



← 2014 →

SPORT FISHING SUMMIT

OCTOBER 15-17, 2014
THE HOTEL CONTESSA
SAN ANTONIO, TEXAS





Welcome to the 2014 Sportfishing Summit!

On behalf of the board of directors, ASA's members, partners and staff, we welcome you to San Antonio and the 2014 Sportfishing Summit, the association's business meeting and premier networking event.

The Hotel Contessa, our host hotel for the week, is located on the historic and beautiful River Walk. We know that attending the Summit is an investment of your time and resources. However, it's one of the best investments you can make in your business and our industry.

The Sportfishing Summit is the only venue where people representing the entire sportfishing community come together to discuss a wide range of issues and events that impact sportfishing's future.

In fact, we encourage you to attend the board of directors and committee meetings in order to gain a better understanding of how ASA staff and your colleagues work on your behalf. The networking breakfasts, lunches and the Hospitality Suite also offer informal ways to discuss issues that impact your business.

Information and More Information

As usual, we have a full agenda planned for members and guests.

On Wednesday, we'll focus on how politics, policies and data impact our industry and your business. Charlie Cook, probably the most trusted voice of American politics, will kick off the general sessions with a look at the current political landscape and the November elections. We'll also hear from ASA's Government Affairs and KeepAmericaFishing team about the top issues facing our industry and what they, and our partners, are doing to address them now and in the future.

All Summit attendees and guests are invited to attend the welcome reception located on the River Walk Patio.

On Thursday, the theme is "future forward." Jack Uldrich, global futurist, kicks off the afternoon with a look at the trends that are transforming business with an emphasis on recreational fishing. We also have two panels of industry leaders who will look at trends impacting outdoor recreation and what their companies and organizations are doing to entice buyers in the future.

On Thursday evening, our annual awards dinner is being held in the Jack Guenther Pavilion at the Briscoe Western Art Museum adjacent to the hotel. All Summit attendees and guests are welcome to attend.

On Friday, the last day of the Summit, the board of directors meets just before our General Membership meeting. At the conclusion of that meeting, our association's meeting will adjourn for another year.

We're glad you are here and welcome to San Antonio!

Dave Bulthuis
Vice President, Sales, Costa
Chairman, ASA's Board of Directors

Mike Nussman
President and CEO

2014 SPORTFISHING SUMMIT



AGENDA

Tuesday, October 14

11:00 a.m. – 6:00 p.m.	Registration and Hospitality Suite	Laurel Room
Noon – 2:15 p.m.	Advocacy Committee Meeting	Cedar Room
2:30 p.m. – 5:30 p.m.	ASA Board of Directors Meeting	Magnolia Room

Wednesday, October 15

8:00 a.m. – 6:00 p.m.	Registration and Hospitality Suite	Laurel Room
8:00 a.m. – 8:45 a.m.	2014 Sportfishing Summit Breakfast	Las Ramblas Restaurant
8:30 a.m. – 9:30 a.m.	Spouses and Guests Welcome Breakfast	Palm Room
10:30 a.m. – 10:45 a.m.	Morning Break	
9:00 a.m. – Noon	ASA Committee Meetings	
	• Government Affairs	Cypress Room
	• Communications	Cedar Room
	• Consumer Shows	Retama Room
	• Membership	Mesquite Room
Noon – 1:00 p.m.	Networking Lunch	Las Ramblas Restaurant

How Today's Politics, Policies and Data Shape our Industry

Contessa Ballroom

1:30 p.m. – 2:30 p.m.	Charlie Cook: The Trusted Voice of American Politics For more than two decades Charlie Cook has been Washington's most trusted – and most accurate – voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election. With the November elections just around the corner, Charlie's commentary will be "spot on."
2:30 p.m. – 3:15 p.m.	Politics, Policies and Recreational Fishing Washington politics has a direct impact on recreational fishing and our industry. But that isn't always top-of-mind when decisions about fisheries and conservation policies are being made. In this session, we'll outline the top five public policy issues that impact recreational fishing. Bring your questions; we will provide the answers.
3:15 p.m. – 3:30 p.m.	Break
3:30 p.m. – 4:15 p.m.	Our Changing Customer Base* During this session, led by Rob Southwick, Southwick Associates, we will examine how our customers have changed over the past five years, what the near-future tackle market will look like and provide some predictions for the future. <i>*All Summit attendees will receive a special report prepared by Southwick Associates available only at the Summit.</i>

2014 SPORTFISHING SUMMIT



AGENDA

4:15 p.m. – 5:00 p.m.

The “Mysterious” Tackle Buying Experience

The Recreational Boating & Fishing Foundation did some sleuthing into the customer experience at a wide-range of retail outlets using “mystery shoppers” – families, women and men – to help us understand and improve that experience for the novice and avid angler alike. This should be a very interesting session and a good conversation starter for the evening’s welcome reception.

