

2013 Sportfishing Summit

October 16-18, 2013 Sanibel Harbour Marriott Resort & Spa Fort Myers, Florida



Courtesy of Sport Fishing Magazine



Courtesy of Sport Fishing Magazine



1933-2013

80 Years of Success

1933-2013

This year marks 80 years that the American Sportfishing Association (ASA) has represented the interests of the sportfishing industry and the broader sportfishing community.

What began in 1933 as a consortium of fishing tackle manufacturers, the association is now evolving in each of the fundamental roles it's had since its earliest days.

As always, ASA and its members are:

A voice of influence for sensible public policy

A venue for building productive business relationships

A catalyst for business profitability and expansion
A promoter of increasing participation in the sport

A leader in fisheries conservation and management

Today, ASA is a national, non-profit trade association made up of more than 700 members who share a stake in promoting sportfishing as part of our national heritage – for the well-being of our businesses and American society.

Our unified efforts not only benefit us, but also our customers – some 60 million anglers in these United States. Our industry contributes to the economic strength and stature of our nation with a \$115 billion annual impact on our economy and jobs for more than 800,000 people.

Our leadership and financial investments in conservation make all kinds of outdoor experiences possible and support a healthy environment for everyone.

During the 2013 Sportfishing Summit let's celebrate our collective accomplishments and gain a common understanding and a vision for our future direction.

1933·2013

2013 Sportfishing Summit

AMERICAN SPORTFISHING ASSOCIATION

Welcome to the 2013 Sportfishing Summit!

On behalf of the board of directors, ASA's members, partners and staff, we welcome you to the 2013 Sportfishing Summit, the American Sportfishing Association's annual membership meeting and premier industry networking event.

Aside from the sessions and meetings, there are many opportunities to network with your friends and colleagues during evening receptions, the networking luncheons and during free time on Thursday afternoon just before our annual reception and awards dinner.

The Sportfishing Summit is the only venue where leaders in the sportfishing community – from industry to state and federal government to media – meet to discuss a wide range of issues and events that impact sportfishing's future. We particularly encourage you to attend the board of directors meetings and as many committee meetings as you wish in order to gain a better understanding of how ASA staff and your colleagues work on your behalf.

As usual, we have a full agenda planned, including several presentations on Wednesday afternoon that we expect you will find very interesting and very useful. We're going to analyze your current customer – the Avid Angler – providing new data and statistics to help you with your advertising and marketing plans.

The Recreational Boating & Fishing Foundation (RBFF) – along with representatives from their new Houston-based marketing firm Lopez Negrete Communications – will provide a detailed overview of the growing Hispanic community and what this will mean to the fishing and boating industries.

On Thursday, our guest keynote speaker is business strategist and best-selling author Kaihan Krippendorff. Kaihan is a business strategist, best-selling author and a popular Fastcompany.com blogger. He'll walk us through a process of how using non-traditional strategies and methods will help you outthink your competition.

In addition, our special guest speaker U. S. Fish and Wildlife Service Director Dan Ashe will kick off our Thursday afternoon with an overview of what recreation means to the Service and how that impacts our industry.

So, please take some time to relax, do some networking, hit the pool, take in a little fishing or enjoy the guided boat cruise of the J. N. "Ding" Darling National Wildlife Refuge.

Once again, welcome to the 2013 Sportfishing Summit!



Gregg Wollner
Executive Vice President, Rapala
ASA's Board of Directors Chairman



Mike Nussman
President and CEO

2013 Sportfishing Summit

AGENDA

TUESDAY, OCTOBER 15

- 11:00 a.m. – 6:00 p.m. **Registration and Hospitality Suite** **Island Room**
- 11:00 a.m. – 1:00 p.m. **Advocacy Committee Meeting** **Jasmine Room**
- 2:00 p.m. – 5:00 p.m. **ASA Board of Directors Meeting** **Everglades A**

WEDNESDAY, OCTOBER 16

- 8:00 a.m. – 6:00 p.m. **Registration and Hospitality Suite** **Island Room**
- 8:00 a.m. – 8:45 a.m. **2013 Sportfishing Summit Welcome Breakfast** **Caloosa Ballroom**
- 8:30 a.m. – 9:30 a.m. **Spouses and Guests Welcome Breakfast** **Hibiscus Room**
Representatives from the Sanibel-Captiva Chamber of Commerce, the J.N. “Ding” Darling National Wildlife Refuge and the Sanibel Harbour Marriott Resort & Spa will welcome our spouses and guests and provide information about what to do and see in the area.
- 10:30 a.m. – 10:45 a.m. **Morning Break** **Foyer**
- 9:00 a.m. – Noon **ASA Committee Meetings**
• Government Affairs **Everglades A**
• Membership **Cypress Room**
• Consumer Shows **Jasmine Room**
• Communications **Orchid Room**
- Noon – 1:00 p.m. **Networking Lunch** **Caloosa Ballroom**
Frank Peterson, president and CEO, Recreational Boating & Fishing Foundation, will highlight the advances made in the industry’s FishSmart program including a new fishing stewardship video.
- 1:30 p.m. – 5:30 p.m. **Afternoon General Sessions** **Everglades B & C**
Uniting the Sportfishing Industry: A Voice of Influence
For more than 80 years, ASA has created a legacy of helping to protect an American way of life and livelihood, presented by ASA President and CEO Mike Nussman.
The Challenges and Opportunities in Fisheries Management – It’s Not Just the Fish!
A panel of state agency “Fish Chiefs” will discuss what they do to entice and retain anglers. The states represented are Florida, Idaho and Georgia.
Afternoon Break **Foyer**

