



80

years

As we look back over 80 years, it's a fitting time to reflect on how your trade organization has evolved to serve the sportfishing industry, and how that history also shapes our future.

Our nation, and indeed our world, was dramatically different in 1933, and the impetus for your trade association was directly connected to a defining time in world history and America's role in it.

The ways our sport and industry have been transformed over the eight decades since is revealed in the remarkable scope of product innovations, growth in retail and global manufacturing, and development of rapid distribution systems. More recently, our industry and countless others are adapting to a virtual revolution in traditional consumer habits.

The latter is a good example of the broader societal, economic, and environmental changes that are developing more rapidly and defining our course today—even more reason to take this opportunity to gain a common understanding of where we've been and where we're going.

Yet it's equally important to note that certain things have remained constant. When you stand together to advance and protect your shared interests, the sportfishing industry has far greater influence than would otherwise be possible. This has always been true, and it's even more consequential today.

Bringing you together to gain that collective advantage is the most fundamental function of your trade association, and the essential element of everything we do. The reasons why that matters will shine through as the story of our history unfolds.

On this 80th-year occasion, all of us at the American Sportfishing Association renew our commitment to you: We will continually evolve to meet the needs of the sportfishing industry and grow the sport we all love.



Mike Nussman

Mike Nussman
President & CEO



As the American Sportfishing Association marks its 80th anniversary, what began as a consortium of fishing tackle manufacturers is evolving in each of the fundamental roles it's had since its earliest days.

As always, we are:

- A Voice of Influence for Sensible Public Policy 5-10
- A Network for Building Productive Relationships 11-14
- A Catalyst for Business Profitability 15-18
- A Promoter of Sportfishing Participation 19-25
- A Leader in Fisheries Conservation 26-29

Where we've been:

- Milestones in Our History:..... 30-31

What we will become:

- New Horizons..... 32-36

Today, the American Sportfishing Association 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.

con-sor-tium: noun
\\kon-sor-sh(é-)ém, -sor-té-um
An agreement, combination, or group (as of companies) formed to undertake an enterprise beyond the resources of any one member.

Our unified efforts not only benefit us and 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.

To celebrate our collective accomplishments and gain a common understanding of our future direction, we're reflecting on what the association has been in the past, what defines it today, and what it will become in the coming years.



Over 80 years, the American Sportfishing Association has created a legacy of helping to protect Americans' way of life and livelihood.



ALWAYS BETTER TOGETHER

The notion that there's strength in numbers caught on from the very beginning, but the purpose of coming together in 1933 was not specific to our industry.

As part of nationwide economic recovery efforts during the era of President Franklin D. Roosevelt's New Deal, two similar organizations (the Fishing Tackle Manufacturers Association and Fishing Tackle Manufacturers Institute) merged to become

the Associated Fishing Tackle Manufacturers. The new group was similar to entities created to oversee many different industries and help them survive the Great Depression.

Once the United States entered World War II, manufacturers turned their factories

and their focus toward the war effort, making military supplies and other essential defense material. It wasn't until the more stable economic climate in the post-war period that a trade association as we know it emerged more fully.



Who was the American Sportfishing Association's "George Washington?"

Arthur Benson, president of the W.W. Mildrum Jewel Company, was most responsible for the success of the fledgling organization. He was the longest-serving president, from 1936-1953, as well as co-founder of the Sport Fishing Institute, the association's sister organization for fisheries conservation established in 1949.



The group that founded the American Sportfishing Association's original organization on June 30, 1933, in Washington, D.C.



CULTURE OF CAMARADERIE

As their network grew stronger, businesses realized they shared interests and goals they could work on more successfully together.

We've always been an industry that's driven to keeping a passion for fishing alive and growing. Whether it's to pursue peace or exhilaration (and how many sports offer both?), we're compelled to share the sensory surge and heart-racing rush of catching fish with others. It's what inspires our ingenuity more than anything.

Fishing blends so many things we value—far beyond the prosperity of our businesses or the economic strength of our nation. It's what gives us a chance to reflect, refocus, and rejuvenate in our outdoor sanctuaries. It's the lesson plan for helping our children discover the wonders of nature. It's our go-to source of fun during our off-time with family and friends. It's at the heart of our most meaningful experiences because it's what returns our attention to what matters most.

These values are what kept many early industry stalwarts tinkering in their garages at dawn or dusk, persisting against all odds. And it's a huge part of what has sustained us through the years.

Fishing companies traditionally have been family businesses. Many companies from those early days have now passed on their businesses through three or more generations. Even staunch competitors have formed lifelong bonds of friendship and camaraderie. A strong sense of community is undeniable anytime a group of us joins together for a common purpose.

Today, consolidation in the industry is bringing people and companies together in much different ways, and this trend is likely to continue. Acquisitions and mergers are bringing into the mix diverse expertise, perspectives, and approaches to all aspects of business operations.



For much of the American Sportfishing Association's history, the industry was dominated by family businesses often passed on through the generations.



SEVEN HUNDRED STRONG

Over 80 years, we've evolved into a more complete trade association in our representation. Today, the American Sportfishing Association unites not only manufacturers but every sector of the industry, from independent dealers and distributors to rep groups, cataloguers, and big box stores.

We're now 700-strong—and growing.

As always, the American Sportfishing Association is uniting our industry and leading the way for sportfishing's future. We are poised for a new era, mindful of what has kept us together through eight decades of change, and extending our outlook over new horizons of hope.

