivalent of current statute) so that research, marketing and promotional activities to increase the number of anglers and boaters continues.

- Require state matching fund programs for second-tier marketing.

- Provide financial incentives to incorporate major angler-education programs in an angler education consortium.

- Include language that allows states to use up to 10 percent of their apportionment for angler and boater outreach.

ICAST

Pending approval by the Show Committee, the board approved a motion that would include language in the International Convention of Allied Sportfishing Trades (ICAST) Exhibitor Service Manual regarding adherence with

local, state and federal laws and detrimental and unethical behavior. Such processes provide ASA with better ICAST enforcement capabilities.

National Fish Habitat Action Plan

The board approved a motion directing ASA to submit a letter to the National Fish Habitat Board supporting the acceptance of the reservoir partnership.

Membership Committee

The board approved a motion to use "Your right to fish is on the line" in promoting ASA to prospective members. The board accepted as information a request that it consider requiring wholesalers that attend ICAST to be

members. The board accepted as information a recommendation to place a voluntary donation option for retailers on the ICAST registration form. No board action was taken on these recommendations.

Show Committee

The board approved three motions regarding the ICAST New Product Showcase (NPS). The NPS format will remain in its current format for 2009, exhibitors will be excluded from the NPS during the voting period and voting will be for buyers and media with only one ballot per buying entity or media outlet.

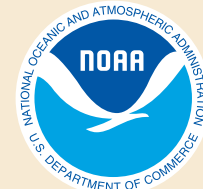
The board also approved holding ICAST 2011 at the Las Vegas Convention Center. ■

2008 Sportfishing Summit Sponsors

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Where Sportfishing Means Business

Mark your calendar now for ICAST 2009
July 15–17, Orlando, Florida

A new venue offers new opportunities for the International Convention of Allied Sportfishing Trades (ICAST) 2009.

Scheduled for July 15–17 at the Orange County Convention Center in Orlando, Fla., ICAST 2009 will offer new opportunities for attendees, with the show being held in the heart of the powerful southeastern fishing market. More than 40 percent of national sportfishing retail sales are realized in the Southeastern United States.

Because ICAST 2009 will be held in Florida, the epicenter of sportfishing in the United States, the American Sportfishing Association (ASA) expects the show to be a draw for both exhibitors and attendees. New sponsorship opportunities also will be available for exhibitors that want to get their company in front of show attendees.

ICAST will co-locate on the same show floor with the Marine Aftermarket Accessories Trade Show (MAATS), produced by the National Marine Manufacturers Association (NMMA). In 2008 the co-location with MAATS allowed 10,000 attendees to walk both show floors.

Location, Location, Location

In the current economic environment, it's vital that exhibitors maximize the money they spend growing their business. What better place than at ICAST, where thousands of members of the sportfishing industry will gather

for the world's largest sportfishing trade show?

Orlando's easy driving distance to other cities in the United States and proximity to Europe and Central and South America gives it the potential to attract new attendees to the show. In 2008 ICAST attracted more than 800 international attendees from 55 countries.

More than 70 percent of the Orange County Convention Center show floor already has been sold. With the remaining space expected to go quickly, exhibitors are urged to reserve their space as soon as possible to ensure that their business is front and center at the world's premier sportfishing trade show.

For more information on exhibiting at ICAST 2009, contact Kenneth Andres, ICAST associate, at 703-519-9691, x231.

The Benefits of ICAST Exhibiting Go Far Beyond Sales

Exhibitors receive much more than just space on the ICAST show floor. ICAST exhibitors receive:

- The company's name, booth number and company description in the *ICAST Buyers' Guide*, a comprehensive directory to the sportfishing industry.
 - The opportunity to select booth location, based on availability.
 - Publicity as an exhibitor in ASA's member publications and on the ICAST Web site, including the company's name, a link to its Web site and booth number.
 - Complimentary marketing materials to help the company promote its attendance at ICAST.
 - Weekly e-mails leading up to the show packed with marketing tips to promote the company's business at ICAST.
- Three opportunities to participate in a series of call-in seminars to help exhibitors maximize their ICAST experience and have the ICAST team answer their questions.
 - Affordable sponsorship opportunities to increase booth traffic.
 - A company listing in leading domestic and international trade publications.
 - An ICAST 2009 attendee and media list to prospect customers and media outreach before and after the show.
 - Product exposure to buyers from all levels of the industry as well as hundreds of media and manufacturers' representatives.
 - Access to the top people in the industry, many of whom will be able to answer questions and give advice on how products can be successful in the marketplace. ■

New Product Showcase—Changes in Store

There is no doubt that the single most important feature for exhibitors and attendees alike is the New Product Showcase (NPS), ICAST's flagship feature. The showcase offers exhibitors, buyers and members of the media a special opportunity to debut and preview hundreds of the next season's innovations in fishing gear and accessories. This event is where the fishing industry debuts the latest innovations and recognizes the "best of the best."

ASA continually is looking for ways to improve the NPS and ensure

that each entry has an opportunity to win a "Best of Show" award.

In October, during the Sportfishing Summit held in Denver, ASA's Board of Directors approved several motions put forward by the Show Committee that affect the NPS:

- The board approved a motion that exhibiting personnel will be excluded from the NPS during the voting period, beginning Tuesday night at the reception and lasting until 1:00 p.m. on Wednesday.
- The board approved a motion that allows NPS voting buyers and

media only one ballot per buying entity or media outlet.

"The New Product Showcase generated a lot of discussion this year both at the show and after. The concerns of our exhibitors and attendees were shared with the Show Committee members, who are also buyers, media members and exhibitors," said ASA President and CEO Mike Nussman. "The changes we are making this year will help ensure an even and fair playing field for everyone involved in the New Product Showcase."

A Sportfishing Destination

According to the U.S. Fish and Wildlife Service's 2006 *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*, Florida generated more than \$4.4 billion in retail sales related to fishing, translating into more than \$7.5 billion in economic impact.

"One in every 10 dollars spent in the United States on fishing is spent in Florida. Even more impressive is that 43 percent of anglers in the United States call the southeastern region home. Overall nearly \$20 billion in fishing retail sales are realized annually in the southeastern market. In fact, more than half of the United States sportfishing dollars are spent east of the Mississippi River, meaning that Orlando will be a more convenient travel destination to those in the East," said Rob Southwick, Southwick Associates, Fernandina Beach, Fla., and the manager of the ICAST New Product Showcase.

Southwick further said, "Combine those numbers with more than 75,000 jobs in the state of Florida related to fishing and ICAST 2009 will be able to attract new exhibitors and attendees that will continue the ICAST tradition of being the premier trade show in the sportfishing industry. There are also abundant freshwater and saltwater fishing opportunities near Orlando, making this city the perfect destination for our industry."