The Avid Angler – New Insights Into your Current Customers*

Hear the most up-to-date data about your current customers: information you can use to help manage your manufacturing and inventory and marketing and advertising.

Engaging the Hispanic Audience: Insights to Action

The Recreational Boating & Fishing Foundation, along with team members from their Hispanic marketing agency, Lopez Negrete Communications, will provide a detailed overview of the first strategic plan focused on engaging the Hispanic community in fishing and boating.

**All Summit attendees will receive a report available only at the Summit*

6:00 p.m. – 8:00 p.m.

Welcome to the 2013 Sportfishing Summit Reception

Located on the Palms Pool Deck

THURSDAY, OCTOBER 17

8:00 a.m. – 6:00 p.m.

Registration and Hospitality Suite **Island Room**

8:00 a.m. – 8:45 a.m.

General Summit Breakfast **Caloosa Ballroom**

10:30 a.m. – 10:45 a.m.

Morning Break **Foyer**

9:00 a.m. – Noon

ASA Committee Meetings

- Government Affairs **Everglades A**
- Trade Show **Cypress Room**
- Data and Statistics **Jasmine Room**
- Finance **Orchid Room**

Noon – 1:00 p.m.

Networking Lunch **Caloosa Ballroom**

1:15 p.m. – 2:30 p.m.

Afternoon General Sessions **Everglades B & C**

Keynote Speaker – Business Strategist and Best-selling Author Kaihan Krippendorff

Kaihan Krippendorff is a business strategist, best-selling author and a popular Fastcompany.com blogger. He'll walk us through a process of how using non-traditional strategies and methods will help you outthink your competition.

Special Guest Speaker – U. S. Fish and Wildlife Service Director Dan Ashe

Director Ashe will set the stage for the remainder of the afternoon by addressing what recreation means to the service and provide an overview of the national wildlife refuge system and, in particular, the J.N. "Ding" Darling National Wildlife Refuge.

There is no afternoon break on Thursday. The Hospitality Suite will be open until 6:00 p.m.

2013 Sportfishing Summit

AGENDA

- 2:30 p.m. – 5:00 p.m.** **Your Time is Your Own**
Open time for fishing, sitting by the pool, exploring Sanibel and Captiva Islands or networking with friends and colleagues.
- 2:30 p.m. – 5:00 p.m.** **J. N. “Ding” Darling National Wildlife Refuge Boat Cruise**
A \$10.00 fee and pre-registration is required. Transportation to and from the refuge is provided. The bus leaves the resort at approximately 2:30 p.m. and returns at 5:00 p.m.
- 6:30 p.m. – 10:00 p.m.** **2013 Sportfishing Summit Reception and Awards Dinner**
Located in the Gardens Ballroom

FRIDAY, OCTOBER 18

- 7:30 a.m. – 9:15 a.m.** **Board of Directors Meeting** Everglades A
- 8:30 a.m. – 9:30 a.m.** **Continental Breakfast** Everglades B & C
Open to all attendees, spouses and guests.
- 9:30 a.m. – 10:30 a.m.** **Closing Session and General Membership Meeting** Everglades B & C
All ASA members are encouraged to attend.

THE 2013 SPORTFISHING SUMMIT REGISTRATION AND HOSPITALITY SUITE

The Registration and Hospitality Suite, located in the Gulf-facing Island Room, is the perfect place to relax with a drink, meet colleagues or get the latest information on the Summit events.

The Suite is open:

Tuesday, October 15 11:00 a.m. – 6:00 p.m.

Wednesday, October 16 8:00 a.m. – 6:00 p.m.

Thursday, October 17 8:00 a.m. – 6:00 p.m.

The Registration and Hospitality Suite is closed on Friday, October 18.

2013 Sportfishing Summit

SANIBEL HARBOUR MARRIOTT RESORT & SPA



WE'RE HERE TO HELP

If you have any questions about the agenda or any other Summit or association-related questions, please feel free to speak with an ASA staff member or visit us in the Registration and Hospitality Suite which is located in the Island Room.

We look forward to speaking with you!