6:00 p.m. – 8:00 p.m.

Welcome to the 2014 Sportfishing Summit Reception **River Walk Patio**

Thursday, October 16

8:00 a.m. – 6:00 p.m.

Registration and Hospitality Suite **Laurel Room**

8:00 a.m. – 8:45 p.m.

General Summit Breakfast **Las Ramblas Restaurant**

10:30 a.m. – 10:45 a.m.

Morning Break

9:00 a.m. – Noon

ASA Committee Meetings

- Government Affairs **Cypress Room**
- Data and Statistics **Mesquite Room**
- Finance **Retama Room**
- Trade Show **Cedar Room**

Noon – 1:00 p.m.

Networking Lunch **Las Ramblas Restaurant**

Today Was Then. Tomorrow is Now **Contessa Ballroom**

1:30 p.m. – 2:30 p.m.

Jack Uldrich: Renowned Global Futurist

Jack Uldrich is a renowned global futurist, independent scholar, sought-after business speaker and best-selling author. Jack’s father was in the fishing industry, so he brings a unique appreciation and understanding of our industry and recreational fishing as he discusses what the future will hold.

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 3:30 p.m.

In the Long Run: Outdoor Recreation’s Future

We’ve assembled a panel of outdoor industry executives who will do some prognosticating on not just the future of recreational fishing, but outdoor recreation in general. Panel members include: Frank Hugelmeyer, president and CEO, Outdoor Industry Association; Frank Peterson, president and CEO, Recreational Boating & Fishing Foundation; Jay McAninch, president and CEO, Archery Trade Association; and Larry McKinney, executive director, Harte Research Institute for Gulf of Mexico Studies. This session is moderated by Jack Uldrich.

3:30 p.m. - 4:15 p.m.

Reaching the Customer of the Future

This is a session that you don't want to miss. We have a panel of ASA members who have taken their product to the market place, using all the means of communications and marketing available today, with great success. Hear how they plan to approach the buyer of the future with new products and services. The panel members are: Louis Chemi, executive vice president, Navico's Recreational Marine Division; Al Perkinson, vice president of Marketing, Costa; Chris Peterson, president, Hell's Bay Boatworks; and George Scocca, advisor, Sportfishing Development, OutdoorGuide.com.

6:00 p.m. - 9:30 p.m.

The 2014 Sportfishing Summit Reception and Awards Dinner at The Briscoe Western Art Museum

The annual reception and dinner is being held next door to the Hotel Contessa in the Jack Guenther Pavilion at the Briscoe Western Art Museum. Located on the River Walk, this is the perfect place for our annual dinner.

Friday, October 17

7:30 a.m. - 9:15 a.m.

Board of Directors Meeting **Magnolia Room**

8:30 a.m. - 9:30 a.m.

Continental Breakfast: Open to all Attendees **Contessa Ballroom**

9:30 a.m. - 10:30 a.m.

General Membership Meeting **Contessa Ballroom**

Please Note

Registration and the Hospitality Suite are closed on Friday, October 17.

**The 2014 Sportfishing Summit
Registration and Hospitality Suite**

The Hospitality Suite is located in the Laurel Room on the hotel's Second Level. Overlooking the River Walk, this the perfect place to relax with a drink, meet colleagues or get the latest information on the Summit events.

Summit registration is located directly outside the Hospitality Suite.

The Suite is open:

Tuesday, October 14 11:00 a.m. - 6:00 p.m.

Wednesday, October 15 8:00 a.m. - 6:00 p.m.

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

Registration and the Hospitality Suite are closed on Friday, October 17.



BOARD AND COMMITTEE MEETINGS

Board of Directors Meetings

Tuesday, October 14

2:00 p.m. – 5:30 p.m.Magnolia Room

Friday, October 17

7:30 p.m. – 9:15 p.m.Magnolia Room

Committee Meetings

Tuesday, October 14

Noon – 2:15 p.m. **Advocacy Committee**Magnolia Room

Wednesday, October 15

9:00 a.m. – Noon **Committee Meetings**

- Government AffairsCypress Room
- CommunicationsCedar Room
- Consumer ShowsRetama Room
- MembershipMesquite Room

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

Thursday, October 16

9:00 a.m. – Noon **Committee Meetings**

- Government AffairsCypress Room
- Data and StatisticsMesquite Room
- FinanceRetama Room
- Trade ShowCedar Room

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



SPEAKERS

The 2014 Sportfishing Summit Keynote Speakers

In addition to information specific to our industry, we also have speakers who will provide you with unique perspectives on current events and business practices that you can take back to your place of business.

WEDNESDAY, OCTOBER 15

1:30 P.M. – 2:30 P.M.



For more than two decades **Charlie Cook** has been Washington's most trusted – and most accurate – voice on all things political, whether it's the outcome of a Congressional, gubernatorial, or presidential election. With the November elections just around the corner, Charlie's commentary will be "spot on."