1000 West Inc.	D.M.F. Bait Company	Legend Laboratories, Ltd.	Silver Bait, LLC
Accurate Fishing Products	Daiwa Corporation	Lindy Legendary Fishing Tackle	SmartShield Sun Care
Adventure Products	Danielson Company	Liquid Fence Company, Inc.	Smith Optics (Action Optics)
AFN-Cardinal Publishing	Dee's Diamond Flashers	Lowrance—Navico	Snag Proof Manufacturing, Inc.
AFTCO Manufacturing Co., Inc.	Dermatone Laboratories, Inc.	Lures-China, Ltd.	Sol Sunguard Corporation
Allen Company, Inc.	Do-It Corporation/Component Systems Paint	Luscious Lures	South Bend Sporting Goods
Alphatan International, Inc.	Dolphin Electreel, Inc.	Magic Products, Inc.	Southern Lure Company
American Angler	DuraSafe, Inc.	Mann's Bait Company	Spike-It Outdoors, Inc.
American Fishing Wire/Hi Seas	E21 Fishing	Marine Metal Products	Spin Master, Ltd.
American Premier Corporation	Eagle Claw Fishing Tackle	Mason Tackle Company	Sportsman's Connection
American Rodsmiths	Ed Cumings, Inc.	Master Fishing Tackle Corporation	SPRO Corporation
American Tackle	Engel USA	Matzuo America	St. Croix Rods
Angler's Choice/Suncoast of America, Inc.	F.J. Neil Company, Inc.	Maxel Fishing Tackle Co., Ltd.	StreamWorks, Inc.
Anglers Resource, LLC	Falcon Rods	McCoy Fishing Line	Strike King Lure Company
Aqua Logic, Inc.	First Light Net	Nature Vision, Inc.	Strike Pro Company/Ever Grass International Compan
Aquatic Release Conservation, Inc.	Fisherman Eyewear	Navionics, Inc.	Sunline Co., Ltd.
Ardent Reels	Flambeau, Inc.	Newpex	Sure-Life Laboratories
BALAZS Filament Technologies—Carbotex	Flying Fisherman	Ningbo Topstone Metal Products Co.,Ltd.	Svensden Sport USA
Bandit Lures, Inc.	Frabill, Inc.	North American Fisherman	Taco Metals
Banjo Fishing Systems	Frogg Toggs	Northern Sport Fishing Products, Ltd.	Tamsco Precision Tools
Bass Assassin Lures, Inc.	Frost Bite Coolers	Okuma Fishing Tackle Corporation	The Bait Shuttle
Bass Hunter Boats	G.Loomis, Inc.	Owner American Corporation	The Fish Harder Companies
BASS/ESPN Outdoors	Gamakatsu USA, Inc.	Pacific Bay International, Inc.	The Lipper Company
Batson Enterprises, Inc.	GAMMA Technologies	Panther Martin	The Worth Company
Bay de Noc Lure Company	Gill North America	Plano Molding Company	Thomas Spinning Lures, Inc.
Betts Tackle, Ltd.	Glacier Glove	Plastica Panaro SRL	Tica USA, Inc.
Bioline	Gudebrod, Inc.	PRADCO-Fishing	Tigress Outriggers & Gear
Bonnier Corporation	Guy Harvey, Inc.	Pro Line Manufacturing Company	Timbuktu Outdoors
Boone Bait Company, Inc.	H & H Lure Company	ProFish Company	Triple Fish International, LLC
Braid Products, Inc.	Halco Tackle Company	Promax International Co., Ltd.	Venture Outdoors
Bullet Weights, Inc.	Harrington Graphics & Screenprinting	Pure Fishing, Inc.	VERSUS
C & H Lures	Hobie Cat	Qcove Fishing Tackle LLC	VMC, Inc.
Caddis Sports, Inc.	HYI	Rapala	Wahoo Fishing Products
Careco Multimedia, Inc.	IMA Japan	Reactor Watch, LP	Water Gremlin Company
Cixi Boyang Fishing Tackle Company, Ltd.	Import Merchandiser's, Inc.	REC Components	Wave Fishing
Classic Accessories, Inc.	Innovative Textiles, Inc.—PowerPro Line	Rite in the Rain	Western Filament, Inc.
Classic Fishing Products, Inc.	InterMedia Outdoors	Ross Reels Worldwide	WileyX Eyewear
Cliff Weil, Inc.	Jackall, LLC	Salt Water Sportsman, Inc.	Wright & McGill Co.
CM International, Inc.	JBS Fishing Line, LLC	Scotty, Inc.	WTP, Inc.
Cortland Line Company, Inc.	Jeros Tackle Company	Sea Striker International	Yakima Bait Company
Costa Del Mar Sunglasses, Inc.	Johnson Outdoors, Inc./Minn Kota	Seasonal Marketing, Inc.	Yeti Coolers
Cotee Outdoor Products	Jus-Grab-It, LLC	Shimano American Corporation	Yo-Zuri America, Inc.
Creek Company, Ltd.	KeepAlive, Inc.	Silstar Corporation of America	Z-Man Fishing Products, Inc.
Crocodile Bay Resort	Koppers Fishing and Tackle Corporation		ZEBCO Brands
CTI Industries Corporation	Kureha America, Inc.		Zeppelin Products, Inc.
	L & S Bait Company		
	Lamiglas, Inc.		
	Lansky Sharpeners		

The American Sportfishing Association

75 years of ASA advocating for the sportfishing industry

This year, the American Sportfishing Association (ASA) is celebrating 75 years of serving the sportfishing industry. The trade association was created in 1933 as a result of government pressure to create a body to oversee the industry. Since then the association has evolved from representing the interests of just tackle manufacturers to championing the entire sportfishing community.

As the nation's recreational fishing trade association, ASA supports the interests of hundreds of businesses, agencies and organizations and is *the* resource for protecting the sportfishing industry.

ASA's members include sportfishing and boating manufacturers and their representatives, independent and chain outdoor retail stores, state fish and wildlife agencies, conservation organizations, federal land and water management agencies, angler advocacy groups, outdoor media groups and journalists.

Through advocacy, outreach and special programs and events, ASA and its foundations—FishAmerica and Future Fisherman—safeguard and promote the economic and conservation values of sportfishing, keep the nation's fisheries and waterways healthy and introduce new anglers to one of America's most popular outdoor activities.

ASA also represents the nation's 40 million anglers who generate more than \$45 billion in retail sales with a \$25 billion impact on the nation's economy creating employment for a million people.



75 YEARS
1933 - 2008

Conservation Efforts

Early on, the Associated Fishing Tackle Manufacturers (AFTM), ASA's forerunner, realized the importance of ensuring there were abundant locations to fish and ample fish to catch.

The post-World War II years saw an explosion in the number of anglers. To accommodate this new interest, AFTM began promoting the conservation of recreational fisheries and advancement of fishery science.

To that end, AFTM created the Sport Fishing Institute (SFI) in 1949, although AFTM continued to sponsor conservation efforts as well. While SFI merged with ASA in 1993, the focus on access and participation remains two key concerns for the association.

The FishAmerica Foundation, in its 25th year, is ASA's conservation arm investing in fish and habitat conservation and research across the country.

1948—First Fish Restoration Project Marked AFTM's "Most Forward Step"

In April 1948, AFTM's new Fish Restoration Committee allocated \$9,000 for a University of Michigan-directed fish restoration project. Its goals were to demonstrate fish production, conduct research, educate the public, ensure fisheries personnel

received adequate compensation and implement the work of fish management agencies.

The June 1948 *AFTM News Bulletin* said the project was "the most forward step ever taken by this Association to improve fishing in the future."

1969—AFTMA Underwrote Bellwether Case to Ban DDT

In 1969, AFTMA donated \$10,000 to support a petition before Wisconsin's Department of Natural Resources to ban the pesticide DDT.