“Our trade association not only represents us and protects our interests, it's also a collective opportunity for all of us to give back for all that we've been given. It's allowed us to make a living in something we love to do, and because of that we've been able to support ourselves, our families, and enjoy a great life. ASA and KeepAmericaFishing™ are giving us a way to make sure the resource is there for our sons and daughters and grandchildren.”

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



Every Member Counts

Throughout the American Sportfishing Association's history, individual members have had equal opportunity to influence the organization's activities and direction through involvement on the Board of Directors and committees. Board members are elected by the membership to represent different geographic regions and serve two-year terms. Scores of members also volunteer to serve on nine committees that focus on important issues such as the annual trade show, member services, and government affairs.



Courtesy: Duncan Garrett



Today the American Sportfishing Association represents every sector of the industry, as well as other businesses with broader consumer markets in the outdoors arena.



A VOICE OF INFLUENCE FOR SENSIBLE PUBLIC POLICY

Beyond its original impetus in stabilizing a national industry during the Great Depression, the main purpose of the American Sportfishing Association—like all trade associations—is to combine the power of businesses to effectively influence relevant public policy.



ON THE FRONT LINES

Although the American Sportfishing Association was headquartered in Chicago for some 35 years, we've always been active in government affairs, meeting with presidents and Cabinet members, testifying before Congress, and keeping members informed about relevant legislation.

As early as 1938, we had a lobbyist based in Washington, D.C., representing the industry's interests on Capitol Hill and with federal government agencies.

Toward the end of the 20th century—when some of the most consequential legislation affecting the industry was passed—the importance of having a strong presence in the nation's capital was clear.

We officially made the move to Washington, D.C., in 1994. Today, ours is just one of thousands of national trade associations headquartered in and around the capital.

Two laws have been the focus of our public-policy advocacy: the Federal Aid in Sport Fish Restoration Act, primarily affecting freshwater fisheries and access to them, and the Magnuson-Stevens Fishery Conservation and Management Act, affecting saltwater fisheries.



Members Make a Difference

Individual members of the American Sportfishing Association contribute greatly to successful advocacy on many issues with broad environmental benefits. A good example is an effort in California called Water For Fish involving sportfishing business leaders, angler groups, and conservation organizations. They are working together to combine their clout to save vulnerable West Coast salmon runs that have been devastated by water diversions.



Top: President George W. Bush met with an array of leaders in outdoor recreation in 2004 at his ranch in Crawford, Texas.

(White House Photo by Eric Draper)

Above: President Richard Nixon met with a broad group of conservation leaders, including the vice president of the Sport Fishing Institute (then the sister organization to the American Sportfishing Association) in 1970.

(White House Photo)



Advocacy by leaders of the sportfishing industry and conservation community led to a broad-scoped Executive Order on Recreational Fisheries signed by President Bill Clinton in 1995.

(White House Photo)

LANDMARK LAW

No public policy has been as consequential to the sportfishing industry as the Federal Aid in Sport Fish Restoration Act, now commonly called “Wallop-Breaux” after its Congressional sponsors. Passed in 1950, this law is significant for two reasons: 1) its upfront effect on businesses’ bottom line, and 2) its long-term effect on sustaining fishing opportunities and a healthy environment.

Sportfishing gear manufacturers pay a percentage of their product cost in excise taxes, so it’s a law that has a direct fiscal impact on businesses. Ever since 1984, boaters pay an excise tax on certain motor boat fuels, too. These tax monies are pooled into a special fund and later matched by state fish and wildlife agencies. Ultimately this pays for much of this country’s fisheries and habitat conservation as well as the infrastructure that allows access to fishing and boating.

The idea for an excise tax on certain fishing equipment was conceived as early as 1939, and the American Sportfishing Association vacillated several times over the next decade in our support and opposition to both the general concept and specific variations of the law. Perhaps this back-and-forth of positions should not be surprising considering the law engenders both challenges and advantages for businesses.

Because the law is reauthorized every six years or so, throughout its history we’ve remained steadfast in advocating for the most sensible legal provisions that minimize the fiscal and administrative challenges to businesses and maximize the conservation benefits.



For almost half its history, the American Sportfishing Association was based in Chicago, but it always had a role in national government affairs. The Sport Fishing Institute, its sister organization dedicated to fisheries conservation, was always based in Washington, D.C. Pictured is the previous headquarters, including a sportfishing museum and a 1-acre fishing pond, that opened during National Fishing Week in 1979. The facility was sold in 1987 so that the organization could establish a stronger presence in Washington, D.C.

An example that demonstrates the importance of our “watchdog” role occurred in the 1990s, when Congress made a backroom deal to modify a provision that ensured excise tax monies went into the special fund for fishing and boating. Congress essentially pilfered the fund, making a change that allowed the tax money to go into the U.S. Treasury’s general fund, which can be used for any federal government program.

We joined forces with other leading industry and conservation groups, fighting to get tax monies put back into the special fund so that they would be used as originally intended. This affected hundreds of millions of dollars of the industry’s investments in the future of fishing and boating.



Courtesy: Mike Schomfeld



Sport Fish Restoration Act excise taxes are a big part of the restoration of Great Lakes fisheries and the growth of sportfishing there—a good example of our return on investment. According to a recent study by Southwick & Associates, sportfishing in the Great Lakes went from nearly nonexistent in the 1950s to current world-class status for salmon, trout, walleye, and yellow perch, generating \$3 billion annually in retail sales and supporting nearly 50,000 jobs.



A Tax Transformation



The Federal Aid in Sport Fish Restoration Act, signed by President Harry Truman in 1950, was originally sponsored by Congressman John Dingell and Senator Edwin Johnson. During a reauthorization process for the act in 1984, