

2006 Sportfishing Summit

October 18-20, 2006
Paradise Point Resort & Spa, San Diego, CA



Program



Welcome to the **2006** Sportfishing Summit!

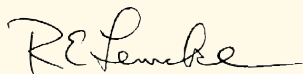
On behalf of the Board of Directors, ASA's members, partners and staff, we welcome you to the 2006 Sportfishing Summit, the association's business meeting and premier networking event.

This year's Sportfishing Summit offers a wide variety of opportunities to gain information on the issues facing the sportfishing industry that "keep us up at night." From special sessions featuring nationally and internationally renowned speakers, to panels of experts discussing issues relevant to the growth of the industry to association committee meetings, the Summit offers practical knowledge to help you develop and manage your business.

We particularly encourage you to participate in ASA's committee meetings in order to gain a better understanding of how ASA staff and your colleagues work on your behalf.

Paradise Point Resort & Spa, located on Mission Bay in San Diego, 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 the networking luncheons.

We know that attending the Summit is an investment of time and resources and we thank you for your support of our association and the future of recreational sportfishing. We encourage everyone to attend the 2006 Summit events to take advantage of the opportunity to share perspectives and experiences in order to ensure a prosperous future for our industry.



Randy Lemcke
Plano Molding Company
Chairman of the Board (2006-2008)



Mike Nussman
President and CEO

2006 Sportfishing Summit Agenda

Paradise Point Resort & Spa, San Diego, CA

Tuesday, October 17

- | | | | |
|-----------------------|---|-----------------------|---|
| 2:00 p.m. – 5:00 p.m. | RegistrationLagoon Lobby I | 3:15 p.m. – 3:30 p.m. | Afternoon Break |
| 2:00 p.m. – 5:00 p.m. | Hospitality Suite ..Executive Suite 713/715
<i>Sponsored by The Outdoor Channel</i> | 3:30 p.m. – 5:00 p.m. | Committee Meetings
• Government AffairsSunset V |
| 2:30 p.m. – 5:30 p.m. | Board MeetingSunset I and II | | • CommunicationsSunset I |
| | | | • MembershipSunset II |

Wednesday, October 18

- | | | | |
|------------------------|---|-----------------------|--|
| 8:00 a.m. – 6:00 p.m. | RegistrationLagoon Lobby I | 6:00 p.m. – 7:30 p.m. | Welcome Reception – Paradise Point Resort & SpaSunset Lawn
<i>Sponsored by ZEBCO/WC Bradley</i>
This is an excellent way to connect with old friends and meet new ones. A wine tasting provided by Stonehedge Winery, maker of Cool Fish and other wines and supporter of the FishAmerica Foundation, is part of the evening's festivities. |
| 8:00 a.m. – 6:00 p.m. | Hospitality Suite ..Executive Suite 713/715
<i>Sponsored by The Outdoor Channel</i> | | |
| 8:30 a.m. – 9:30 a.m. | Continental BreakfastSunset Deck | | |
| 9:00 a.m. – 10:00 a.m. | Spouses' Welcome BreakfastBaleen Restaurant | | |

- | | |
|-------------------------|--|
| 9:00 a.m. – 10:30 a.m. | Committee Meetings
• Data and StatisticsSunset I

• Manufacturer's DivisionSunset II

• Saltwater Government Affairs SubcommitteeSunset V |
| 10:30 a.m. – 10:45 a.m. | Morning BreakSunset Deck |
| 10:45 a.m. – 12:15 p.m. | Committee Meetings
• FinanceSunset II

• Freshwater Government Affairs SubcommitteeSunset V

• Manufacturer's Rep DivisionSunset I

• Consumer ShowsBayview |

- | | |
|------------------------|--|
| 12:30 p.m. – 1:30 p.m. | Networking LunchSunset III and IV
<i>Sponsored by the Recreational Boating and Fishing Foundation</i>
Growing Business and Staying Competitive, Matt Bradvica, managing director, RSM McGladrey |
|------------------------|--|

- | | |
|-----------------------|---|
| 1:45 p.m. – 3:15 p.m. | Committee Meetings
• ShowSunset V

• Trade & Commerce SubcommitteeSunset I

• FishAmerica FoundationSunset II |
|-----------------------|---|

Thursday, October 19

- | | |
|-----------------------|---|
| 8:00 a.m. – 6:00 p.m. | RegistrationLagoon Lobby I |
| 8:00 a.m. – 6:00 p.m. | Hospitality Suite ..Executive Suite 713/715
<i>Sponsored by The Outdoor Channel</i> |
| 8:30 a.m. – 9:30 a.m. | Continental BreakfastSunset Deck |
| 9:00 a.m. – 9:30 a.m. | Welcoming RemarksSunset I, II and III
<i>Introductions by Mike Nussman, ASA president and CEO</i>

<i>Remarks by:</i>
• L. Ryan Broddrick, director, California Department of Fish & Game

• Randy Lemcke, ASA Board Chairman and vice president, Plano Molding Company |

- | | |
|-------------------------|---|
| 10:30 a.m. – 10:45 a.m. | Break |
| 9:30 a.m. – 11:45 a.m. | Summit Signature Morning Session—Thinking Smarter About Prices and ProfitsSunset I, II and III
<i>Larry Steinmetz, Ph.D., president, High Yield Management, Inc., former professor of management, Graduate School of Business, University of Colorado and successful entrepreneur</i> |

Dr. Steinmetz is a dynamic speaker, and when he says he'll have you thinking differently—and smarter—about prices and profits; he means it.

2006 Sportfishing Summit Agenda

Noon – 1:00 p.m.	Networking LunchSunset Lawn <i>Sponsored by Bass/ESPN Outdoors</i>	Friday, October 20	8:00 a.m. - 4:00 p.m. RegistrationLagoon Lobby I
1:15 p.m. – 2:15 p.m.	The Power of Information— Influencing Perceptions About Marine Protected AreasSunset I, II and III A group of influential West Coast outdoor journalists will provide insight into the issues surrounding California's existing and potential no fishing zones. Facilitated by Bill Shedd, president of AFTCO.	8:00 a.m. – 4:00 p.m.	Hospitality Suite ..Executive Suite 713/715 <i>Sponsored by The Outdoor Channel</i>
	Panel Members are: • David Bacon, captain, Wavewalker Charters • Rich Holland, associate editor, <i>Western Outdoor News</i> • Pat McDonnell, editor, <i>Western Outdoor News</i> • Ed Zieralski, owner/writer, All Outdoors Radio Network/ <i>San Diego Union Tribune</i>	9:00 a.m. – 10:00 a.m.	Continental BreakfastSunset Deck
		7:30 a.m. – 9:00 a.m.	ASA Board of Directors MeetingBayview
		8:15 a.m. – 9:00 a.m.	Breakfast Roundtable with special guest Ted FishmanSunset IV <i>Limited seating, prior registration required.</i>
		9:30 a.m. – 11:45 a.m.	Summit Signature Morning Session—Focusing on Our Global EconomySunset I, II and III
2:30 p.m. – 5:00 p.m.	Guided tour of Hubbs/SeaWorld White Seabass Hatchery Join Bill Shedd, president of AFTCO, for a private, behind-the-scenes tour of Hubbs/SeaWorld White Seabass Hatchery. <i>Prior registration required.</i>	9:30 a.m. – 10:45 a.m.	Special Guest Speaker—Author Ted Fishman Ted Fishman's bestselling book, <i>China, Inc.: How the Rise of the Next Superpower Challenges America and the World</i> describes the effects of China's momentous change on the lives and businesses of people everywhere. <i>China, Inc.</i> is a guidebook to the most important change in the world today: the rapid emergence of China as a world power whose size is unmatched by any rivals.
6:00 p.m. – 10:00 p.m.	Member Reception and Dinner—Paradise Point <i>Sponsored by Bass Pro Shops</i> The Thursday night event of fun and relaxation is always the most highly attended event of the Summit and the perfect place to connect with fellow ASA members, friends and spouses.	10:45 a.m. – 11:00 a.m.	Break
6:00 p.m. – 7:00 p.m.	<i>Reception</i>Sunset Deck	11:00 a.m. – 11:45 a.m.	ASA Member Panel—Doing Business in a Global Economy ...Sunset I, II and III <i>With Q & A to include Ted Fishman</i>
7:00 p.m. – 10:00 p.m.	<i>Member Dinner</i>Sunset Ballroom		Panel members are: • Dave Pfeiffer, executive vice president, Shimano American Corporation • Paul Schluter, president, St. Croix Rod Company • Ken Sarber, senior tackle buyer, Dick's Sporting Goods
		Noon – 1:30 p.m.	General Membership MeetingSunset IV and V <i>Lunch provided</i>

2006 Sportfishing Summit Featured Speakers



Lawrence L. Steinmetz, Ph.D.
President
High Yield Management, Inc.

