



# 2004 Sportfishing Summit Program

**Advancing an Angling Agenda**

**October 27-29, 2004  
Westin Resort  
Hilton Head, SC**

# Welcome

Welcome to Hilton Head and the 2004 Sportfishing Summit, the American Sportfishing Association's membership meeting and its premier networking event.

From special sessions, to business workshops to association committee meetings, the 2004 Summit provides a myriad of opportunities to gain information on the most relevant issues facing the sportfishing industry as well as practical knowledge to help you develop and manage your business. We particularly encourage you to participate in the ASA Committee meetings in order to gain a better understanding of how the ASA staff and your colleagues work on your behalf.

The Westin Hilton Head is a great venue for our meeting. Aside from the sessions and meetings, there are many opportunities to network with your friends and colleagues during evening receptions and fishing and golf excursions. We also want to welcome the spouses who are attending the Summit. The ASA and hotel staff will do their best to ensure your time here is an enjoyable one.

We know that attending the Summit is an investment of time and resources and we thank you for your support of the Association and the future of recreational sportfishing by being here. We encourage everyone attending the Summit to take advantage of the opportunity to share perspectives and experiences in order to ensure a prosperous future for our industry.



**2004 Sportfishing Summit**  
*Rethink, Rebuild,  
Reenergize . . .  
and Relax!*

David Pfeiffer  
Shimano American Corporation  
*Chairman of the Board*

Mike Nussman  
*President and CEO*

# Agenda at a Glance

## *Wednesday*

Our first day is focused exclusively on the work of the association. Non-committee members are encouraged to participate in the committee meetings to understand the work of the association and help establish your association's priorities.

We will break at mid-day for a lunch briefing on the economic outlook from David Huether of the National Association of Manufacturers. The evening will close with an ocean-side Welcome Reception for members, partners, spouses and guests.

## *Thursday*

This is an intensive day of workshops and sessions. We'll hear from some of the most recognized and respected names in the recreational fishing community as they identify key business issues and trends influencing the industry. Marketing and branding expert, David Martin, chairman and senior partner, Identity Marketing, LLC, Richmond, VA, will provide the Summit's keynote address. Improving industry advocacy—finding the best ways to speak out with a unified voice—is the focus of a special interactive afternoon session. Once the day's work is completed, there is plenty of time to network during our evening beachside reception.

## *Friday*

The summit concludes on Friday with a business program focused on China and how the latest developments are affecting U.S. manufacturing and retailing. The meeting wraps-up at mid-day with the association's annual membership meeting.

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## *Please Note:*

Non-committee members are encouraged to participate in the committee meetings.

Surf fishing, private flats fishing charters and golf will be available throughout the day.

Recommended dress for all events is business casual.

Some events have limited availability. Lunch with Federal fishery agency leaders and breakfast with Michael Colopy are limited to 15 people. Flats fishing charters and the 9-hole scramble golf tournaments also have limited slots. If you have questions about these events, please see Ann Sweeny at the Registration Desk or ask for Ric Ice or Suzannah Weeks.

Wednesday, October 27

8:00 am – 6:30 pm

**Registration Desk open** – Located in an area adjacent to the Hotel Registration Desk. Summit attendees will pick up badges and welcome packets at the Registration Desk.

7:00 am – 6:00 pm

**Hospitality Suite open** ..... Room 1030  
The Hospitality Suite is sponsored by BASS/ESPN Outdoors 

9:00 am – 10:30 am

**Committee Meetings**

- Revenue** ..... Camelia
- Consumer Shows** ..... Gazebo
- Manufacturers' Division** ..... Lady Davis
- Saltwater Subcommittee** ..... Sampson

10:45 am – 12:30 pm

**Committee Meetings**

- Finance** ..... Camelia
- Freshwater Subcommittee** ..... Gazebo
- Manufacturers' Representatives Division** ..... Lady Davis
- Data and Statistics** ..... Sampson

12:30 pm – 1:15 pm

**The State of Manufacturing and the U.S. Economy**

(lunch provided)  
David Huether, National Association of Manufacturers ..... Jasmine