2013 Sportfishing Summit

SPEAKERS

SPECIAL GUEST SPEAKER



Dan Ashe
Director
U.S. Fish and Wildlife Service

Dan Ashe was confirmed on June 30, 2011 as the 16th Director of the U.S. Fish and Wildlife Service, the nation's principal federal agency dedicated to the conservation of fish and wildlife and their habitats. His appointment by President Obama is the culmination of a lifetime spent within the Fish and Wildlife Service family. Prior to his appointment as Director, Dan served as the Service's Deputy Director for Policy. Dan also served as the Science Advisor to the Director of the Fish and Wildlife Service, in which he advised the Service Director and provided leadership on science policy and scientific applications to resource management. Dan hails from Atlanta, Georgia, where his father began his 37-year career with the Service. Much of his childhood was spent on national wildlife refuges and fish hatcheries in the Southeast, where he learned to band birds, fish, hunt and, most importantly, simply enjoy the outdoors.

KEYNOTE BUSINESS SPEAKER



Kaihan Krippendorff
Business Strategist, Best-Selling Author and Consultant

Kaihan Krippendorff is a business strategist, former McKinsey consultant, best-selling author and popular *Fastcompany* blogger whose singular style of combining innovative thinking with sharp business acumen has led him to become a trusted strategic advisor to a growing cadre of global corporations. His goal is to inspire businessmen and women to innovate, defy the "tried and true" and propel themselves and their businesses onto faster growth tracks. Kaihan has created a proven methodology to help companies and individuals outthink their competition. Kaihan has been featured in key business media outlets, including *Businessweek*, Fox Business, MSNBC, *Fastcompany*, National Public Radio and more. Kaihan has published his fourth and most comprehensive book, *Outthink the Competition: How a New Generation of Strategists Sees Options Others Ignore*, information culled from his in-the-trenches experience working with more than 5,000 executives and entrepreneurs.

FEATURED SPEAKERS



John Biagi
Chief of Inland Fisheries
Georgia Department of Natural Resources, Wildlife Resources Division

As Georgia's Chief of Fisheries, John is responsible for the management and marketing of sportfish and sportfishing in over 500,000 acres of reservoirs, 12,000 miles of warm water streams and 4,000 miles of trout streams. John received his bachelors and masters degrees in science from Murray State University. He began his resource management career in Florida before moving to Georgia. John worked his way up through the ranks first as a biologist and senior biologist. From there John became the Assistant Chief of Fisheries managing research and surveys, hatcheries and environmental issues before being promoted to Chief of Inland Fisheries in 2007.



Ed Cantú
Director of Consumer Insights and Planning
Lopez Negrete Communications

As Director of Consumer Insights and Planning at Lopez Negrete Communications, Ed Cantú's universe is the who, what, where, when, how, and why of the U.S. Hispanic market as seen through the eyes of the Latino consumer. Ed's planning group serves as the "voice of the consumer" at the agency, and his experience mining deep insights into the U.S. Hispanic market prove time after time to be indispensable to their clients' bottom lines. His blue chip clients include brands such as Bank of America, Walmart, Verizon, 7UP and SONIC. Ed was a Barbara Jordan Scholar in the Master's program at the L.B.J. School of Public Affairs at the University of Texas - Austin. He received an Alfred P. Sloan Foundation Fellowship from the Association for Public Policy and Management to attend Harvard's John F. Kennedy School of Government.



Tom Champeau
Director
Freshwater Fisheries Management
Florida Fish and Wildlife Conservation Commission

Tom Champeau is a 32-year veteran with the Florida Fish and Wildlife Conservation Commission (FWC) and is currently the Director of Freshwater Fisheries Management Division. In addition to his management responsibilities, Tom leads the FWC's efforts to encourage fishing and other outdoor pursuits among Florida's youth and families through the Florida Youth Conservation Centers Network. Tom serves as the Southeastern Association of Fish and Wildlife Agencies representative on the National Fish Habitat Partnership Board and was a member of the Steering Committee chartered by the Sport Fishing and Boating Partnership Council's Vision for Fish and Aquatic Resource Conservation. Tom also has many years of field work in both restoration and fisheries management.



Gerry Loredo

*Director, Business Analytics
Lopez Negrete Communications*

Gerry Loredo is a strategic marketing specialist with more than 20 years of experience working with some of the world's most recognizable brands. Currently Director of Business Analytics with Lopez Negrete Communications, Gerry works with clients to unlock the value of the Hispanic consumer marketplace and connect brands with Hispanic consumers. Gerry has both client and agency side experience in strategic planning, segmentation, brand management, market research, and category management. In his professional career, Gerry has worked in retail, banking, telecommunications, CPG and media. Gerry has lived in Mexico, Spain and the U.S. and is a native speaker of both English and Spanish.



Doug Nygren

*Chief of Fisheries
Kansas Department of Wildlife, Parks and Tourism*

Doug Nygren has been Chief of Fisheries for the Kansas Department of Wildlife, Parks and Tourism since 1996. However, he has worked his entire 33-year career for the Department starting as a fisheries biologist in south central Kansas. As Chief he oversees the state's hatchery system, fisheries research, invasive species programs and fisheries management activities. Doug is a conservationist dedicated to improving fisheries resources while offering and promoting recreational fishing opportunity to the public. He currently serves on the Reservoir Fish Habitat Partnership's executive committee, an official partnership of the National Fish Habitat Partnership, and as president of the Fisheries Administration Section of the American Fisheries Society.