Charlie Cook: The Trusted Voice of American Politics

When Charlie Cook makes a pronouncement based on his analysis of the political scene in America, people who want to be "in the know" sit up and listen.

As the editor and publisher of The Cook Political Report and a political analyst for the National Journal Group, his prodigious writing is a direct line to the heart of politics.

He writes weekly for *National Journal* magazine and *National Journal Daily*, and he also pens a regular column for *The Washington Quarterly*. You can check out his assessments of the political climate at www.cookpolitical.com.

THURSDAY, OCTOBER 16

1:30 P.M. – 2:30 P.M.



Jack Uldrich is a renowned global futurist, independent scholar, sought-after business speaker and best-selling author. Jack's father was in the fishing industry, so he brings a unique appreciation and understanding of our industry and recreational fishing as he discusses what the future will hold.

Jack Uldrich: Renowned Global Futurist

Uldrich is the founder and "Chief Unlearning Officer" of Jump the Curve – an international consultancy designed to assist organizations succeed tomorrow by learning to question or "unlearn" what they know today.

Uldrich's work has appeared in the *Wall Street Journal*, *BusinessWeek*, the *Futurist*, *Future Quarterly Research*, the *Wall Street Reporter*, *Leader to Leader*, *Management Quarterly*, and hundreds of other newspapers and publications around the country.

He is also a recurrent guest of the media worldwide, having appeared on CNN, MSNBC, and National Public Radio on numerous occasions.



SPEAKERS

The 2014 Sportfishing Summit Featured Speakers



Louis Chemi

Executive Vice President and Managing Director

Navico – Recreational Marine Division

Louis Chemi began his career as Director of Sales and Marketing for Roffers Fishing Forecast before moving onto Orbimage – SeaStar Fisheries Information

Services as Director of Sales and Marketing. In 2001, he joined Raymarine as the Global Product Manager before being hired by Navico. Chemi serves on the board of the National Marine Manufacturers Association's Accessory Manufacturer's Division. He's the founding president of the Northern Virginia Chapter of Coastal Conservation Association, and is a former national and state Executive Board member.



Frank Hugelmeyer

President and CEO

Outdoor Industry Association

As CEO of the world's leading active lifestyle trade group, Frank Hugelmeyer works with a "who's who" of global outdoor brands and business executives in recreation economics, public lands policy

and consumer trends. He is a twenty-six year industry veteran who knows first-hand how to align business strategies with evolving consumer models and connect a new generation of digital natives to the great outdoors. As a leading expert on outdoor recreation business and consumer trends, Hugelmeyer consults regularly with companies, numerous government agencies, NGOs, foundations and media. He has served on a wide variety of boards and advisory groups including President Obama's Partnership for America's Great Outdoors. In addition to his business endeavors, Hugelmeyer is an avid outdoor adventurer who has climbed, paddled and explored many of the world's greatest parks and wild places.



Jay McAninch

CEO and President

Archery Trade Association

Jay McAninch joined the Archery Trade Association (ATA) as its CEO and President in 2000. Under his leadership, ATA's members have contributed more than \$15 million to fund hundreds of archery projects

since 2003. McAninch works to raise the visibility of archery with Congress, the White House and other national agencies and organizations. Prior to joining the ATA, McAninch

lead the Congressional Sportsmen's Foundation, the largest caucus in Congress. McAninch has received the Association of Fish and Wildlife Agencies' Special Recognition Leadership Award, Muzzy's Tall Man Award and the Special Congressional Service Citation presented to McAninch by the Congressional Sportsmen's Caucus.



Larry McKinney, Ph.D.

Executive Director

Harte Research Institute for Gulf of Mexico Studies

Dr. Larry McKinney is the Executive Director of the Harte Research Institute for Gulf of Mexico Studies at Texas A&M University, Corpus Christi. He leads an

interdisciplinary team that integrates science, policy and socio-economic expertise to assure an economically and environmentally sustainable Gulf. McKinney chairs the Ecosystem Assessment and Integration Team of the Gulf Alliance, the Flower Gardens National Marine Sanctuary Advisory Committee and the Texas Sea Grant Science Advisory Committee. Prior to assuming his current position, McKinney directed environmental and marine fisheries programs at Texas Parks and Wildlife (TPWD). He served as Chair of the EPA Science Advisory Committee for the Gulf of Mexico Program and directed oil spill response for TPWD.



Angela V. Megasko

President and CEO

Market Viewpoint, LLC

Angela Megasko is an award-winning entrepreneur and marketing expert with a career that spans over 30 years. In 1996, she formed the mystery-shopping company, Market Viewpoint, to provide

consulting services to organizations that were interested in realizing higher rates of profitability through customer retention. Her clients include The National Constitution Center, Burlington Coat Factory, Petco, The Goddard Schools, the Panasonic Corporation and many others. Prior to forming Market Viewpoint, Megasko held various positions in the field of marketing working in the technology, healthcare, real estate, and sales industries. Angela has a BA in Business Administration from Temple University and a Master of Management degree from Penn State University. Megasko is a founding board member of the Professional Business Network in Pennsylvania and the Women's Business Mentoring Council, established to support and encourage the entrepreneurial spirit.