1:30 pm – 3:15 pm

**Committee Meetings**

- FishAmerica Foundation** ..... Camelia
- Show** ..... Gazebo
- Trade & Commerce Subcommittee** ..... Sampson

3:30 pm – 5:00 pm

**Committee Meetings**

- Government Affairs** ..... Gazebo
- Communications** ..... Lady Davis
- Membership** ..... Sampson

6:00 pm – 7:00 pm

**Oceanside Reception** ..... Pool Terrace

# Daily Agenda

(Note that all topics, speakers and times are subject to change)

## Thursday, October 28

8:00 am – 6:30 pm

**Registration Desk open** – Located in an area adjacent to the Hotel Registration Desk. Summit attendees will pick up badges and welcome packets at the Registration Desk.

7:00 am – 7:00 pm

**Hospitality Suite open** ..... Room 1030  
The Hospitality Suite is sponsored by BASS/ESPN Outdoors 

7:00 am – 9:00 am

**Board of Directors Meeting** ..... Heyward

8:30 am – 9:45 am

### **Choice of Business Improvement Seminars**

**Advanced Seminar on the Excise Tax** ..... Lady Davis  
Jack Brown, June Rittscher, IRS

**Ask the Experts: How to Promote, Sell and Make Headlines** ..... Danner East

### **Mastering Media Relations at ICAST**

John Mazurkiewicz, Catalyst Marketing

### **Effective Event Marketing**

Gary Dollahon, Brothers & Co.

10:00 am – 11:45 am

**Summit Signature Morning Session** ..... Jasmine

### **Welcoming Remarks**

David Pfeiffer, Shimano American Corporation

John Frampton, South Carolina Department of Natural Resources

### **2005 Industry Outlook**

Ed Dinkins, Bass Pro Shops

Jeff Marble, Frabill, Inc.

Bart Hall, Fred Hall & Associates

### **Keynote Address: What's Your One Thing?**

David Martin, Identity Marketing, LLC

12:00 noon – 1:00 pm

### **Lunch with Federal Fisheries Agency Leaders**

(Prior reservations required due to limited seating)

*Thursday, October 28*

**1:15 pm – 5:30 pm**

**Summit Signature Afternoon Session** ..... Jasmine

**Introductions by Mike Nussman**

**Advancing Angling Advocacy**

*What makes for a powerful, influential lobby? Learn from those that have built successful programs with political clout.*

**Launching a Coordinated Issue Advocacy Effort**

*Matt Connolly, Orion Sporting Properties*

**Running an Effective Web-Based Campaign**

*Max Fose, Integrated Web Strategy*

**Building a Solid Funding Base**

*Pam Seay, Virginia Historical Society*

1:15 pm – 2:30 pm

2:30 pm – 2:45 pm

**BREAK**

2:45 pm – 3:45 pm

**Speak Out Roundtable Sessions**

*Join the effort to make our collective voice heard. Take part in this interactive, facilitated session to help construct the foundation for a new community-wide advocacy campaign to protect and promote recreational angling.*

**Roundtable 1: Identifying Objectives, Strategy & Tactics** . . . . Heyward

**Roundtable 2: Focusing Our Initial Effort**. . . . . Lady Davis

**Roundtable 3: Administration and Funding** . . . . . Camelia

3:45 pm – 4:00 pm

**BREAK**

4:00 pm – 5:30 pm

**Roundtable Sessions' Reports** . . . . . Jasmine

**7:00 pm – 10:00 pm**

**Beachside Member Reception and Dinner** . . . . . Oceanfront Pavilion

*This evening's reception and dinner are sponsored by Shimano American Corporation*

**SHIMANO®**

# Daily Agenda

(Note that all topics, speakers and times are subject to change)

## Friday, October 29

**8:00 am – 12:00 noon**

**Registration Desk open** – Located in an area adjacent to the Hotel Registration Desk. Summit attendees will pick up badges and welcome packets at the Registration Desk.

**7:00 am – 4:00 pm**

**Hospitality Suite open** ..... Room 1030

The Hospitality Suite is sponsored by BASS/ESPN Outdoors



**8:30 am – 9:45 am**

**Breakfast with China Expert Michael Colopy**

(Prior reservations required due to limited seating)

**10:00 am – 11:30 am**

**Summit Signature Morning Session** ..... Jasmine

**Business Outlook on China**

Michael Colopy, International Commerce Consultants, Inc.

**11:45 am – 12:30 pm**

**LUNCH**

**12:45 pm – 1:30 pm**

**General Membership Meeting and Closing Remarks** ..... Jasmine

### **Executive Committee**

#### **David Pfeiffer, Chairman**

*Executive Vice President*  
Shimano American Corporation  
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Irvine, CA 92618  
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#### **Randy Lemcke, Vice Chairman**

*Vice President/General Manager*  
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#### **Gary Zurn, Secretary**

*Executive Vice President*  
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(252) 726-1443 (Fax)  
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#### **Peter Foley, Treasurer**

*President*  
Boone Bait Company  
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Shipping Address:  
1501 Minnesota Avenue  
Winter Park, FL 32789

#### **Jerry Calengor, Immediate Past Chairman**

*Executive Vice President*  
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Minnetonka, MN 55343  
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(952) 933-0046 (Fax)  
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#### **Blair Wickstrom, At-Large**

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Florida Sportsman Magazine  
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blair@floridasportsman.com

### **Members**

#### **C. Thomas Bennett**

*Commissioner*  
Kentucky Department of Fish and  
Wildlife Resources  
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Frankfort, KY 40601  
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(502) 564-6508 (Fax)  
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#### **J. David "Dave" Burkhardt**

*President*  
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#### **Thomas Dammrich**

*President*  
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# ASA Board of Directors

## 2005-2006

**Ed Dinkins**

*Vice President/Merchandise Manager*  
Bass Pro Shops  
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(417) 869-5912 (Fax)  
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**Clem Dippel**

*Advertising Director*  
*Fishing Tackle Retailer*  
B.A.S.S., Inc.  
P.O. Box 89  
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(715) 543-8772 (Fax)  
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Manitowish Waters, WI 54545

Office Address:  
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**Thomas Fote**

*Legislative Chairman*  
*Jersey Coast Anglers Association*  
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**Jim Lebson**

*Regional Sales Manager/Legal Affairs*  
*G. Loomis, Inc.*  
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**Fred Neal**

*Division Manager of Fishing*  
*Cabela's, Inc.*  
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**Jeff Pontius**

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*Zebco*  
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**Richard "Dick" Pool**

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*Water Gremlin Co.*  
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**Bert Kaplan, Ex-Officio**

*Chief Executive Officer*  
*Kaplan Associates*  
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## **Communications and Marketing Committee**

John Mazurkiewicz, *Catalyst Marketing*  
(Chair)

Greg Block, *Jones & Company, Inc.*

Sam Brenner, *Okuma Fishing Tackle Corporation*

Rip Cunningham, *Salt Water Sportsman*

Jason Loyd, *Outdoor Matters/Lure Eyes*

Martin MacDonald, *Bass Pro Shops*

Bruce Matthews, *Recreational Boating and Fishing Foundation*

Dave Salvi, *Sports, Inc*

Ron Smart, *Ron Smart & Associates*

## **Consumer Shows Committee**

Burt Steinberg, *American Rod & Gun*  
(Chair)

Dave Burkhardt, *Triple Fish International LLC*

Debi Duplechain, *Wave Industries, Inc.*

Ken Elie, *Outdoor Pro Shop*

Bart Hall, *Fred Hall & Associates*  
(Ex-Officio)

Mark Hildebrandt, *Hildebrandt Co., LLC*

Dick Pool, *Pro-Troll, Inc.*

Donn Schaible, *Wright & McGill Co.*

Bill Shedd, *AFTCO Manufacturing Co., Inc.*

Ron Ten Berge, *Pure Fishing*

## **Data and Statistics Committee**

John DeVries, *Kreha Corporation of America*  
(Chair)