Frank Peterson

*President and CEO
Recreational Boating & Fishing Foundation*

Frank Peterson joined the Recreational Boating & Fishing Foundation (RBFF) as President and CEO in 2007. Previously, he served in leadership roles at a variety of organizations including Mobil Oil Corporation, Marketing General and his own business development services firm. At RBFF, Frank uses his organizational and marketing skills to increase participation in boating and fishing. The many initiatives developed and managed under Frank's leadership, including the re-branding of RBFF's consumer outreach campaign Take Me Fishing™ and the organization's highly-successful State Direct Marketing Programs, have contributed to marked increases in fishing license sales, attracted millions of new anglers to fishing, and helped grow the percentage of adults who participate in recreational boating to the highest proportion since 1999.



Ed Schriever

*Chief of Fisheries
Idaho Fish and Game*

Ed Schriever has worked for Idaho Fish and Game for more than 29 years. Since 2008 Ed has been Chief of Fisheries working to ensure fisheries management and habitat restoration for the resource and recreation alike. Prior to assuming his current role, for 19 years, he served as the regional fishery biologist and regional fishery manager in Idaho's Clearwater region. Ed worked the first 6 years of his career at three different hatcheries in the fish production division. Ed earned a BS in Fisheries Science from Oregon State University.



Rob Southwick

*President
Southwick Associates*

For over 20 years, Rob Southwick has been the leader in statistics and business trends related to fish, wildlife and the outdoors. Southwick Associates helps the outdoor community understand outdoor recreation, and how recreational activities translate into jobs, tax revenues and more. Clients include the American Sportfishing Association (ASA), the Recreational Boating and Fishing Foundation, the Outdoor Industries Association, The Billfish Foundation, the Association of Fish and Wildlife Agencies, and many more. Southwick Associates also helps private fishing and hunting companies understand their place in the markets and how to expand sales and profitability.



Gregg Wollner

*Executive Vice President
Rapala*

Gregg Wollner is the Executive Vice-President of Rapala USA which is based in Minnetonka, Minn. Gregg has worked at Rapala since 2004. Prior to joining Rapala, Gregg was a Vice President at Galyan's, an Indianapolis, Ind.-based sporting goods retailer. Gregg currently serves as Chairman of the American Sportfishing Association's Board of Directors and is an Awards Committee member of the Freshwater Fishing Hall of Fame. Previously he spent seven years on the Recreational Boating & Fishing Foundation's board of directors. Gregg lives in Wisconsin with his wife Jacie and their two children, Madison and Sam.

2013 Sportfishing Summit

SPONSORS

Thank You 2013 Sportfishing Summit Sponsors

The American Sportfishing Association extends its thanks to the following companies and agencies for their generous support of the 2013 Sportfishing Summit.

GOLD



Bass Pro Shops

Contact: Martin MacDonald, Director of Conservation
mmaacdonald@basspro.com – www.basspro.com
2500 East Kearney, Springfield, MO 65898 – (417) 873-5000

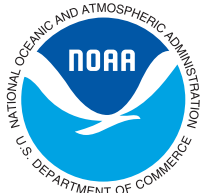
Bass Pro Shops® operates 78 retail stores and Tracker Marine Centers across America and Canada that are visited by more than 116 million people every year. Bass Pro Shops' stores offer hunting, fishing, camping and other outdoor gear while their catalogs and website serve shoppers throughout the world. The company's Tracker Marine Group® (www.trackerboats.com) manufactures and sells the number one selling brand of fishing boats.



Cabela's

Contact: Chris Sprangers, Brand Partnership Manager
chris.sprangers@cabelas.com – www.cabelas.com
One Cabela Drive, Sidney, NE 69160 – (800) 237-4444

Cabela's is a leading retailer and direct marketer of outdoor-related merchandise. Founded in 1961, Cabela's is a top outdoor recreation brand and recognized as the World's Foremost Outfitter®. Through its growing number of retail stores and established direct business, Cabela's offers a wide selection of quality gear while providing superior customer service.



NOAA's National Marine Fisheries Service

Contact: Derek Orner, Fishery Management Specialist
derek.ornier@noaa.gov – www.fisheries.noaa.gov
1315 East West Highway, Silver Spring, MD 21910 – (301) 427-8567

NOAA Fisheries is a world-class science agency dedicated to protecting the nation's living marine resources for the benefit of all Americans for food security, recreation, jobs and our coastal heritage. To achieve this mission, the agency assesses and predicts the status of fish stocks, ensures compliance with fisheries regulations and works to reduce wasteful fishing practices. NOAA Fisheries and the regional fishery management councils works to promote sustainable fisheries and prevent lost economic potential associated with overfishing, declining species and degraded habitats.



Pure Fishing, Inc.