Thursday, October 19
9:30 a.m. to 11:45 a.m.
Sunset I, II and III

President of High Yield Management, Inc., and a former professor of management at the Graduate School of Business at the University of Colorado, Larry Steinmetz is well-known for his work in getting profitable results in business. His seminars center on how to successfully raise prices while maintaining high profit margins. Steinmetz has presented to hundreds of thousands of business people all over the country and is considered one of the nation's foremost authorities in getting top dollar for products and services.

Steinmetz is a dynamic speaker whose messages are not only educational but also entertaining. Presidents and owners of companies, as well as sales, marketing, advertising and pricing personnel have given international acclaim to Steinmetz's seminars. His material is developed through hands-on, real-world techniques. His own personal experiences at both selling and teaching make him uniquely qualified to explore the ins and outs of pricing and profits.



Ted Fishman
Author
China, Inc.: How the Rise of the Next Superpower Challenges America and the World

Friday, October 20
9:30 a.m. to 11:45 a.m.
Sunset I, II and III

Ted Fishman is a veteran journalist and former commodities trader who has emerged as a leading expert on the People's Republic of China and its development as a world power. His bestselling book, *China, Inc.: How the Rise of the Next Superpower Challenges America and the World*, describes the effects of China's momentous change on the lives and businesses of people everywhere. *China, Inc.* is a guidebook to the most important change in the world today; the rapid emergence of China as a world power whose size is unmatched by any rivals.

A former floor trader and member of the Chicago Mercantile Exchange, Fishman ran his own trading firm until 1992. Fishman is an accomplished public speaker who has addressed gatherings worldwide. His talks reflect the intelligence and wit readers find in his writing. His remarks focus on the emergence of China and its impact on the lives of Americans as consumers, workers, managers and citizens.

2006 Sportfishing Summit Speakers

Wednesday, October 18

Spouses' Welcome Breakfast

Shahin Shahabi

President
Stonehedge Winery
Napa, California

Networking Lunch

Matt Bradvica

Managing Director
RSM McGladrey
San Diego, California

Thursday, October 19

Welcoming Remarks

L. Ryan Broddrick

Director
California Department of Fish & Game
Sacramento, California

Randy Lemcke

Vice President
Plano Molding Company
Plano, Illinois

Summit Signature Morning Session – Thinking Smarter About Prices and Profits

Larry Steinmetz, Ph.D.

President
High Yield Management, Inc.
Boulder, Colorado

The Power of Information – Influencing Perceptions About Marine Protected Areas

Bill Shedd

President
AFTCO
Irvine, California

Captain David Bacon

Wavewalker Charters
Santa Barbara, California

Rich Holland

Associate Editor
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Pat McDonell

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Ed Zieralski

Owner/Writer
All Outdoors Radio Network/*San Diego Union Tribune*
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Friday, October 20

Summit Signature Morning Session – Focusing on Our Global Economy

Ted Fishman

Author
China, Inc.: How the Rise of the Next Superpower Challenges America and the World
Chicago, Illinois

ASA Member Panel – Doing Business in a Global Economy

Dave Pfeiffer

Executive Vice President
Shimano American Corporation
Irvine, California

Paul Schluter

President
St. Croix Rod Company
Park Falls, Wisconsin

Ken Sarber

Senior Tackle Buyer
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Russell Garner, PRADCO Fishing

David Healy, Redfish Nation/J.M. Associates

Glenn Hughes, World Publications

Kirk Immens, Sportco Marketing, Inc.

Chris Megan, On The Water, LLC

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Richard Pool, Pro-Troll, Inc.

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Marla Hetzel, Recreational Boating & Fishing Foundation

Scott Kinney, Primesource Sports, LLC

Ron Ten Berge, Pure Fishing, Inc.

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Mark Masterson, Yakima Bait Company

Dosh McClendon, Pacific Products

Benjamin Moore, Boater's World Marine Centers

Dick Posey, Lamiglas, Inc.