Sam Brenner, *Okuma Fishing Tackle Corporation*

Kirk Gillis, *Recreational Boating and Fishing Foundation*

Glenn Hughes, *World Publications LLC, Sport Fishing/Marlin Magazines*

Chris Kent, *Crème Lure Company*

Richard Lillard, *Hart Tackle Company*

Benjamin Moore, *Boater's World*

Ron Ten Berge, *Pure Fishing*

Gary Walker, *Gary Walker & Associates*

## **Finance Committee**

Peter Foley, *Boone Bait Co.* (Chair)

Joseph Bobrowski, *XA Fishing, Inc.*

Ed Dinkins, *Bass Pro Shops*

Alan Gnann, *Rec Components*

Mark Masterson, *Yakima Bait Company*

Dick Posey, *Lamiglas, Inc.*

Donn Schaible, *Wright & McGill Co.*

Burt Steinberg, *American Rod & Gun*

Richard Storm, *Dave's Lures, LLC*

## **FishAmerica Conservation and Research Committees**

### **Conservation Committee**

Jim Hubbard, *Mercury Marine* (Chair)

Jack Charvat

Kim Erickson, *Oklahoma Department of Wildlife Conservation*

Mike Gibson, *Arkansas Game and Fish Commission*

Doug Grann, *Wildlife Forever*

Glenn Hughes, *World Publications LLC*

Bert Kaplan, *Kaplan Associates*

John Kehoe, *Pro Line Manufacturing*

Bill Kerr/Mike Moore, *Wal-Mart*

Richard Lillard, *Hart Tackle Company*

Gary Martel, *Virginia Department of Game and Inland Fisheries*

Virgil Moore, *Idaho Fish and Game*

John Morlan, *Pure Fishing*

Steve Quinn, *In-Fisherman*

Bob Reguly, *Canada Outdoor Writer*

George Shipes, *EGS Enterprises*

Don Sturdevant, *Leisure Sports*

Howard Tanner

Blair Wickstrom, *Florida Sportsman*

## **Research Committee**

Peter Henning, *Plano Molding Company*  
(Chair)

David Porthouse (Vice Chair)

Mike Conlin, *Illinois Department of Natural Resources*

Glen Contreras, *USDA Forest Service*

Ben Hardesty

Bill Miller

Ed Rogers, *Food Source Lure Corporation*

Jason Haefner, *Do-It Corporation*

Mike Staggs, *Wisconsin Department of Natural Resources*

## **Government Affairs (GA) Committee**

Bill Shedd, *AFTCO Manufacturing Co., Inc.*  
(Chair)

Phil Morlock, *Shimano American Corporation*  
(Chair, Freshwater Subcommittee)

Rip Cunningham, *Salt Water Sportsman*  
(Chair, Saltwater Subcommittee)

Geoff Ratte, *Water Gremlin Co.* (Chair, Trade & Commerce Subcommittee)

Peter Calderone, *Calderone & Associates*

Noreen Clough, *BASS/ESPN Outdoors*

Bob Eakes, *Red Drum Tackle Shop, Inc.*

Tom Fote, *Jersey Coast Anglers Association*

Marc Gaden, *Great Lakes Fishery Commission*

Mike Gibson, *Arkansas Game and Fish Commission*

Alan Gnann, *Rec Components*

Jason Haefner, *Do-It Corporation*

Phil Jensen, *Luhr Jensen & Sons, Inc.*

Robin Knox, *Colorado Division of Wildlife*

Clark Lea, Jr., *Marine Metal Products*

Jim Martin, *Pure Fishing*

Benjamin Moore, *Boater's World*

Virgil Moore, *Idaho Fish and Game*

Fred Neal, *Cabela's, Inc.*

# ASA Committees

## 2005-2006

Current as of October 12, 2004

Doug Olander, *Sport Fishing Magazine*  
Dick Pool, *Pro-Troll, Inc.*  
Dick Posey, *Lamiglas, Inc.*  
Jeff Powell, *Ed Cumings, Inc.*  
Jim Range, *Baker, Donelson, Bearman & Caldwell*  
Tom Sadler, *Izaak Walton League of America*