Contact: Hunter Cole, Senior Marketing Manager, PR and Media
whcole@purefishing.com – www.purefishing.com
7 Science Court, Columbia, SC 29203 – (803) 754-7000

Pure Fishing, Inc. is a leading global provider of fishing tackle, lures, rods and reels with a portfolio of brands that includes Abu Garcia®, All Star®, Berkley®, Fenwick®, Gulp!®, Mitchell®, Penn®, Pflueger®, Sebile®, SevenStrand®, Shakespeare®, SpiderWire®, Stren®, Trilene® and Ugly Stik®. With operations in 19 countries and a dedicated workforce conversant in 28 languages, Pure Fishing, Inc. is part of Jarden Outdoor Solutions, a leader in outdoor and recreational lifestyle products and a subsidiary of Jarden Corporation.



Take Me Fishing™

Contact: Rachel Auslander, Manager, Strategic Partnerships
rauslander@rbff.org – www.takemefishing.org
500 Montgomery Street, Suite 300, Alexandria, VA 22314 – (703) 519-0013

The Recreational Boating & Fishing Foundation (RBFF) is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring our aquatic natural resources. RBFF's Take Me Fishing™ campaign increases awareness around boating, fishing and conservation, and educates people about the benefits of participation.

TAKEMEFISHING.org



U.S. Fish and Wildlife Service

www.fws.gov

1849 C Street, NW, Washington, D.C. 20240

The U.S. Fish and Wildlife Service's mission is to work with others to conserve, protect, and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, and in providing opportunities for the American public to enjoy the outdoors. For more information on our work and the people who make it happen visit www.fws.gov.

SILVER



Allcoast Group

Contact: Rob Pavlick, Sales Director

rob@allcoastmedia.com – www.verticalscope.com

525 West Jericho Turnpike, Smithtown, NY, 11787 – (416) 341-8950x438

Allcoast Group is the number one publisher of online fishing enthusiasts communities, with more than 1.9 million anglers visiting our 20+ websites each month. Many of our sites are leaders in their market or region, including *Texas Saltwater Fishing*, *Walleye Fishing*, *New York Saltwater Fishing*, *Arizona Freshwater Fishing* and *Pacific Northwest Fishing*. More fishing discussions are shared and more fishing related purchases are influenced by Allcoast Group websites than any other digital media outlet.



Southwick Associates, Inc.

Contact: Rob Southwick, President

rob@southwickassociates.com – www.southwickassociates.com

P. O. Box 6435, Fernandina Beach, FL 32035 – (904) 277-9765

Southwick Associates is the leader in fishing, hunting and outdoor recreation statistics. We help businesses understand their market share, competition and opportunities to expand sales and profitability. We also help the conservation community understand the jobs, tax revenues and other economic issues associated with outdoor recreation and natural resources.



USDA Forest Service

Contact: Rick Swanson, Water Resource Policy & Planning Program Leader

rswanon@fs.fed.us – www.fs.fed.us

1400 Independence Ave., SW, Washington, D.C. 20250 – (202) 205-8333

The USDA Forest Service's National Forest System includes approximately 2.1 million acres of lakes, ponds and reservoirs and 200,000 miles of perennial streams. Our staff of fisheries biologists, hydrologists and technicians works with other disciplines inside the agency and with our partners to protect and restore aquatic resources for all of America to enjoy.

BRONZE



Association of Fish & Wildlife Agencies

Contact: Ron Regan, Executive Director

rregan@fishwildlife.org – www.fishwildlife.org

444 North Capitol Street, NW, Suite 725, Washington, D.C. 20001 – (202) 624-7890

The Association of Fish & Wildlife Agencies is the professional organization that serves as the collective voice of North America's fish and wildlife agencies. Our mission is to support and advocate for state, provincial and territorial authority for conservation and to assist those agencies in promoting science-based resource management in collaboration with public and private partners.

Flambeau Outdoors

Contact: David Faulkner, Group Vice President, Retail Markets

dfaulkner@flambeau.com – www.flambeauoutdoors.com

15981 Valpast Street, Middlefield, OH 44062 – (440) 632-3714

Flambeau started in 1947 with two brothers fishing on the Flambeau River in Ohio. Our first product was the Halik Frog fishing lure and is a tangible reminder of the company's simple beginning. We have a proud heritage of serving America's anglers and being a member of the outdoor industry.