Al Perkinson

*Vice President of Marketing
Costa*

Al Perkinson has been Costa's Vice President of Marketing for the past 10 years. He is responsible for building the Costa brand and managing all of Costa's marketing communications. Perkinson is also Executive Producer for Costa Films and General Manager of Costa's apparel and e-commerce businesses. Prior to joining Costa, Perkinson was Vice President of Account Services at Henderson Advertising and Group Product Manager for Bank of America. He began his career at Ogilvy & Mather Advertising in New York City. He is an avid fly fisherman and conservationist and travels extensively to do both.



George Scocca

*Sportfishing Development Advisor
OutdoorGuide.com Group (division of
VerticalScope Inc.)*

George Scocca started his career in print publishing in 1990 with *Nor'east Saltwater* magazine. Five years later, Scocca launched Noreast.com, America's first online saltwater fishing community and industry news outlet. Scocca went on to found Allcoast Media which was acquired by VerticalScope Inc. in 2013 and integrated with their portfolio of 70 community fishing and outdoor websites under the OutdoorGuide.com Group brand. Today George works with VerticalScope as a Sportfishing Development Advisor. Scocca is the founding president of the New York chapter of the Coastal Conservation Association and is an active member of ASA's Communications Committee.



Chris Peterson

*President
Hell's Bay Boatworks*

Chris Peterson is President of Hell's Bay Boatworks in Titusville, Fla. A graduate of the University of Florida, Peterson serves as an International Representative for the International Game Fish Association, headquartered in Florida. He also serves on the board of directors of the Guy Harvey Ocean Foundation, the Bonefish and Tarpon Trust and the Coastal Conservation Association of Florida. Throughout his 29-year career, Peterson has successfully led several organizations and companies, but his true passion is fishing and fishing conservation.



Rob Southwick

*President
Southwick Associates*

For more than 20 years, Southwick Associates, under the leadership of founder and President Rob Southwick, has been the leader in statistics and business trends for fish, wildlife and the outdoors. Southwick Associates helps the outdoor community - both public and private entities - to better understand outdoor recreation, and how recreational activities translate into jobs, tax revenues and more. Southwick received his business and economics training at the University of Florida, and began his career working for the Sport Fishing Institute. With more than a dozen talented source experts, Southwick Associates provides the fishing and hunting community with the information needed to improve participation and profits.



Frank Peterson

*President and CEO
Recreational Boating & Fishing Foundation*

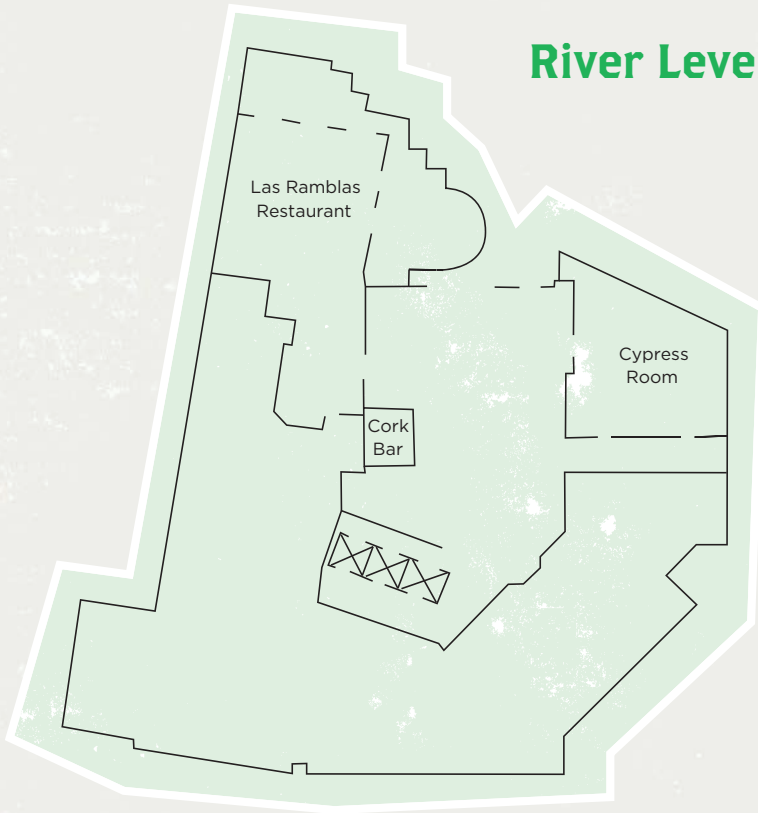
Frank Peterson joined the Recreational Boating & Fishing Foundation (RBFF) as President and CEO in 2007. Previously, he served in leadership roles at a variety of organizations including Mobil Oil Corporation, Marketing General and his own business development services firm. At RBFF, Peterson uses his organizational and marketing skills to increase participation in boating and fishing. The many initiatives developed and managed under Peterson's leadership, including the re-branding of RBFF's consumer outreach campaign Take Me Fishing™ and the introduction of the industry's first-ever Hispanic outreach campaign, Vamos A Pescar™, have contributed to positive trends in fishing and boating participation.

2014 SPORTFISHING SUMMIT



MEETING ROOMS MAP

River Level



Ground Level



Second Level



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 Laurel Room.

We look forward to speaking with you!



Staff

EXECUTIVE OFFICE

Mike Nussman

President and CEO
mnussman@asafishing.org
Extension 233

Joyce Anderson-Logan

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

GOVERNMENT AFFAIRS

Mike Leonard

Ocean Resource Policy Director
mleonard@asafishing.org
Extension 230

Libby Yranski

Government Relations Coordinator
lyranski@asafishing.org
Extension 244

Liz Ogilvie

KeepAmericaFishing Director
eogilvie@asafishing.org
Extension 228

James Cabrera

KeepAmericaFishing Website
Manager
jcabrera@asafishing.org
Extension 246

Melanie Sturm

Policy Fellow
msturm@asafishing.org
Extension 255

OPERATIONS AND FINANCE

Diane Carpenter

Vice President, Operations & CFO
dcarpenter@asafishing.org
Extension 242

Naomi Evans

Receptionist and Finance Assistant
nevans@asafishing.org
Extension 221

INDUSTRY RELATIONS

Glenn Hughes

Vice President
ghughes@asafishing.org
Extension 245

COMMUNICATIONS

Mary Jane Williamson

Communications Director
mjwilliamson@asafishing.org
Extension 227

MEMBERSHIP

Jill Calabria

Membership Director
jcalabria@asafishing.org
Extension 234

TRADE SHOW

Kenneth Andres

Trade Show Director
kandres@asafishing.org
Extension 231

Heather Ward

Trade Show Coordinator
hward@asafishing.org
Extension 241

FISHAMERICA FOUNDATION

Ruth Jackson

Grants Manager
fafgrants@asafishing.org
Extension 247

CONSUMER SHOWS

*ASA/Eastern Fishing & Outdoor
Exposition, LLC*

Tod Alberto

Show Director
tod@sportshows.com
(603) 431-4315

Julia Bubar

Assistant Show Director
jbubar@sportshows.com
(603) 431-4315

Amanda Noyes

Operations Director
anoyes@sportshows.com
(603) 431-4315

ASA/Fred Hall Shows

Bart Hall

Show Producer
bhall@fredhall.com
(805) 389-3339

Mike Lum

General Manager
mlum@fredhall.com
(805) 389-3339

Tim Baker

Associate Producer
tbaker@fredhall.com
(805) 389-3339

Katie Hall

Operations Director
khall@fredhall.com
(805) 389-3339



Board of Directors 2014–2016

Executive Committee

Dave Bulthuis (Chairman)
Vice President, Sales
Costa

Gregg Wollner (Immediate Past Chairman)
Executive Vice President
Rapala

The Executive Committee will be seated during the Summit.

Members

Louis Chemi
Executive Vice President & Managing Director
Recreational Marine Division Navico

Gary Remensnyder
President
Lew's Fishing Tackle

Thom Dammrich
President
National Marine Manufacturers Association

Donn Schaible
President
Wright & McGill Co.

Kirk Immens
President
Sportco Marketing, Inc.

Paul Schluter
President
St. Croix Rods

Martin MacDonald
Director of Conservation
Bass Pro Shops

Aledia Hunt Tush
President
CB's Saltwater Outfitters

Chris Megan
Publisher
On The Water, LLC

K.C. Walsh
President
Simms Fishing Products

Terry Pederson
Vice President of Sales
Daiwa Corporation

Nick Wiley
Executive Director
Florida Fish and Wildlife Conservation Commission

Dave Pfeiffer
President
Shimano American Corporation

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

Jeff Pontius
President
ZEBCO Brands

Committees 2014–2016

ADVOCACY COMMITTEE

Thom Dammrich, National Marine Manufacturers Association (**Chairman**)

Ken Hammond, The Hammond Group

Randy Lemcke, Plano Molding Company

Jeff Marble, Marble, LLC

Dan McDonald, Yakima Bait Company

Phil Morlock, Shimano American Corporation

Terry Pederson, Daiwa Corporation

Gary Remensnyder, Do Outdoors (dba Lew's)

Gary Zurn, Big Rock Sports, LLC

Staff Contact: Liz Ogilvie, 703-519-9691, x228, or ogilvie@asafishing.org

COMMUNICATIONS COMMITTEE

John Mazurkiewicz, Catalyst Marketing Services (**Chairman**)

Ken Cook, *Fishing Tackle Retailer*

Kelly Gohman, The Bass Federation

Ali Hussainy, BD Outdoors, LLC

Jeff Kolodzinski, Johnson Outdoors, Inc./Minn Kota

Dave Precht, B.A.S.S., LLC

George Scocca, OutdoorGuide.com

John Sharpe, Bohan Advertising

Pam Stinson, WFN: World Fishing Network

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

Dave Burch, BBS Tech, Inc.