Within three months the U.S. Department of the Interior abolished DDT use on its lands and the Environmental Protection Agency's almost-complete ban on DDT took effect on December 31, 1972.

AFTMA earned multiple honors for its leadership in the fight to ban DDT.

In its *Fish Conservation Highlights of 1954*, the Sport Fishing Institute (SFI), a partner with the American Sportfishing Association (ASA), published a series of more than 30 cartoons about the fundamentals of conservation. As is usually the case with fundamentals, the concepts they depict still hold true more than 50 years later, serving as an informative and entertaining primer on the basic principles of conservation.



1974–1979—Army Corps of Engineers Hired SFI to Evaluate Its Predictions

In 1974, the Army Corps of Engineers contracted with SFI to evaluate the efficacy and enhance the reliability of its predictions in fish and wildlife planning reports for reservoir projects.

In 1979 SFI presented its interim results, which encouraged

improving fish and wildlife resource assessment methodology and underscored the importance of follow-up studies to assess the impact of water-resource development projects on fish and wildlife.

1982–1987—AFTMA Was an Early Proponent of Acid Rain Legislation

As early as 1982 AFTMA was working to prevent acid rain. “Although the problem of acid rain is controversial and all of the facts are not in, it may be fatal to delay action,” the AFTMA’s Environmental Quality Committee chairman wrote in the early 1980s.

In late 1983 AFTMA called for acid rain-control legislation.

Four years later AFTMA funded the Izaak Walton League’s pamphlet *Acid Rain Kills*.



AFTMA funded this pamphlet the Izaak Walton League produced in 1983 about acid rain.

1998–present—FishAmerica Foundation Contributes \$10 Million to Conservation and Research

Established in 1983 as a non-profit conservation organization dedicated to improving sportfishing by what is now ZEBCO Brands, the FishAmerica Foundation became affiliated with ASA in 1998.

In 2007, the U.S. Fish and Wildlife Service recognized the foundation’s impact by awarding Johanna Laderman, the foundation’s executive director, with its Partners Award.

Now celebrating its 25th anniversary, FishAmerica has

contributed more than \$10 million to 1,000 conservation and research projects in every state and Canada.



The FishAmerica Foundation has been affiliated with ASA since 1998.

1999—FishAmerica Foundation Partners with NOAA to Restore Habitat

In 1999, the FishAmerica Foundation entered into a partnership with the National Oceanic and Atmospheric Administration’s (NOAA) Restoration Center that now provides more than \$850,000 in grants annually to restore habitat. The partnership doubled the Foundation’s investment in estuarine and marine projects.

1999—ASA Helped Rebuild Species by Closing Waters to Longline Fishing

ASA joined other recreational fishing organizations and the commercial longline industry to close

more than 160,000 square nautical miles of the Atlantic Ocean and the Gulf of Mexico to commercial pelagic longline fishing. The goal was to rebuild over-fished species of swordfish, sailfish, tuna, marlin and sharks.

This alliance marked one of the first times sport and commercial fishermen collaborated on an issue.



- Yellow** — Approximate area proposed for year-round closure to longline fishing.
- Green** — Approximate area proposed for closure June through August.
- Pink** — Approximate area proposed for closure January through May (in addition to June through August).

This map from a 1999 ASA newsletter informed members of the proposed longline closures.



AFTMA produced this bumper sticker to address water pollution. From the collection of Jason Liebig, www.flickr.com/photos/jasonliebigstuff/

The Business of Sportfishing

When the federal government prompted the creation of a unified organization to represent the fishing tackle industry in 1933, it wasn't to further conservation efforts or to encourage Americans to take up a healthy recreational activity. Rather the Associated Fishing Tackle Manufacturers (AFTM), the American Sportfishing Association's (ASA) predecessor, was founded to improve the business of sportfishing and help the industry survive during the Great Depression.

Since then the association has evolved from representing the interests of just tackle manufacturers to championing the entire sportfishing community. During the past 75 years there has been one constant in the association's mission: serving the needs of the sportfishing industry.

1942—ASA Helped Members Convert Factories to Produce War Supplies during World War II

On June 30, 1942, fishing tackle production was stopped in the United States so factories could focus on manufacturing military supplies for World War II.

Having won a 30-day delay in the regulation's effective date, AFTM helped its members convert their plants from producing fishing tackle to making essential defense material. Two members

of the War Production Board attended AFTM's 10th annual meeting to address members' concerns.

During the war AFTM was alive but dues were reduced 50 percent and activities curtailed. AFTM continued its support of the Izaak Walton League, conservation efforts and promoting the casting game Skish.

“Never has it been more necessary to fully equip these men, and maintain and advance this front. A part of this is our job from now on. We will do our part until victory is won and then we shall be able to look back with satisfaction on the part we had in the greatest job this country has ever undertaken.”

— Arthur Benson, AFTM president, during the organization's 10th annual meeting

In 1949, AFTM's Rod Nomenclature Committee developed standard part names for fly and casting rods. There were 19 parts identified for fly rods and 13 for casting rods.



1949 and 1981—Association Creates Industry Standards

In 1949, AFTM's Rod Nomenclature Committee secured the approval of all rod manufacturers to a standard list of voluntary guidelines for part names for fly and casting rods. AFTM distributed diagrams of both kinds of rods with the parts labeled to all

members, the media and sporting goods dealers.

In 1981, manufacturers were allowed to place a label on each rod listing, in descending order by percentages, the list of pre-dominant reinforcing materials in that rod.

1950—AFTM Emergency Meeting Enables Partial Production of Fishing Gear

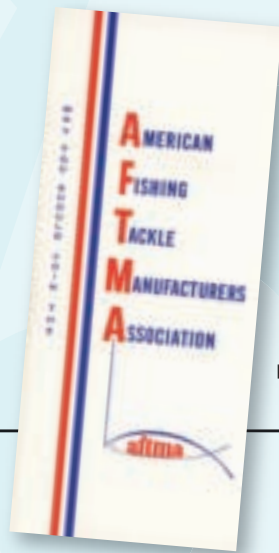
AFTM convened an emergency meeting on Dec. 18, 1950, as the National Production Authority (NPA), an agency of the Department of Commerce responsible for balancing the needs of civilian businesses with those of defense industries, was in the process of denying copper and

copper-base alloys to many civilian goods, including tackle.

When the NPA issued its regulations 12 days later, some of the exceptions AFTM recommended were granted, allowing its members to continue with partial production of rods, reels, baits, lures, rod mountings, swivels and snaps.



AFTM Bulletin No. 225 was a special one-page alert informing members about NPA's pending regulations and AFTM's response.



Among other membership benefits, the 1963 *Why You Should Join AFTMA* brochure mentioned credit reports of delinquent customers, shipments and order indexes, the patent service and export-import reports.

1952—Members Begin Sharing Sales Statistics

In October 1952, AFTM voted to compile sales statistics through Ernst & Ernst. "Approximately 40 companies responded to the first appeal for hitherto jealously guarded figures," AFTM's 25th anniversary article recalled.

Four years later 80 companies were supplying data for the reports.

1955—Members Begin Sharing Names of Delinquent Jobbers

In 1955, for the first time, AFTM members were mailed forms for listing jobbers at least 30 days past due. AFTM's office compiled the reports and distributed them to members that had shared their information. One report was more than 40 pages long.