2013 Sportfishing Summit

AMERICAN SPORTFISHING ASSOCIATION

Staff

EXECUTIVE OFFICE

Mike Nussman

President and CEO
Extension 233
mnussman@asafishing.org

Joyce Anderson-Logan

Executive Assistant to the President
and Board Liaison
Extension 233
janderson@asafishing.org

GOVERNMENT AFFAIRS

www.KeepAmericaFishing.org

Gordon Robertson

Vice President
Extension 237
grobertson@asafishing.org

Michael Leonard

Ocean Resource Policy Director
Extension 230
mleonard@asafishing.org

Libby Yranski

Policy Fellow
Extension 244
lyranski@asafishing.org

Kathryn Powers

KeepAmericaFishing Director
Extension 228
kpowers@asafishing.org

James Cabrera

KeepAmericaFishing Website Manager
Extension 246
jcabrera@asafishing.org

COMMUNICATIONS

Mary Jane Williamson

Communications Director
Extension 227
mwilliamson@asafishing.org

ASA Fish America Foundation

1001 N. Fairfax Street, Suite 501 • Alexandria, Virginia 22314 • Phone: 703-519-9691
Fax: 703-519-1872 • info@asafishing.org • www.ASAfishing.org

FINANCE AND ADMINISTRATION

Diane Carpenter

Vice President of Operations and
Chief Financial Officer
Extension 242
dcarpenter@asafishing.org

Naomi Evans

Finance Assistant
Extension 221
nevans@asafishing.org

MEMBER SERVICES

Jill Calabria

Membership Director
Extension 234
jcalabria@asafishing.org

ICAST

www.ICASTfishing.org

Kenneth Andres

Trade Show Director
Extension 231
kandres@asafishing.org

Teresa Denchfield

Trade Show and Meeting Coordinator
Extension 241
tdenchfield@asafishing.org

FISHAMERICA FOUNDATION

www.FishAmerica.org

Gordon Robertson

Acting Director
Extension 237
grobertson@asafishing.org

Ruth Jackson

Grants Manager
Extension 247
fafgrants@asafishing.org

ASA CONSUMER SHOWS

The Fred Hall Shows...

The Ultimate Outdoor Experience
www.FredHall.com

Bart Hall

Show Producer
805-389-3339
bart@fredhall.com

Mike Lum

General Manager
805-389-3339
mike@fredhall.com

Tim Baker

Associate Producer
805-389-3339
tim@fredhall.com

Katie Hall

Operations Director
805-389-3339
katie@fredhall.com

Eastern Fishing & Outdoor Exposition

www.SportShows.com

Tod Alberto

Sales and Show Management
603-431-4315
tod@SportShows.com

Julia Caron

Assistant Show Director
603-431-4315
julia@SportShows.com

Amanda Noyes

Operations Director
603-431-4315
Amanda@SportShows.com

Paul Fuller

Show Consultant
603-431-4315
paul@SportShows.com

Board of Directors 2012–2014

Current as of September 28, 2012

EXECUTIVE COMMITTEE

Gregg Wollner (Chairman)
Executive Vice President
Rapala

Donn Schaible (Secretary)
President
Wright & McGill Co.

Jeff Marble (Immediate Past
Chairman)
Marble, LLC

Dave Bulthuis (Vice Chairman)
Vice President, Sales
Costa

Peter Foley (Treasurer)
President
Boone Bait Company, Inc.

Dave Pfeiffer (At-Large)
President
Shimano American Corporation

MEMBERS

Thom Dammrich
President
National Marine Manufacturers
Association

Terry Pederson
Vice President of Sales
Daiwa Corporation

K.C. Walsh
President
Simms Fishing Products

Kirk Immens
President
Sportco Marketing, Inc.

Jeff Pontius
President
ZEBCO Brands

Nick Wiley
Executive Director
Florida Fish and Wildlife Conservation
Commission

Martin MacDonald
Director of Conservation
Bass Pro Shops

Paul Schluter
President
St. Croix Rods

Gary Zurn
Senior Vice President, Marketing
Big Rock Sports, LLC

Chris Megan
Publisher
On The Water LLC

Aledia Hunt Tush
President
CB's Saltwater Outfitters

EX-OFFICIO MEMBERS

John Doerr
President & Chief Executive Officer
Pure Fishing, Inc.

Ken Hammond
CEO
The Hammond Group

Tom Rolls
Senior Merchandise Director –
Fishing/Power Sports
Cabela's, Inc.

2013 Sportfishing Summit

AMERICAN SPORTFISHING ASSOCIATION

Committees 2012–2014

Current as of September 28, 2013

ADVOCACY COMMITTEE

Thom Dammrich, National Marine Manufacturers Association
(Chairman)

Ken Hammond, The Hammond Group

Randy Lemcke, Plano Molding Company

Jeff Marble, Marble, LLC

John Mazurkiewicz, Catalyst Marketing Services

Terry Pederson, Daiwa Corporation

Tom Rolls, Cabela's, Inc.

Gary Remensnyder, Do Outdoors (dba Lew's)

Gary Zurn, Big Rock Sports, LLC

**Staff Contact: Kathryn Powers, 703-519-9691 x228 or
kpowers@asafishing.org**

COMMUNICATIONS COMMITTEE

John Mazurkiewicz, Catalyst Marketing Services (Chairman)

Sam Brenner, Okuma Fishing Tackle

Chris Chaffin, Professional Outdoor Media Association

Ken Cook, Fishing Tackle Retailer

Ali Hussainy, BD Outdoors, LLC

Liza Jones, Full Circle Public Relations

Liz Ogilvie, WFN: World Fishing Network

Tim Romano, Angling Trade, LLC

George Scocca, Allcoast Group

Kelly Gohman, The Bass Federation (Ad Hoc)

**Staff Contact: Mary Jane Williamson, 703-519-9691 x227 or
mjwilliamson@asafishing.org**

CONSUMER SHOWS COMMITTEE

Randy Lemcke, Plano Molding Company (Chairman)

Mike Battistoni, Maui Jim Sunglasses

Greg Block, Jones & Company

Ken Elie, Outdoor Pro Shop, Inc.