Ken Elie, Outdoor Pro Shop, Inc.

Dave Kranz, Dave's Bait, Tackle and Taxidermy

Janna Superstein, Superfly International, Inc.

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

DATA AND STATISTICS COMMITTEE

Chris Megan, On The Water, LLC (**Chairman**)

Louis Chemi, Navico

Dave Faulkner, Flambeau Products Corporation

Steve Ferrara, Shimano American Corporation

Jeff Kolodzinski, Johnson Outdoors, Inc./Minn Kota

John Kushnerick, ZEBCO Brands

Matt Millete, Simms Fishing Products

Dave Morel, Bonnier Corporation

Zack Swanson, Rapala

Staff Contact: Rob Southwick, 904-277-9765 or rob@southwickassociates.com and Glenn Hughes, 703-519-9691, x245, or ghughes@asafishing.org

FINANCE COMMITTEE

Bruce Akin, B.A.S.S., LLC

Jack Butts, Rome Specialty Company, Inc.

Dick Dougherty, Baker Fishing

Ken Elie, Outdoor Pro Shop, Inc.

Peter Foley, Boone Bait Company

Dave Martin, Big Rock Sports, LLC

Dosh McClendon, Qualia Reels

Donn Schaible, Wright & McGill Co.

K.C. Walsh, Simms Fishing Products

Staff Contact: Diane Carpenter, 703-519-9691, x242, or dcarpenter@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

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

Rick Constatine, Acme United Corporation

Bob Reguly

George Shipes, EGS Enterprises, LLC

Howard Tanner

Research Committee

Ben Hardesty (**Chairman**)

Glen Contreras (Vice Chairman)

Louis Chemi, 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: Mike Nussman, 703-519-9691, x252, or mnussman@asafishing.org

2014 SPORTFISHING SUMMIT



AMERICAN SPORTFISHING ASSOCIATION

GOVERNMENT AFFAIRS COMMITTEE

Bill Shedd, AFTCO Manufacturing Co., Inc. (**Chairman**)
Hughes Andry, Sportco Marketing, Inc.
Jeff Angers, Center for Coastal Conservation
Joseph Crumrine, Bullet Weights, Inc.
Rob Drieslein, Outdoor News Publication
Bob Eakes, Red Drum Tackle Shop, Inc.
James Ehlers, Lake Champlain International, Inc.
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
Ricky Gease, Kenai River Sportfishing Association
Jason Haefner, Do-It Corporation/Component Systems
Paint (Chairman, Trade & Commerce Subcommittee)
Jim Hardin, Grady-White Boats
Chris Horton, Congressional Sportsmen's Foundation
Doug Lasko, Okuma Fishing Tackle Corporation
Phil Lillo, Don Coffey Company, Inc.
Jim Martin, Pure Fishing, Inc.
Phil Morlock, Shimano American Corporation (Chairman,
Freshwater Subcommittee)
Pat Neu, National Professional Anglers Association
Doug Nygren, Kansas Department of Wildlife and Parks
Dick Pool, Pro-Troll Fishing Products
Randy Repass, West Marine, Inc.
Scott Salyers, Bonnier Corporation
Timothy Schoonover, Maxima USA
Ed Schriever, Idaho Fish and Game
Alvin Taylor, South Carolina Department of Natural
Resources
Aledia Hunt Tush, CB's Saltwater Outfitters
Gary Zurn, Big Rock Sports, LLC (Chairman, Saltwater
Subcommittee)
*Staff Contact: Mike Nussman, 703-519-9691, x252,
or mnussman@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

Gregg Wollner, Rapala (**Chairman**)
Greg Block, Jones & Company
Chuck Buhagiar, Western Outdoor News
Alan Gnann, REC Components
Bert Kaplan, Kaplan Associates
Jim Lebson, G.Loomis, Inc.
Randy Lemcke, Plano Molding Company
Chip Powell, Mason Tackle Company
Donn Schaible, Wright & McGill Co.
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**)
Steve Bendzak, Simms Fishing Products
Greg Block, Jones & Company
Cara Finger, Pure Fishing, Inc.
Fred Haas, Tackle Direct
Mike Jackson, Wright & McGill Co.
John Kushnerick, ZEBCO Brands
Dave Martin, Big Rock Sports, LLC
Travis Owens, Costa
Terry Pederson, Daiwa Corporation
*Staff Contact: Kenneth Andres, 703-519-9691, x231,
or kanbres@asafishing.org*

Dining in the San Antonio Area

San Antonio boasts a wide variety of restaurants. For more information, go to: www.visitsanantonio.com/meeting.