1977—AFTMA Helps Members Audit their Freight Bills

In 1977, the Associated Fishing Tackle Manufacturers Association (AFTMA), a predecessor of ASA, began offering a freight-auditing service. Interested members forwarded their freight bills to a company AFTMA hired for it to audit and review for possible overcharges.

1999—National Sporting Goods Association Hired to Provide Members with Retail Sales Data

In response to member demand, ASA contracts with the National Sporting Goods Association to provide monthly retail sales data on fishing equipment sold through mass mer-

chandisers and chain sporting good stores.

It is estimated that the data system allows ASA to monitor 60 to 70 percent of the retail market for fishing equipment each month.

1962—AFTMA Informs Members about New Patents

Beginning in April 1962, a booklet of new tackle patents often was included with the Association's newsletters.



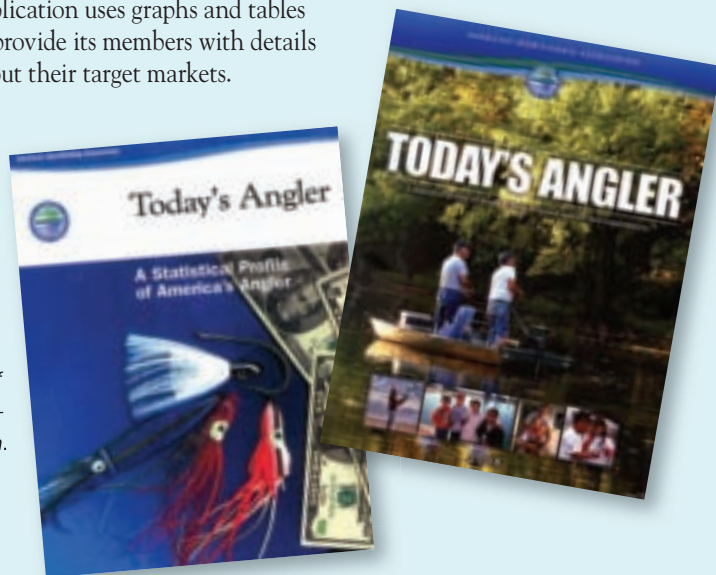
This first AFTM Notification of Fishing Tackle Patents issued featured illustrations and descriptions of 16 items, including a fishhook with retractable bill portion, ice fisherman's angling hole plug and multi-purpose fish trap.

2004 and 2008—Today's Angler Gives ASA Members Information about Anglers

In 2004 ASA produced the first *Today's Angler: A Statistical Profile of America's Angler*, a detailed analysis of the U.S. Fish and Wildlife Service's 2001 *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*. The publication uses graphs and tables to provide its members with details about their target markets.

In 2008, ASA updated the publication to reflect the U.S. Fish and Wildlife Service's 2006 study. The 2008 report is free to members and available to non-members for a fee.

In 2004 and 2008, ASA published *Today's Angler*, a detailed analysis of the U.S. Fish and Wildlife Service's *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*.



The Business of Sportfishing— Looking at the Data

Periodically, the American Sportfishing Association (ASA) provides data for its members and partners as reliable indicators of market factors and product sales. ASA maintains a section of its Web site called “Data and Statistics” which contains data and statistics about sportfishing. To view this information, go to www.asafishing.org.

The tackle imports and AnglerSurvey.com reports indices are prepared for ASA by Southwick Associates, www.southwickassociates.com. For more information, contact Rob Southwick, rob@southwickassociates.com, or (904) 277-9765.

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.

AnglerSurvey.com

AnglerSurvey.com, produced by Southwick Associates, Fernandina Beach, Fla., reports market share by brand, sales by retail channel, customer profiles, price point distribution and more for 28 sportfishing product categories. The information comes from a monthly online survey conducted by Southwick Associates. ASA members receive a 15 percent discount. Contact rob@southwickassociates.com for subscription information or questions. ■

Selected Market Data from AnglerSurvey*

July, 2008

Category	% of Sales Transacted Online Jul-08	% of Sales Transacted Online Jul-07	% of Sales Transacted Online YTD 2008
Rods	4.6%	n/a	6.0%
Reels	10.7%	n/a	8.5%
Combos	0.0%	0.0%	2.2%
Line	3.3%	4.6%	3.5%
Lures, hard baits	3.4%	3.3%	4.4%
Lures, soft baits	2.0%	6.1%	5.2%

August, 2008

Category	% of Sales Transacted Online Aug-08	% of Sales Transacted Online Aug-07	% of Sales Transacted Online YTD 2008
Rods	7.2%	14.4%	6.1%
Reels	11.7%	14.9%	8.7%
Combos	0.0%	10.9%	2.0%
Line	3.1%	4.6%	3.5%
Lures, hard baits	4.5%	2.7%	4.4%
Lures, soft baits	5.3%	2.6%	5.2%

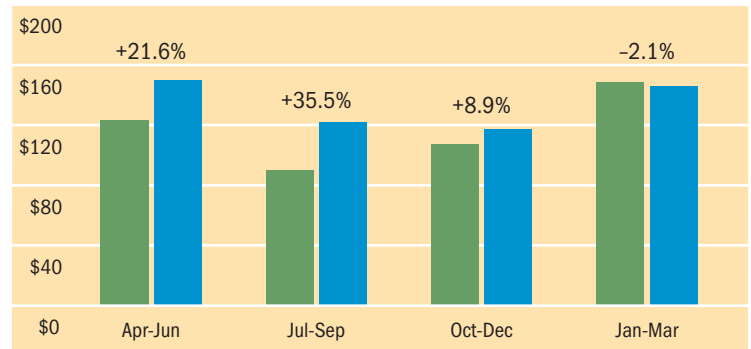
*Results provided monthly by the AnglerSurvey panel survey, produced by Southwick Associates of Fernandina Beach, Fla.

Quarterly Imports: All Fishing Tackle

Tackle import values decreased in the first quarter of 2008 compared to the same quarter in 2007, the first overall decrease in two years. The last decrease was the first quarter of 2006. Overall, for the first quarter of 2008, the value of measured fishing tackle imports was down from \$148 million to \$145 million.

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

Millions of dollars



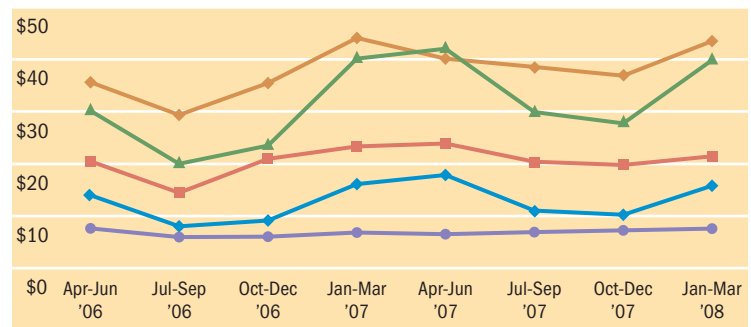
Legend: Same quarter, previous year (green), Current year (blue)

This chart compares the percentage change in tackle imports from the current year to the previous year.

