



2009 Sportfishing Summit

October 27–29, 2009 | Rancho Bernardo Inn | San Diego, California

2009 Sportfishing Summit Agenda-at-a-Glance

The schedule and sponsorships are current as of September 24, 2009. The schedule is subject to change.

Registration and the Hospitality Suite will be open Monday, Tuesday and Wednesday.

Monday, October 26

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

3:00 p.m. – 6:00 p.m. – ASA Board of Directors Meeting – San Bernardo West

All ASA members are invited to attend

Tuesday, October 27

The morning and afternoon breaks are sponsored by the Association of Fish and Wildlife Agencies

7:00 a.m. – 6:00 p.m. – Registration and Hospitality Suite – Granada Room

7:30 a.m. – 8:30 a.m. – 2009 Sportfishing Summit Welcome Breakfast – San Bernardo Patio

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 – San Bernardo West

9:00 a.m. – 10:30 a.m. – Full Government Affairs Committee

10:45 a.m. – Noon – Freshwater Subcommittee

2:00 p.m. – 3:15 p.m. – Trade & Commerce Subcommittee

3:30 p.m. – 5:00 p.m. – Saltwater Subcommittee

9:00 a.m. – 11:45 a.m.

Membership – Andalucia I

Data and Statistics – Andalucia II

Consumer Shows – San Bernardo East

Finance – Santiago I

2:00 p.m. – 5:00 p.m.

Show – San Bernardo East

Communications – Andalucia I

FishAmerica Foundation – Andalucia II

10:30 a.m. – 10:45 a.m. - Morning Break

Noon – 1:30 p.m. – Summit Networking Lunch – Santiago II & III

With remarks by Jane Lubchenco, Ph.D., under secretary of Commerce for Oceans and Atmosphere and National Oceanic and Atmospheric Administration (NOAA) Administrator. On September 2, Dr. Lubchenco [announced](#) her intention to “take a fresh look” at NOAA’s relationship with the recreational fishing community.

3:15 p.m. – 3:30 p.m. - Afternoon Break

6:00 p.m. – 7:30 p.m. - Welcome to the 2009 Sportfishing Summit Event – Santiago Courtyard

With support from NOAA's National Marine Fisheries Service

Wednesday, October 28

The morning and afternoon breaks are sponsored by the Association of Fish and Wildlife Agencies

7:00 a.m. – 6:00 p.m. – Registration and Hospitality – Granada Room

7:30 a.m. – 8:30 a.m. – 2009 Sportfishing Summit Breakfast – San Bernardo Ballroom

- 8:00 a.m. – 8:30 a.m. - *Participation: A Business Imperative – San Bernardo Ballroom*
Join Recreational Boating & Fishing Foundation President and CEO Frank Peterson and RBFF Board members for an informal update on the foundation's efforts to increase fishing and boating participation.

9:00 a.m. – 9:30 a.m. - Welcome to the 2009 Sportfishing Summit – Santiago Ballroom

Don Koch, director, California Department of Fish and Game; and Mike Nussman, ASA president and CEO, will open the Summit with welcoming remarks.

Summit General Sessions

Surviving the Recovery – What Should You Be Doing in the New Economy?

9:30 a.m. – 10:30 a.m. - The Domestic and International Markets: An Industry Outlook Panel – Santiago Ballroom

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 and ASA board of directors chairman, are featured presenters.

10:30 a.m. – 10:45 a.m. – Morning Break – Santiago Courtyard

10:45 a.m. – 11:45 a.m. - Afterburners: Team-building and Leadership – Santiago Ballroom

Business is Combat. Success depends on how well all members of your team execute their individual missions, every single day. The Afterburner's CEO Jim Murphy will address how you can transform strategy into action.

Noon – 1:00 p.m. – Summit Networking Lunch – San Bernardo Ballroom

The afternoon sessions are presented with support by the U.S. Geological Survey

1:30 p.m. – 3:00 p.m. – Its Contentious Times for California's Marine Fisheries Management – Santiago Ballroom

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.

3:00 p.m. – 3:15 p.m. – Afternoon Break – Santiago Courtyard

3:15 p.m. – 4:45 pm. – Advocating to Keep America Fishing – Santiago Ballroom

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 – Santiago Ballroom

With support from the U.S. Fish and Wildlife Service

Reception: 6:00 – 7:00 p.m.

Dinner and Entertainment: 7:00 p.m. – 10:00 p.m.

Thursday, October 29

7:30 a.m. – 9:00 a.m. – ASA Board of Directors Meeting – San Bernardo West

9:00 a.m. – 10:00 a.m. – Closing Session: General Membership Meeting – San Bernardo East

Registration and the Hospitality Suite are closed on Thursday