LAS RAMBLAS

306 W. Market / 210-298-8040
www.thehotelcontessa.com/las_ramblas/las_ramblas.asp

Hotel Contessa Restaurant offers the ambience and flavor of Spanish-Mediterranean Cuisine in a quiet stretch of the River Walk.

ACENAR

146 E. Houston / 210-222-2362
www.acenar.com

Modern Tex-Mex dishes along with tantalizing tastes inspired by the history and heritage of Mexico and Texas.

AZUCA

713 S. Alamo St / 210-807-9158
www.azuca.net

Contemporary Latin Cuisine and a stylish atmosphere reside in the heart of the art district.

BIGA ON THE BANKS

203 S. St. Mary's Street / 210-225-0722
www.bigacom

A modern American restaurant featuring a pioneering Southwest cuisine menu. Menu offers unique items such as rabbit enchiladas and South Texas antelope.

BOHANAN'S

219 E. Houston / 210-472-2277
www.bohanans.com

Excellent steaks and seafood served in an elegant dining room directly across from the historic Majestic Theater.

BOUDRO'S

421 E. Commerce / 210-224-8484
www.boudros.com

A contemporary River Walk setting, this Texas-style bistro is famous for the guacamole prepared at your table, a River Walk favorite.

CASA RIO

430 E. Commerce / 210-225-6718
www.casa-rio.com

Casa Rio was the first San Antonio business to open its doors to the river and take advantage of the river's setting.

IRON CACTUS

200 River Walk / 210-224-9835
www.ironcactus.com

Blends integral Mexican attributes with a progressive technique of cooking to create unique and flavorful dishes.

LITTLE RHEIN

231 S. Alamo / 210-225-2111
www.littlerheinsteakhouse.com

Casual, fine dining, featuring our signature steaks, on a beautiful terraced patio overlooking the River Walk.

PAESANO'S

111 W. Crockett / 210-227-2782
www.paesanos.com

Traditional Italian cuisine in a casual setting.

THE PALM

233 E. Houston / 210-226-7256
www.thepalm.com

Classic American steakhouse featuring live Maine lobster and prime aged steaks.



Download the San Antonio Official Travel Guide app.

Available for Apple and Android devices.

This information is provided by the Hotel Contessa

Our Sponsors

The American Sportfishing Association thanks our 2014 Sportfishing Summit supporters for their generous contributions to our meeting's success.

← PREMIUM →



← SILVER →



← BRONZE →





NOAA FISHERIES

Providing vital services for our nation's ocean resources and their habitat —

- **Productive and sustainable fisheries**
- **Safe sources of seafood**
- **Recovery and conservation of protected species**
- **Healthy ecosystems**

**All backed by sound science and an ecosystem-based
approach to management.**

WWW.FISHERIES.NOAA.GOV



Get to know your seafood. Visit WWW.FISHWATCH.GOV.

U.S. fisheries are among the world's largest and most sustainable. Seafood harvested from U.S. federally managed fisheries is sustainable as a result of the our publicly transparent and adaptable management process that adjusts to the ever-changing marine environment, including impacts from changing ecosystems, habitat, and climate.

FishWatch provides up-to-date information on the status of some of the nation's most valuable fisheries and includes facts on U.S. science-based fisheries management as well as tips on how to make educated seafood choices.

LET THE BATTLE BEGIN...

> **PENN** *BATTLE II*

With the same Full Metal Body and HT-100 drag system you've come to trust, the NEW Battle II has been engineered to manage line better, achieve

higher drag pressure, and resist corrosion better than ever before. For a perfectly balanced set-up match the NEW Battle II with our NEW 30 Ton Graphite Battalion inshore rods.



LET THE BATTLE BEGIN





U.S. Fish & Wildlife Service

Working Together Across the Landscape

We are working to meet the conservation challenges of the 21st Century by fostering collaborative, science-driven conservation solutions. Working together, we can make a difference for fish and wildlife.



Thanks for Joining us!

Photo/USFWS

www.fws.gov



on Facebook

www.facebook.com/usfws





**PROUD SPONSOR OF THE
SPORTSFISHING SUMMIT!**



YOUR
ADVENTURE
STARTS HERE.



Bass Pro Shops® is truly a one-stop source for all your outdoor needs—whether you're heading out for a weekend family camping trip at the lake, or trekking into the northwoods back country for an extended moose hunt. Against a mind-blowing backdrop of world-record-class taxidermy mounts and huge aquariums filled with native fish, you'll find all the right gear, plus timely advice from our knowledgeable staff to help your coming adventure approach perfection. Come see us soon!