Donn Schaible, Wright & McGill Company

Burt Steinberg, American Rod & Gun

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Thomas Fote, Jersey Coast Anglers Association

Marc Gaden, Great Lakes Fishery Commission

Alan Gnann, REC Components

Kelly Grindle, Johnson Outdoors

Jason Haefner, Do-It Corporation

Steve Hoffman, *In-Fisherman*

Robin Knox, Western Native Trout Initiative

Darrell Lowrance, Lowrance Electronics

Ted Lund, World Publications

Jeff Marble, Frabill, Inc.

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Dick Posey, Lamiglas, Inc.

Jim Range, Baker, Donelson, Bearman & Caldwell

Geoff Ratte, Water Gremlin Co.

Tom Sadler, Trust For Public Land

Chris Salp, Save Our Wild Salmon Coalition

Eric Schwaab, Association of Fish & Wildlife Agencies

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Dick Posey, Lamiglas, Inc.

Jim Range, Baker, Donelson, Bearman & Caldwell

Tom Sadler, Trust For Public Land

ASA Committees 2007-2008

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Thomas Fote, Jersey Coast Anglers Association

Darrell Lowrance, Lowrance Electronics

Ted Lund, World Publications

Dick Pool, Pro-Troll, Inc.

Chris Salp, Save Our Wild Salmon Coalition

Eric Schwaab, Association of Fish & Wildlife Agencies

Bill Shedd, AFTCO Manufacturing Co.

Guy Tillotson, Grand Slam Group, LLC

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(5 Members)

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Geoff Ratte, Water Gremlin Co.

Alan Gnann, REC Components

Jeff Marble, Frabill, Inc.

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Kirk Immens, Sportco Marketing, Inc.

Bert Kaplan, Kaplan Associates

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Dave Burkhardt, Triple Fish International

Ed Dinkins, Bass Pro Shops

Clem Dippel, BASS/ESPN

Alan Gnann, REC Components

Bert Kaplan, Kaplan Associates

Mark Masterson, Yakima Bait Company

Chip Powell, Mason Tackle Company

Burt Steinberg, American Rod and Gun

Joe Wolf, Plano Molding Company

Gregg Wollner, Normark Corporation

Gary Zurn, Big Rock Sports

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(10 Members)

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Dave Bulthuis, Costa Del Mar Sunglasses, Inc.

Clem Dippel, BASS/ESPN

Carey Graves, Shimano American Corporation

John Jilling, Wright & McGill Company

Jeff Powell, Ed Cumings, Inc.

Paul Schluter, St. Croix Rods

Bruce Stanton, PRADCO Fishing

Ron Ten Berge, Pure Fishing

Gary Zurn, Big Rock Sports

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FishAmerica Conservation and Research Committees

Conservation Committee

(19 members)

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Jack Charvat

Shawn Dick, Aquatic Release Conservation, Inc.

Kim Erickson, Oklahoma Department of Fish and Wildlife

Mike Gibson, Arkansas Game & Fish Commission

Kelly Grindle, Johnson Outdoors

Glenn Hughes, World Publications

Bert Kaplan, Kaplan Associates

John Kehoe, Pro Line Manufacturing

Bill Kerr/Mike Moore, Wal-Mart Stores

Robin Knox, Western Native Trout Initiative

Gary Martel, Virginia Department of Game & Inland Fisheries

Virgil Moore, Oregon Department of Fish and Wildlife

John Morlan, Pure Fishing, Inc.

Steve Quinn, *In-Fisherman*

Bob Reguly, Outdoor Writer in Canada

George Shipes, EGS Enterprises

Don Sturdevant, Leisure Sports, Inc.

Howard Tanner, Ph.D.

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(9 members)

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Larry Davidson, American Ingenuity

Ben Hardesty, Shakespeare (Retired)

Steve Hoffman, *In-Fisherman*

Dosh McClendon, Pacific Products

Bill Miller, Wright & McGill (retired)

Mamie Parker, U.S. Fish & Wildlife Service

Tom Sadler, The Trust for Public Land

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Plano Molding Company welcomes you to the 2006 Sportfishing Summit

Plano Molding Company is a proud supporter of the American Sportfishing Association and a sponsor of the 2006 Sportfishing Summit



Through cause-related marketing and sales of the "Take Me Fishing™" Tackle Box, Plano Molding Company has donated over \$5,000 to the Future Fisherman Foundation to ensure a healthy future for sportfishing by encouraging adults to take children fishing.