Dave Kranz, Dave's Bait, Tackle and Taxidermy

Neal Larsson, On The Water, LLC

John Mazurkiewicz, Catalyst Marketing Services

Chris Nelson, Ono's Trading Company

Paul Schluter, St. Croix Rods

**Staff Contact: Mike Nussman, 703-519-9691 x252 or
mnussman@asafishing.org**

DATA AND STATISTICS COMMITTEE

Chris Megan, On The Water, LLC (Chairman)

John DeVries, Seaguar

Dave Faulkner, Flambeau Products Corporation

John Kushnerick, ZEBCO Brands

Doug Lasko, Okuma Fishing Tackle Corporation

Casey Link, Pure Fishing, Inc.

Dave Morel, Bonnier Corporation

Shaun Ruge, Navionics, Inc.

Zack Swanson, Rapala

**Staff Contact: Rob Southwick, 904-277-9765 or rob@
southwickassociates.com and Gordon Robertson, 703-519-
9691 x237 or grobertson@asafishing.org**

FINANCE COMMITTEE

Peter Foley, Boone Bait Company (Chairman)

Thom Dammrich, National Marine Manufacturers Association

Dick Dougherty, Baker Fishing

Ken Elie, Outdoor Pro Shop, Inc.

Dave Martin, Big Rock Sports, LLC

Dosh McClendon, Pacific Products

Donn Schaible, Wright & McGill Company

K.C. Walsh, Simms Fishing Products

**Staff Contact: Diane Carpenter, 703-519-9691 x242 or
dcarpenter@asafishing.org**

GOVERNMENT AFFAIRS COMMITTEE

Bill Shedd, AFTCO Manufacturing Co., Inc. (Chairman)

Jeff Angers, Center for Coastal Conservation

Michael Brooks, Ardent Outdoors, Inc.

Dave Bulthuis, Costa

Bob Eakes, Red Drum Tackle Shop, Inc.

James Ehlers, Lake Champlain International, Inc.

Bob Fletcher, Sportfishing Association of California

Thomas Fote, Jersey Coast Anglers Association

Jeff Gabriel, National Marine Manufacturers Association

Marc Gaden, Great Lakes Fishery Commission

Gene Gilliland, B.A.S.S., LLC

Marc Gorelnik, Coastside Fishing Club

Jason Haefner, Do-It Corporation/Component Systems Paint
(Trade & Commerce Subcommittee Chairman)

Jim Hardin, Grady-White Boats

Mike Jackson, Wright & McGill Company

Gary Kania, Congressional Sportsmen's Foundation

Robin Knox, Knox Aquatic Resource Consulting

Doug Lasko, Okuma Fishing Tackle Corporation
Jim Martin, Pure Fishing, Inc.
Dan McDonald, Yakima Bait Company
Phil Morlock, Shimano American Corporation (*Freshwater Subcommittee Chairman*)
Doug Nygren, Kansas Department of Wildlife and Parks
Dick Pool, Pro-Troll Fishing Products
Jeff Powell, Ed Cumings, Inc.
Randy Repass, West Marine, Inc.
Scott Salyers, Bonnier Corporation
Ed Shriever, Idaho Fish and Game
Jesse Simpkins, Plano Molding Company
Aledia Hunt Tush, CB's Saltwater Outfitters
Gary Zurn, Big Rock Sports, LLC (*Saltwater Subcommittee Chairman*)

Staff Contact: Gordon Robertson, 703-519-9691 x237 or grobertson@asafishing.org

MEMBERSHIP COMMITTEE

Ken Hammond, The Hammond Group (**Chairman**)
Greg Block, Jones & Company
Pete Calderone, Calderone & Associates
Kirk Immens, Sportco Marketing, Inc.
Brian Jensen, Fishidy.com
Phil Lillo, Don Coffey Company, Inc.
Mark Newman, Protoco Enterprises, Inc.
Brad Stevenson, Maurice Sporting Goods, Inc./South Bend Sporting Goods
Aledia Hunt Tush, CB's Saltwater Outfitters

Staff Contact: Jill Calabria, 703-519-9691 x234 or jcalabria@asafishing.org

NOMINATING COMMITTEE

Jeff Marble, Marble, Inc. (**Chairman**)
Greg Block, Jones & Company
Dave Bulthuis, Costa
John Hoagland, Simms Fishing Products
Bert Kaplan, Kaplan Associates
Jim Lebson, G.Loomis, Inc.
Randy Lemcke, Plano Molding Company
Chip Powell, Mason Tackle Company
Gary Zurn, Big Rock Sports, LLC