Quarterly Import Trends: Top Five Imported Tackle Categories

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

Millions of dollars



Legend: Fishing reels valued over \$8.45 (orange), Fishing rods (green), Artificial baits (red), Fishing reels valued over \$2.70 and under \$8.45 (blue), Fish hooks, NESOI (purple)

Quarterly totals for all tackle for four most recent quarters:

Apr-Jun '07: \$149,463,230
Jul-Sep '07: \$122,042,938
Oct-Dec '07: \$117,090,717
Jan-Mar '08: \$145,285,451

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

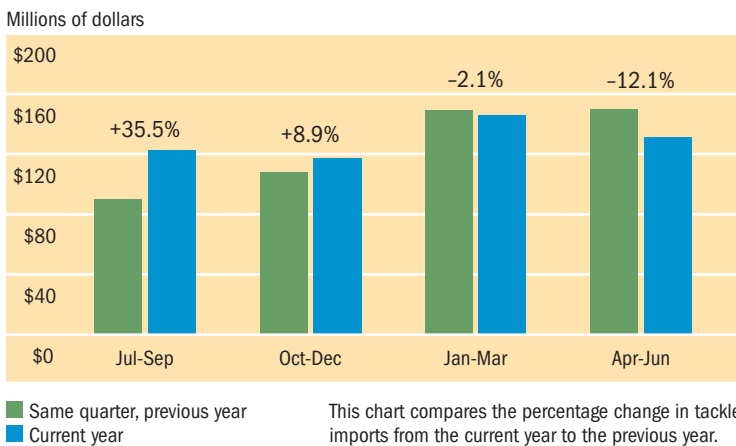
Anglers' Economic Contributions to the Los Cabos Economy

Taking a look at impacts outside the United States, including fisheries management

Quarterly Imports: All Fishing Tackle

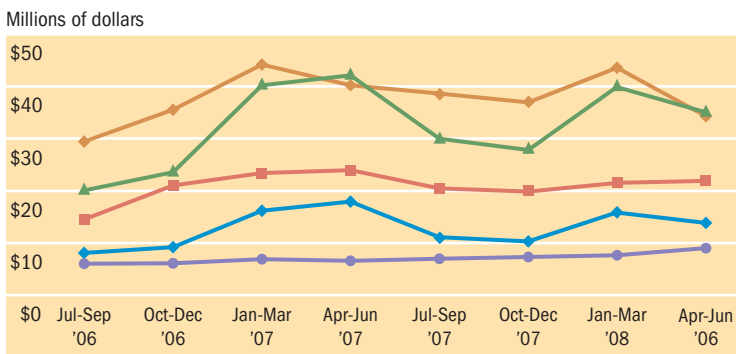
Tackle import values decreased during the second quarter of 2008 compared to the same quarter in 2007. Overall, for the second quarter of 2008, the value of measured fishing tackle imports decreased from \$145 million to \$131 million.

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



Quarterly Import Trends: Top Five Imported Tackle Categories

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



Quarterly totals for all tackle for four most recent quarters:

- Jul-Sep '07: \$122,042,938
- Oct-Dec '07: \$117,090,717
- Jan-Mar '08: \$145,285,451
- Apr-Jun '08: \$131,314,697

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

The Los Cabos region of Baja California has experienced rapid growth as a major North American tourist destination. From its roots as a small, quiet fisheries-based area, its world-class striped marlin fishery has helped foster its rapid growth. Thanks to this growth, the Los Cabos region has a significant impact on the region's economy and sales to providers of offshore fishing products.

With this growth is a desire to make decisions regarding fisheries management based on science and what is good for the region. The Billfish Foundation hired Southwick Associates, Nelson Resources Consulting, Inc. of Oakland Park, Fla. and FIRMUS Consulting of Mexico City, Mexico, to understand and communicate the importance of Los Cabos fisheries to local, state and national leaders. This first-ever comprehensive study was conducted to estimate the dollars, jobs and tax revenues created by anglers in the Los Cabos region.

"Mexico had been considering harmful changes to allow longline fishing in areas previously protected," reported Ellen Peel, Ph.D., president of The Billfish Foundation. "With this information we have been able to explain what was at stake economically and can now hope to prevent threats to the sport-fishing tourism economy and help Mexico maintain its strong billfish conservation practices."

Results of the study estimated that more than 354,000 people, most of them international visitors, fished in Los Cabos. While in Los Cabos, they spent an estimated \$1,785 each for lodging, charter boats, food, transportation, tackle, fuel and more. These expenditures then started a series of economic effects rippling through the local economy, creating, in U.S. dollars:

- \$633.6 million in retail sales (dollars brought into Los Cabos by anglers) with 24,426 jobs.
- \$245.5 million in local and federal tax revenues.
- \$1.125 billion in total economic activity.

Regarding anglers' attitudes towards fisheries management, 88 percent of international anglers who fished in Los Cabos said they would be less likely to return if they know commercial harvest of billfish increased, and 85 percent said they would be more likely to return if commercial harvest of billfish in surrounding areas was restricted or stopped completely.

If Mexico desires to maintain the revenues provided by sport-fishing, sustainable fisheries and solid management are essential. The results of this effort are helping to ensure the future of this world-class fishery.

For more information, contact Rob Southwick, Southwick Associates, (904) 277-9765, or rob@southwickassociates.com. ■

Government Affairs Update

These items cover Government Affairs activities for September and October 2008.

For more information on ASA Government Affairs activities, contact Gordon Robertson, vice president and Government Affairs lead, groberson@asafishing.org, x237, Patty Doerr, director, Ocean Resource Policy, pdoerr@asafishing.org, x244, or Mary Beth Charles, Policy fellow, mbcharles@asafishing.org, x230. Please visit ASA's Web site, www.asafishing.org, for more information.

President Signs Order Sustaining Recreational Fishing on Federal Lands and Waters

On Sept. 26, 2008, President George W. Bush signed an amendment to the 1995 executive order on recreational fishing. This amendment ensures that federal agencies maintain recreational fishing on federal lands and waters, including marine protected areas (MPAs). The executive order revises Executive Order 12962 signed in 1995 by President Bill Clinton. For more information, see page 1.

ASA Holds Annual Sportfishing Summit in Denver

More than 100 industry leaders representing 66 companies and organizations in the United States and Canada attended this year's Sportfishing Summit. Action items from the Government Affairs and Board of Directors meetings included ASA adopting a formal position on Sport Fish Restoration and Boating Trust Fund (Wallop-Breaux) reauthorization; new language for the ICAST Exhibitor Services Manual regarding copyright and patent infringement and intellectual property theft concerns; and affirmation that ASA will strongly support a national reservoir partnership within the National Fish Habitat Action Plan (NFHAP).

ASA Attends CEQ Science Briefing on Central Pacific Fisheries

In October, ASA, the National Marine Manufacturers Association, the Coastal

Conservation Association and the Congressional Sportsmen's Foundation attended a science briefing at the office of the President's Council on Environmental Quality regarding the coral reefs and fisheries that surround several Pacific islands and atolls. The Bush administration is considering these areas for increased management measures. In keeping with the president's recent executive order, ASA is working with White House staff to ensure that any Central Pacific MPAs created by presidential proclamation allow for sportfishing.

California's Marine Life Protection Act Update (MLPA)

Southern California is preparing for the Marine Life Protection Act (MLPA) process to begin in that region from Point Conception to the Mexican border. In preparation, the Partnership for Sustainable Oceans (PSO) members have attended SoCal Regional Stakeholder Meetings. ASA and its fellow members of the PSO submitted 16 nominations to the South Coast Regional Stakeholder Group (RSG), of which eight were nominated. In September, the PSO held its quarterly governing group meeting to finalize strategy for the remainder of the North Central Coast phase and continued its discussions regarding the South Coast phase.