### **GA - Freshwater Subcommittee**

\*Phil Morlock, *Shimano American Corp.*  
Noreen Clough, *BASS/ESPN Outdoors*  
Marc Gaden, *Great Lakes Fishery Comm.*  
Mike Gibson, *Arkansas Game & Fish Comm.*  
Alan Gnann, *Rec Components*  
Phil Jensen, *Luhr Jensen & Sons, Inc.*  
Robin Knox, *Colorado Division of Wildlife*  
Jim Martin, *Pure Fishing*  
Virgil Moore, *Idaho Fish and Game*  
Fred Neal, *Cabela's, Inc.*  
Dick Posey, *Lamiglas, Inc.*  
Jim Range, *Baker, Donelson, Bearman & Caldwell*  
Tom Sadler, *Izaak Walton League of America*

### **GA - Saltwater Subcommittee**

\*Rip Cunningham, *Salt Water Sportsman*  
Bob Eakes, *Red Drum Tackle Shop, Inc.*  
Tom Fote, *Jersey Coast Anglers Association*  
Benjamin Moore, *Boater's World*  
Doug Olander, *Sport Fishing Magazine*  
Dick Pool, *Pro-Troll, Inc.*  
Bill Shedd, *AFTCO Mfg. Co., Inc.*

### **GA - Trade and Commerce Subcommittee**

\*Geoff Ratte, *Water Gremlin*  
Peter Calderone, *Calderone & Associates*  
Jason Haefner, *Do-It Corporation*  
Clark Lea, Jr., *Marine Metal Products*  
Jeffrey Powell, *Ed Cumings, Inc.*  
\*Chair

### **Membership Committee**

Gary Zurn, *Big Rock Sports (Chair)*  
Bob Eakes, *Red Drum Tackle Shop, Inc.*  
Joe Hall, *TTI-Blakemore Fishing Group*  
Edward Hochreiter, *Profile Fishing Tackle*  
Randy Lemcke, *Plano Molding Company*  
Tim Norman, *Spro Corp.*  
Larry Rosenberry, *Xtools, LLC*  
Gary Walker, *Gary Walker & Assoc.*  
Lynnwood Young, *Fishing.com*

### **Nominating Committee**

Randy Lemcke, *Plano Molding Co. (Chair)*  
Dave Burkhardt, *Triple Fish International LLC (Vice Chair)*  
Jerry Calengor, *Normark Corporation*  
Ed Dinkins, *Bass Pro Shops*  
Clem Dippel, *BASS/ESPN Outdoors*  
Alan Gnann, *Rec Components*  
Joe Hall, *TTI-Blakemore Fishing Group*  
Robert Hall, *Panoptx, Inc.*  
Edward Hochreiter, *Profile Fishing Tackle*  
Bert Kaplan, *Kaplan Associates*  
Brian Lyons, *Dri Ducks Outdoor Performance Gear*  
John McGuire, *Kasswins, Inc.*  
Chip Powell, *Mason Tackle Co.*  
Burt Steinberg, *American Rod & Gun*  
Gary Zurn, *Big Rock Sports*

### **Revenue Committee**

Dick Pool, *Pro-Troll, Inc. (Chair)*  
Bob Eakes, *Red Drum Tackle Shop, Inc.*  
Alan Gnann, *Rec Components*  
Richard Lillard, *Hart Tackle Company*  
Brian Lyons, *Dri Ducks Outdoor Performance Gear*  
Dick Posey, *Lamiglas, Inc.*  
Ron Ten Berge, *Pure Fishing*  
Gary Walker, *Gary Walker & Assoc.*  
Lynnwood Young, *Fishing.com*

### **Show Committee**

John Jilling, *Wright & McGill Co. (Chair)*  
Bill Binet, *The Binet Company*  
Clem Dippel, *BASS/ESPN Outdoors*  
Edward Hochreiter, *Profile Fishing Tackle*  
John Mazurkiewicz, *Catalyst Marketing*  
Paul Schluter, *St. Croix Rods*  
Burt Steinberg, *American Rod & Gun*  
Ron Ten Berge, *Pure Fishing*  
Gary Zurn, *Big Rock Sports*