Staff Contact: Mike Nussman, 703-519-9691 x252 or mnussman@asafishing.org

TRADE SHOW COMMITTEE

Carey Graves, Shimano American Corporation (**Chairman**)
Greg Block, Jones & Company
John Doerr, Pure Fishing, Inc.
John Hoagland, Simms Fishing Products
John Kushnerick, ZEBCO Brands
Travis Owens, Costa
Terry Pederson, Daiwa Corporation
Donn Schaible, Wright & McGill Company
Gary Zurn, Big Rock Sports, LLC
Staff Contact: Kenneth Andres, 703-519-9691 x231 or kandres@asafishing.org

FISHAMERICA CONSERVATION AND RESEARCH COMMITTEES

Conservation Committee

Jim Hubbard (**Chairman**)
Jack Charvat, Dutch Creek Marketing (**Vice Chairman**)
Mike Armstrong, Arkansas Game & Fish Commission
Michael Brooks, Ardent Outdoors, Inc.
John Brownlee, Bonnier/Salt Water Sportsman
Louis Chemi, Lowrance-Navico
James Ehlers, Lake Champlain International
Bert Kaplan, Kaplan Associates
Robin Knox, Knox Aquatic Resource Consulting
Jim Lebson, G.Loomis, Inc.
Gary Martel, Virginia Department of Game & Inland Fisheries
Aaron McGabb, Source Outdoor Group
Virgil Moore, Idaho Department of Fish and Game
John Morlan, Pure Fishing, Inc.
Chris Nelson, Ono's Trading Company
Scott Salyers, Bonnier Corporation
Steve Quinn, *In-Fisherman*
Bob Reguly
George Shipes, EGS Enterprises, LLC
Howard Tanner

Research Committee

Ben Hardesty (**Chairman**)
Glen Contreras (**Vice Chairman**)
Louis Chemi, Lowrance-Navico
James Ehlers, Lake Champlain International, Inc.
Steve Hoffman, *In-Fisherman*
Gary Kania, Congressional Sportsmen's Foundation
Michael Staggs, Wisconsin Department of Natural Resources
Staff Contact: Gordon Robertson, 703-519-9691 x237 or grobertson@asafishing.org

ABOUT THE SANIBEL HARBOUR MARRIOTT RESORT & SPA

Nestled on an 85-acre peninsula, Sanibel Harbour Marriott Resort & Spa is located in Fort Myers, Fla., at the gateway to Sanibel and Captiva Islands. Sanibel Harbour Resort & Spa is located in an established area with a rich and distinguished history dating as far back as the Calusa Indians.

In the 1800's, the resort gained notoriety as a fishing mecca for wealthy guests who flocked to the Gulf waters teeming with kingfish, channel bass, sea trout, Spanish mackerel and silver king tarpon. Legendary visitors included Thomas

seaside atmosphere for dinner; the Palm Court Bakery for on-the-go service; and the poolside oasis The Cove for drinks and a light meal. Reservations may be necessary. For reservations at the Courtside Steakhouse and the Tarpon House, call 239-466-2128. For information and reservations for the Palm Court Bakery, Charley's Cabana Bar and The Cove, please call 239-466-4000.

SANIBEL HARBOUR MARRIOTT RESORT SPA SERVICES

From water therapies and salt glows, to cutting edge fitness and expert instruction, The Spa at Sanibel Harbour is a modern facility dedicated to timeless relaxation. The resort spa features an experienced staff whose goal is your complete satisfaction. For spa reservations, please call 239-466-2264 or 239-466-2156.

SANIBEL HARBOUR MARRIOTT RESORT'S FITNESS CENTER

The resort's expansive fitness center, featuring state-of-the-art fitness equipment and a professional staff of certified instructors, has everything you need to maintain your workout routine including a heated indoor exercise pool.

The fitness center's hours are:

Monday – Saturday 6:00 a.m. – 9:00 p.m.
Sunday 6:00 a.m. – 6:00 p.m.
Holidays 9:00 a.m. – 5:00 p.m.



Edison and auto industry giant Henry Ford, whose winter homes in Fort Myers still stand as historic landmarks. When a guest caught a tarpon with a rod and reel – weighing in at 93 pounds and 5 feet 9 inches in length – the area's reputation for fishing was sealed.

Today, the full-service resort offers luxurious guest rooms, all with private lanais showcasing its captivating views, multiple dining venues, golf nearby, island excursions, fishing charters and dinner cruises aboard its luxury yacht. Several pools and a full-service spa and workout room are available.

RESTAURANT RECOMMENDATIONS

The resort features on-site dining options, all in a casual atmosphere, perfectly suited to resort-life, including: the Courtside Steakhouse for dinner; the waterfront Tarpon House for breakfast, lunch and dinner; Charley's Cabana Bar with a cool,