California MLPA proposal 2-XA remains one of four North Central Coast MPA alternatives in California. The Blue Ribbon Task Force (BRTF) officially

submitted the proposals to the Fish and Game Commission (FGC) in early June, including the BRTF's preferred alternative which is based on proposal 2-XA and is similar to it. The FGC is planning a series of public meetings starting this month to hear testimony on the four proposals and then vote on the final alternative in February 2009.

National Fish Habitat Conservation Act Introduced

Senators Joe Lieberman (I-Conn.), Christopher "Kit" Bond (R-Mo.), George Voinovich (R-Ohio) and Hillary Clinton (D-N.Y.) introduced the National Fish Habitat Conservation Act on Sept. 23. In the House, the same act was introduced on Sept. 26 by Representatives Ron Kind (D-Wis.) and Wayne Gilchrest (R-Md.). The foundation for the act is the NFHAP. Though the bills will likely not get to hearing before this Congress adjourns, they will be the foundation for re-introduction in the 111th Congress beginning in 2009.

The NFHAP board met in early October. Discussion centered on the act, guidelines for fish habitat partnerships, the potential national reservoir partnership, strategic planning and assessing the nation's fish habitat. ASA Vice President Gordon Robertson sits on the NFHAP board.

Legislation to Restore Cape Hatteras Beach Access

S. 3113 and H.R. 6233, bills aimed at restoring reasonable off-road vehicle (ORV) access to Cape

Hatteras National Seashore Recreational Area (CHNSRA), were acted upon in September. The Senate Energy Committee voted on S. 3113 on Sept. 11, but failed to pass the bill by one vote. In addition, the House Subcommittee on National Parks, Forests and Public Lands held a hearing on H.R. 6233 in September for which ASA submitted written testimony for the record.

The bills would reinstate the Interim Management Strategy the National Park Service finalized in 2007 to govern ORV use on CHNSRA until a long-term ORV management plan is completed in 2010. Though the bills failed to pass before Congress ended its regular session, ASA intends to have these bills reintroduced in the 111th Congress.

VHS Update on Interstate Movement and Import Restrictions on Live Fish

In September, USDA Animal and Plant Health Inspection Service (APHIS) published an interim rule to restrict the interstate movement and importation into the United States of live fish that are susceptible to viral hemorrhagic septicemia (VHS). VHS is a highly contagious disease that can cause substantial mortality of certain freshwater and saltwater fish and is of particular concern in the Great Lakes.

The interim rule was scheduled to become effective on Nov. 10, 2008, but in October APHIS postponed the effective date until Jan. 9, 2009. This delay provides

Currents

News briefs on sportfishing issues and trends affecting the marketplace

APHIS with time to consider all comments and adjust the interim rule to ensure successful implementation.

ASA Attends AFWA Annual Meeting

ASA staff attended the Association of Fish and Wildlife Agencies' (AFWA) annual meeting September 8–12, in Saratoga Springs, N.Y. Meetings of interest included fisheries and water resources policy, angler and boater participation, trust funds, marine fisheries, and fish and wildlife disease. AFWA adopted a formal resolution regarding Wallop-Breaux reauthorization that supports increased funding to the U.S. Fish and Wildlife Service and the Coast Guard for administrative activities. This policy potentially would shift funding from other Sport Fish Restoration and Boating Trust Fund accounts, especially if revenues lag.

ASA Co-hosts Capitol Hill Luncheon for Sporting Industries

During a September Capitol Hill briefing co-hosted by ASA, the National Marine Manufacturers Association, the Archery Trade Association, the National Shooting Sports Foundation and AFWA, leaders from the associations representing industry and state fish and wildlife agencies acknowledged that the economy of conservation could be heading into a danger zone as access and the numbers of sportsmen and women continue to decline. ■

NOAA/FWS Study Finds Continuing Loss of Coastal Wetlands

A joint National Oceanic and Atmospheric Administration Fisheries and U.S. Fish and Wildlife Service report showed a loss of 59,000 acres per year in the coastal watersheds of the Atlantic Ocean, Great Lakes and Gulf of Mexico. This finding causes concern, as coastal wetlands are important habitat for commercial and recreational fishing, waterfowl and other species, and they protect coastal communities from the effects of coastal storms and floods.

A majority of the wetland loss occurred in the Gulf of Mexico, however, wetland loss in Southern Louisiana accounts for only about a quarter of the total in the Gulf of Mexico. The study found development to be the primary factor in the loss of freshwater coastal wetlands, and conversion to deepwater habitats was the primary factor in the loss of saltwater coastal wetlands. Emphasis on coastal wetland conservation—both protection and restoration—will be needed to reverse the loss of coastal wetlands.

U.S. Geologic Survey Issues Report Showing Decline in Freshwater Fish Species

According to a new report by the U.S. Geological Survey, nearly 40 percent of fish in North American freshwater streams, rivers and lakes are at

risk. The report, published in *Fisheries*, listed 700 species as vulnerable, threatened or endangered, which is almost twice as many as were included on the “imperiled” list in 1989.

The most at-risk fish include tiny minnows in streams across the country and highly valuable salmon and trout in the Pacific Coast and western mountains. More than half of the salmon and trout species surveyed had at least one population or subspecies at risk. The at-risk list also includes other popular game fish, such as the black bass, rock bass and striped bass.

U.S. Fish and Wildlife Service Funds Fish Passage Efforts

This year, the U.S. Fish and Wildlife Service's (USFWS) National Fish Passage Program provided nearly \$8.3 million to remove or bypass more than 168 barriers to fish passage. Along with nearly \$18 million in partnership funds, the Fish Passage Program will help reopen 1,716 miles of streams and rivers and 9,471 acres to improve habitats for recreational fish and imperiled aquatic species.

The program provides funding and technical expertise to partners to remove or bypass dams and other obstructions and replace or improve culverts under roads or railroad tracks to allow fish to swim through. Since 1999 the National Fish Passage Program has removed or bypassed 655 areas, restoring

access to almost 10,612 miles of river and 51,361 acres of wetlands. The program also has been able to leverage an average of three dollars for every project dollar spent through its partners.

In 2007, the FishAmerica Foundation received funds from the Fish Passage Program for improvements to the Gulf of Maine watershed, which is located in the USFWS Region 5, covering the northeast.

Congress Passes Reauthorization of Great Lakes Legacy Act

Congress passed and the president signed the reauthorization of the Great Lakes Legacy Act, which provides funding to clean up contaminated sediments in rivers and harbors in the Great Lakes.

The bill creates a roadmap to ensure the polluted areas of concern that have been identified around the Great Lakes are cleaned up within the next 10 years. The act is amended through 2010 and authorizes \$50 million of annual funding.

The Great Lakes Legacy Act was designed to eliminate contaminant hot spots where polychlorinated biphenyls (PCBs), heavy metals and other pollutants from industrial sources go into the Great Lakes and surrounding rivers and tributaries.

FishAmerica Foundation

FishAmerica and the Chesapeake Bay Trust Enter Fifth Year of Partnership

Critical funding continues to restore Chesapeake Bay sportfish habitat

For the fifth year, FishAmerica and the Chesapeake Bay Trust are accepting proposals for community-based, fisheries habitat restoration efforts in the Chesapeake Bay watershed of Maryland with up to \$100,000 in funding. This partnership promotes the restoration of living resources with emphasis on sportfish populations of the Chesapeake Bay, its rivers and its streams.