# Summit Speakers

**Jack Brown**

*Excise Tax Specialist  
Internal Revenue Service*

**Michael Colopy**

*President  
International Commerce  
Consultants, Inc.*

**Matt Connolly**

*Chief Operating Officer  
Orion Sporting Properties*

**Robert Delfay**

*President  
Buck Hill Management, LLC*

**Ed Dinkins**

*Vice President/Merchandise Manager  
Bass Pro Shops*

**Gary Dollahon**

*Director of Public Relations  
Brothers & Company*

**Max Fose**

*Partner  
Integrated Web Strategies*

**John E. Frampton**

*Director  
South Carolina Department of  
Natural Resources*

**Bart Hall**

*Managing Partner  
Fred Hall & Associates*

**Dr. William T. Hogarth**

*Assistant Administrator  
U.S. Department of Commerce  
NOAA/National Marine Fisheries  
Service*

**David Huether**

*Chief Economist  
International Economic Affairs  
National Association of Manufacturers*

**Jeff Marble**

*Chief Executive Officer  
Frabill, Inc.*

**David N. Martin**

*Chairman and Senior Partner  
Identity Marketing, LLC*

**John Mazurkiewicz**

*President  
Catalyst Marketing*

**June Rittscher**

*Internal Revenue Agent  
Internal Revenue Service*

**Pam Seay**

*Director of Development and Public  
Affairs, Virginia Historical Society*

**Tom L. Thompson**

*Deputy Chief  
U.S. Department of Agriculture  
National Forest System*

**Steven A. Williams**

*Director  
U.S. Fish and Wildlife Service  
U.S. Department of the Interior*

# ASA Staff

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# About the Resort

## Guest Accommodations

- 412 guest rooms and suites, plus 100 two- and three-bedroom villas
- Rooms feature private balconies with oceanfront, island or ocean views; Westin's signature Heavenly Bed®; voice-mail messaging and modem access; refreshment center; coffee maker and Starbucks® Coffee

## Recreation

- On-site golf at Port Royal Golf Club's three 18-hole PGA championship courses ([www.hiltonheadgolf.net](http://www.hiltonheadgolf.net))
- Port Royal Racquet Club with 16 championship tennis courts featuring all three Grand Slam surfaces—grass, clay and hard (843-686-8803)
- Full-service health club with massage services and bike rentals (extension 7540)
- Three resort swimming pools, including one indoor pool
- Water sports and beach equipment on site (seasonal)
- Complete beach services, including lifeguard (seasonal)
- Tournament croquet lawn at the Port Royal Clubhouse

## Dining

**Carolina Café:** All-day dining in a charming Lowcountry setting, open daily 6:30 am-2 pm and 5:30-10 pm, Reservations recommended

**The Barony Grill:** The only AAA Four-Diamond restaurant in a Hilton Head Island resort, open seasonally Wednesday through Sunday 6-10 pm, Reservations recommended

## Turtles Beach Bar and Grill:

Casual oceanfront lounge, open daily 4:30 pm -1 am with live entertainment seasonally Wednesday-Sunday, no reservations required

**Turtles Poolside:** Sandwiches, salads and tropical drinks (seasonal), open daily 10:30 am-8 pm, no reservations required



## Guest Services

- Service Express® “one call does it all”
- Valet and on-site parking
- Concierge, administrative services and same-day laundry service
- Resort logo wear and clothing boutique
- Royal Beach Club level with private lounge, complimentary continental breakfast and afternoon refreshments
- Westin Kids Club® and Camp Wackatoo with daily supervised activities for children age 4 to 12 (seasonal)



# Resort Map

## THE WESTIN RESORT HILTON HEAD ISLAND





**American Sportfishing Association**

225 Reinekers Lane, Suite 420  
Alexandria, VA 22314

www.asafishing.org  
703-519-9691

The American Sportfishing Association is the leading recreational fishing trade association, uniting more than 600 members of the sportfishing and boating industries, state fish and wildlife agencies, federal land and water management agencies, conservation organizations, angler advocacy groups and outdoor journalists. We safeguard and promote the enduring social, economic and conservation values of sportfishing.



**2004 Sportfishing Summit**  
*Rethink, Rebuild,  
Reenergize . . .  
and Relax!*