Follow us on:
facebook.com/bassproshops
twitter.com/bass_pro_shops



WE PROVIDE THREE WAYS TO SHOP

ONLINE AT
BASSPRO.COM

FOR A **FREE** CATALOG
1-800-BASS PRO
1-800-227-7776

FOR AN ADVENTURE IN ITSELF
VISIT OUR STORES NATIONWIDE



PROUD PARTNER OF



IT'S IN YOUR
**TALE OF A
LIFETIME.**

IT'S IN YOUR NATURE.®

Let's face it, fishing isn't just something you do. It's who you are. At Cabela's, we feel the same way. That's why it's in our nature to support you with thousands of experts, more than 50 years of experience and every last bit of expertise, so you can treasure this passion for the rest of your days.

Cabela's



OutdoorGuide.com

GROUP

— The Leader in Online Outdoor Communities —

Reach over 3.5 Million anglers and outdoor enthusiasts

70+ Community Websites

Logos shown on the map include: *www.ifish.net*, *Fly Fishing FORUM*, *CHICAGO LAND FISHING.COM*, *noreast.com*, *NODAK OUTDOORS .COM*, *nybass.com*, *Tidal Fish*, *allcoast.com*, *Colorado Fisherman .COM*, *Ice Fishing Chat*, *BASSBARN .COM*, *stripers247.com*, *Cal Bassin.com*, *Walleye Central*, *EAST TENNESSEE FISHING.COM*, *The AZ Bass Zone*, *TOTALLY TEXAS*, *www.2CoolFishing.com*, and *Pensacola Fishing Forum*.

“
One in three consumers visit online forum communities.
 - Forrester Research

Why our sites are so popular

Regional Content

Local anglers want to share advice and information with fellow anglers in their region. Our sites are specifically designed to host these discussions.

Industry Expertise

Our group of professional marketing consultants have more than 100 years of combined experience creating highly successful online marketing programs.

Family Friendly Sites

We operate fishing, hunting, camping and boating websites that can be enjoyed by the entire family regardless of age or skill level.

Professionally Managed

Over 200 expert writers, webmasters, moderators and administrators ensure a great user experience for enthusiasts and advertisers alike.



The great
OUTDOORS start with
the great **ONLINE.**



LEARN ABOUT THE FISH IN YOUR AREA, WHERE TO FIND THEM AND TIPS TO HELP YOU CATCH 'EM. IT'S ALL HERE.



TAKEMEFISHING.org

The Hotel Contessa – Our Host Hotel

The Hotel Contessa is the only four-diamond, all-suite hotel on San Antonio's beautiful River Walk. The hotel offers a gourmet restaurant, a heated rooftop pool and Jacuzzi, full-service Woodhouse Day Spa® and a 24-hour fitness center.

If you are looking for a place to eat or relax inside the hotel:

Cork Bar – Sip a sweet mimosa or tart margarita prepared by the hotel's skilled mixologists in the Cork Bar and Atrium. Stately palm trees grace the cozy Spanish-style setting where you may share a laugh with friends or travel companions. Specialty wines and regional beer selections complete the experience.

Las Ramblas gourmet restaurant, under the expert guidance of Executive Chef Jordan Mackey, specializes in Spanish tapas and paellas – just the beginning of a wide array of dishes that satisfy any palate. Each entrée incorporates locally sourced ingredients. In-room dining is available with delicious selections for adults and children.

Café Contessa – Start your day with a freshly brewed espresso by the hotel baristas in the Atrium.

The 24-hour fitness center is bright and inviting and offers a dynamite view of downtown, so those minutes on the treadmill or elliptical race by until your workout is complete. Weights and Nautilus equipment are available for use 24 hours per day.

Woodhouse Day Spa® is a full-service relaxing spa that specializes in various types of massage therapy and facial treatments. Ask our concierge to assist in a reservation or contact the spa directly.

The heated rooftop pool with Jacuzzi will have guests wishing for more time to pull up a chaise lounge and revel in the spectacular view.

A New Twist on Breakfast and Lunch

Many of you have told us that you would like to have more networking opportunities throughout the meeting. In response to your requests, there is no formal program for breakfast and lunch during the Summit. This offers new options to meet with old friends and converse with new ones.

There will be a breakfast and lunch buffet available for all Summit attendees and guests in the Las Ramblas Restaurant located on the hotel's River Level.

Please be sure to have your Summit badge with you to show the hotel staff.

Here is the breakfast and lunch schedule:

Wednesday, October 15

Breakfast: 8:00 a.m. – 8:45 a.m.
Lunch: Noon – 1:00 p.m.

Thursday, October 16

Breakfast: 8:00 a.m. – 8:45 a.m.
Lunch: Noon – 1:00 p.m.

If you have any questions, please see an ASA staff member.