In 2002 the FishAmerica Foundation united with the Chesapeake Bay Trust, a private, non-profit grant-making organization dedicated to the protection and restoration of the Chesapeake Bay. The partnership dedicates \$100,000 annually to restore fish



A group of students volunteer their time on the riparian buffer restoration project.

and habitat, improve water quality and enhance fish stocks in this ecologically critical bay and its tributary rivers in Maryland.

Since 2002, FishAmerica and the Trust have awarded more than \$275,000 to 14 fisheries conservation projects to Maryland-based organizations in the Chesapeake Bay watershed. These projects have restored more than 15 acres of wetlands and riparian areas, enhanced 46 square miles of instream habitat, provided three miles of passage to upstream habitat and created 11 acres of reef habitat.

Local sporting clubs and conservation organizations are asked to submit proposals by Dec. 5, 2008 with grants to be announced in February 2009. Eligible types of projects include, but are not limited to, fish passage, stream restoration and stabilization, and wetland and submerged aquatic vegetation restoration.

"These projects will continue to provide the Chesapeake Bay's nearly 370,000 resident and non-



Volunteers help to convert a nearly six-acre agricultural field into a wetland with a four-acre pond providing additional fish habitat.

resident anglers with better fishing opportunities in future years," said Johanna Laderman, FishAmerica Executive Director.

FishAmerica and the trust share a common mission: empowering local communities, maximizing existing partnerships and leveraging new opportunities to restore some of the nation's most prized fisheries and valuable waterways in the Chesapeake Bay watershed.

Everything Flows Downhill

There are many different types of projects that improve fisheries habitat.

The Chesapeake Wildlife Heritage recently restored 40 acres of fisheries habitat and riparian areas at the Saint James School in Hagerstown, Md.

The project benefits brook and rainbow trout as well as smallmouth bass and bluegill. The group matched a \$27,000 grant award from FishAmerica and the trust with more than \$40,000 from the Maryland Department of Natural Resources, the Saint James School and in-kind donations.

Volunteers planted more than 30 acres of riparian buffer to stabilize the stream banks and improve water quality. They installed cattle exclusion fencing and created a cattle stream crossing, reducing the impact of livestock on the stream.

Volunteers also converted a nearly six-acre agricultural field into a wetland and created a four-acre pond providing additional habitat for fish.

Pennsylvania Dam Removal Restores Six Miles of Fish Habitat

Another great example of FishAmerica and NOAA Restoration Center partnership

The removal of another antiquated dam that had outlived its usefulness is cause for celebration. This October, the FishAmerica Foundation celebrated the removal of the Ralph Stover Dam in Point Pleasant, Pa.



An aerial view of the Chesapeake Bay Watershed with the St. James School, Hagerstown, Md.



Before: Shown in June 2004, the Ralph Stover Dam, built in the 1700s, was a public safety hazard and prevented access to upstream habitat for resident and migratory sportfish.

After: Pictured in June 2008, the dam was removed in January 2008 restoring 3,500 feet of streambank, 1,750 feet of stream channel and six miles of upstream and downstream connectivity benefiting anadromous fish such as American and hickory shad, resident smallmouth bass, and stocked rainbow and brown trout.

The project was funded through FishAmerica's partnership with the NOAA Restoration Center.

With just a \$150,000 budget, American Rivers, in partnership with the Pennsylvania Department of Conservation and Natural Resources, the Pennsylvania Fish and Boat Commission, the FishAmerica Foundation, the NOAA Restoration Center and many other local agencies and businesses, removed the Ralph Stover Dam on Tohickon Creek in the lower Delaware River watershed.

Located in Ralph Stover State Park, 30 miles north of Philadelphia, the seven-foot high, 230-foot long dam was built in



the late 1700s. It provided no useful services and was considered a public safety hazard as well as preventing access to upstream habitat for resident and migratory fish populations.

In December 2007 the dam removal commenced with the creation of a wide notch in the dam. The work was phased to remove alternating vertical and horizontal sections of the dam so that it was dismantled in a controlled fashion. Portions of the abutments on both sides of the creek were left in place to allow for future interpretation at the site and to maintain a fishing platform and entrance to the former mill race. The deconstruction phase lasted approximately two weeks and was completed after the planting of several river birch trees along the streambank and the reseeded of disturbed areas in the park.

The partners restored 3,500 feet of streambank, 1,750 feet of stream channel and restored six miles of upstream and downstream connectivity.

The project benefits not only anadromous fish, such as American and hickory shad, but also resident smallmouth bass and stocked rainbow and brown trout.

Celebrating its 10th year, the FishAmerica and NOAA Restoration Center's partnership has distributed more than \$5 million in grant funds to 25 states. Leveraged with an additional \$6.4 million in funds matched by local communities, the amount invested in restoring critical marine and anadromous sportfish fisheries habitat is \$11 million.

FishAmerica Celebrates 25 Years of Keeping Our Fish and Waters Healthy

Summit luncheon highlights investments in sportfish enhancements

On Oct. 29, 2008, during the Sportfishing Summit, FishAmerica sponsored a luncheon to celebrate 25 years of keeping our fish and waters healthy. The luncheon, which was open for all summit attendees, highlighted some of FishAmerica's past accomplishments, and partnerships.

Since 1983 FishAmerica has invested more than \$10 million in 1,000 projects across the United States and Canada. These projects have enhanced sportfish populations, restored sportfish habitat, improved water quality and advanced fisheries research to improve sportfishing success.

FishAmerica Receives Donation from Daiwa for Habitat Restoration

During a ceremony at the 2008 Sportfishing Summit, Daiwa Corporation's Vice President of Sales, Terry Pedersen, presented FishAmerica's Executive Director Johanna Laderman and ASA President and CEO Mike Nussman with a \$10,000 check to



Terry Pederson, left, vice president of sales, Daiwa Corporation, presents FishAmerica's Executive Director Johanna Laderman and ASA President and CEO Mike Nussman with a \$10,000 check to ensure the future of fishing for many generations.

support FishAmerica's programs. The donation will be used to enhance family fishing waters and ensure fishing opportunities for future generations.

"As part of Daiwa's celebration of 50 years in the fishing tackle industry, we wish to make this donation in support of FishAmerica Foundation's invaluable work in habitat and sportfish restoration. As we and others who have been in this industry for so long realize, our hobby and livelihood could not exist without strong stewardship of our sport fishery," said Pedersen.

"FishAmerica is proud to be the recipient of Daiwa's generous gift," said Laderman. "It is gifts from companies such as Daiwa that have contributed to our many successes during the past 25 years and our ability to restore and improve fisheries across the United States."

For more information about the FishAmerica Foundation, visit www.fishamerica.org. ■

Future Fisherman Foundation

Alaskan Students Start the Year with a Float Trip on the Kenai River

The Cooper Landing School in the Kenai Peninsula of Alaska is not your typical school.

It has a total enrollment of just 12 students spanning kindergarten to eighth grade. This one-room schoolhouse is the heart of the Cooper Landing community with its population of just 350 residents. Despite the size of the school and the town, the community has embraced fishing education as part of its school curriculum with a grant from the Future Fisherman

Foundation's *Physh Ed* program. The *Physh Ed* program provides funding to educators to design and implement fishing, boating and aquatic stewardship as an integral part of K-12 curriculums.