Thank You 2006 Sportfishing Summit Sponsors

The American Sportfishing Association would like to thank all of the 2006 Sportfishing Summit sponsors for helping to make this year's membership meeting a great success.

GOLD



SILVER



RECREATIONAL
BOATING & FISHING
FOUNDATION

BRONZE



About the Resort

Paradise Point Resort & Spa is a private, 40-acre island on Mission Bay, minutes from the heart of San Diego and San Diego's airport. The accommodations are single-story bungalows with views of the expansive Mission Bay, the resort's 1.3 miles of beach and lushly landscaped grounds.

ASA Hospitality Suite

The Hospitality Suite, located in Executive Suite 713/715, is the perfect place to relax with a drink, meet colleagues or get the latest information on Summit events. The Suite is open Tuesday from 2:00 p.m. - 5:00 p.m.; Wednesday from 8:00 a.m. - 6:00 p.m.; Thursday from 8:00 a.m. - 6:00 p.m.; and Friday from 8:00 a.m. - 4:00 p.m.

Restaurant Recommendations

Dining options at Paradise Point Resort & Spa include waterfront dining at Baleen San Diego, which offers a variety of menu choices, including seafood and steaks. The casual Barefoot Bar & Grill offers sandwiches, salads and other pub favorites.

Fishing and Other Water Activities

Spotted Bay bass, California halibut and more inhabit the waters of Mission Bay, and Paradise Point Resort & Spa offers a full-service marina. The resort also offers water sports including kayaking, water skiing and sailing.

Fishing boats with licensed fishing guides are available for rent. Boats with guides and tackle may be rented for \$525.00 per day. Boats can accommodate three to four anglers each. Boat reservations must be made in advance by calling Ai Nguyen or JT at Aim Marine at 619-443-0031.

Fishing trips lasting between a half day and a day and a half may be booked with Fisherman's Landing by calling 619-221-8506.

Fishing kayaks are available throughout the Summit at Paradise Point Resort & Spa's Marina. Kayaks are provided by Fast Lane Sailing Center, Hobie Fishing Kayaks and Dana Landing. Fishing tackle may be checked out in the Summit Hospitality Suite (Executive Suite 713/715). Please return all tackle to the Hospitality Suite when finished using it.

If you need assistance with fishing or other activities, please contact Bart Hall, Fred Hall & Associates, at 805-389-3339 or Brian Blank, ASA Membership director, at 301-606-6679.

Golf

Tee times will be available for Summit attendees at Torrey Pines Golf Course, site of the 2008 U.S. Open, on Tuesday, October 17 and Saturday, October 21. Each round of golf costs \$100.00. To set up your tee time, call Aim Marine at 619-443-0031 and ask for Ai Nguyen or JT. *Space is limited.*

Designed by the acclaimed golf course architect Ted Robinson, the 18-hole Mission Bay Golf Course and Practice Center is open to the public and includes a driving range, miniature golf, a full-service pro shop and a lit course allowing for nighttime play. Arrangements for golf at Mission Bay Golf Course and Practice Center can be made by contacting the course directly at 858-581-7880.

If you need assistance with golf or other activities, please contact Bart Hall, Fred Hall & Associates, at 805-389-3339 or Brian Blank, ASA Membership director, at 301-606-6679.

Spa Services

Paradise Point Resort & Spa is home to SpaTerre, offering a wide range of spa services for men and women. For more information on the spa, please call 858-490-6350.

Fitness Center

Summit attendees may use the Fitness Center at no charge. The Fitness Center at Paradise Point Resort & Spa features the latest cardio equipment—including treadmills, stationary bicycles, cable crossover and elliptical machines, free weights, a steam room, dry sauna and locker rooms. The Fitness Center is adjacent to the Main Pool.





American Sportfishing Association

The American Sportfishing Association is the sportfishing industry's trade association, uniting more than 650 members of the sportfishing and boating industries with state fish and wildlife agencies, federal land and water management agencies, conservation organizations, angler advocacy groups and outdoor journalists. The American Sportfishing Association safeguards and promotes the enduring social, economic and conservation values of sportfishing.



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