The Cooper Landing School students recently took a fishing trip on the Kenai River as an exercise in discovering how fishing relates to water ecology and fish populations.

The Cooper Landing students began the day learning the importance of wearing a personal flotation device before embarking on their journey down the river. Three boats carried the students, parent volunteers and teacher Tommy Gossard down the scenic river for a day of salmon and trout fishing. "Our students were quite successful and even had the opportunity to witness a grizzly bear on the shoreline lunching on a salmon," said Gossard.

During the trip, the class also gathered water samples to take back to the school for testing as part of a water-ecology unit. The students also will be participating in the Salmon in the Classroom program through the Alaska Department of Fish and Game, which includes hatching eggs in a classroom fish tank that are then released back into the river in the spring.

When asked how the community is getting involved in the program, Gossard said, "After an article appeared in our local newspaper covering our fishing trip, I have been contacted by local river guides who want to make sure they know when our next trip is so they can float with us. Next year



Students learn the importance of wearing a flotation device while fishing on the river.

we plan to have a floating camera crew to capture all of the action on film."

Gossard further said, "Not only is my local community supportive but the virtual community of other *Physh Ed* teachers on the *Physh Ed* blog enables me to share my program activities and gain

valuable insight into how I can improve my program and create partnerships to sustain my program year after year."

For more information about the *Physh Ed* program, contact foundation Manager of Education Teresa Rodriguez, trodriguez@asafishing.org, or call (703) 519-9691, x224.



A parent volunteer helps a student reel in her catch.



The fishing is put on hold as students watch a grizzly bear search for a snack.



Cooper Landing teacher Tommy Gossard guides his students down the Kenai River for a day of fishing.



Skyline High School students learn the art of tying flies. Each student makes his or her own flies to use during their fishing excursions.

Skyline High School Studies Water Habitat

In Sammamish, Wash., Skyline High School teacher Tracy McKenzie introduced fly fishing and fly tying as part of her classroom unit on environmental conservation. Her unit involved several staff members as well as members of the Sammamish community with the goal of giving the youth information on fishing as a lifetime activity.

"I have found community members to be excited about the development of this curriculum," McKenzie said. "Local fly shops are excited to see kids get back into fishing. One owner told me it has been years since he has seen kids in his shop. He thinks that this program is awesome! Local fly fishing clubs are contacting their members to find volunteers for me."

How are the Skyline students receiving this new program? According to McKenzie "I have had students in my classes tell me that they are talking up the fishing class to their friends because they want their friends to experience it too so they can fish together. Some students have asked to check out

rods from me over the weekends so they can fish on their own."

"Not only are the students enjoying the fly fishing and fly tying, but the Skyline administration is also supportive. Our principal is calling our physical education program a 'healthy for life' curriculum. She gives us props in parent/community newsletters and the word is out that we are doing amazing things in our gym with the *Physh Ed* program. In fact, I received the 'golden apple' award from a peer at a staff meeting for bringing fly fishing to Skyline's physical education."

Through this program, students learned more about conservation. McKenzie asked her class to write poems about how pollution might affect the habitat of the fish they studied. Many submissions demonstrated that the students were aware of the link between a healthy watershed and the aquatic life that inhabits these areas.

"We are pleased with the progress 2008/2009 *Physh Ed* schools have made thus far, and we look forward to highlighting the programs at additional schools during the course of the year," said foundation Executive Director Anne Danielski.

For more information about the *Physh Ed* program, go to www.futurefisherman.org. ■

Physh Ed—In Their Own Words

This is the sixth year the Future Fisherman Foundation, through the support of the Recreational Boating & Fishing Foundation, has offered grants to schools that incorporate fishing, boating and aquatic ecology as part of their curriculum.

Since its inception, 85,000 youth have participated in the program. Originally, funding only was awarded to physical education teachers, but as the program has grown, other teachers have found it a perfect avenue to develop hands-on learning experiences for students in earth science and aquatic biology. This year the program is being incorporated in science, physical education and lifetime activities classes in 32 states across the country.

How is *Physh Ed* making a difference? On a recent post on the *Physh Ed* blog at <http://physhedblog.blogspot.com> a few teachers shared their views:

"I have asked myself what do I want to teach? Classroom teachers in my district don't have many choices as to what they teach. We have a number of pressures on us that can limit our creativity. The Future Fisherman Foundation has motivated me to incorporate outdoor education, environmental health and family wellness into the curriculum. Our fishing program has tripled from last year and the work is becoming more important to me."

Bob Dever, Gracemor Elementary School, Kansas City, Mo.

"My faculty is very supportive of my program. I plan on having my students learn the life cycles of insects in rivers. They will do some fly tying and fly casting to supplement the material. I am looking forward to the salmon program I will be starting in November. Science and fishing are related! It just takes a program like this to help people change their perspective."

Matt Huhta, Model High School, West Bloomfield, Mich.

"Our goal in physical education and in my school district is to prepare students for a lifetime of physical activity. The Future Fisherman Foundation grant has helped us tremendously in this area. The students will be impacted because they will receive one more 'tool for their tool belt' when it comes to the skills they need to stay active and healthy.

Administrators are impacted because they are proud of and promote these programs because no one else in the area is doing the types of activities we are doing.

Finally, I am greatly impacted because it motivates me as a teacher, because I have a passion for teaching students not only to stay active for a lifetime, but also to get outdoors and experience something they might not normally do."

Scott Russell, Girard High School, Girard, Pa.

Welcome New ASA Members!

ASA welcomes these new and reinstated members in September and October 2008.

Boy Scouts of America, Charlotte, NC
Honeywell International, Colonial Heights, VA
Koppers Fishing and Tackle Corporation, St. Catharines, ON, Canada
Moffitt Angling, LLC, Califon, NJ
Ningbo Topstone Metal Products Co., Ltd., Ningbo, China

No Barb Hooks, Englewood, FL
Stingray Tackle Company, Jupiter, FL
Unlimited Creations Corporation, Chula Vista, CA
USDA—Forest Service, Washington, D.C.
westcoastfishinglink.com, Phoenix, AZ
Wild Action Tackle Company, Inc., Burr Ridge, IL



Mark Your Calendar

ICAST 2009

Orange County Convention Center
Orlando, Fla.
July 15–17, 2009

2009 Sportfishing Summit

Rancho Bernardo Inn
San Diego, Calif.
October 27–29, 2009

2009 Consumer Show Schedule

ASA/Eastern Fishing & Outdoor Exposition Show Tour

Toyota Eastern Fishing & Outdoor Exposition
DCU Center
Worcester, Mass.
February 5–8, 2009

Toyota World Fishing & Outdoor Exposition
Rockland Community College
Field House
Suffern, N.Y.
March 5–8, 2009

The Toyota Saltwater Fishing Exposition
Garden State Exhibit Center
Somerset, N.J.
March 20–22, 2009

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

Fred Hall's Fishing Tackle & Boat Show
Long Beach Convention Center
Long Beach, Calif.
March 4–8, 2009

Fred Hall's Fishing Tackle & Boat Show
Del Mar Fairgrounds
San Diego, Calif.
March 25–29, 2009



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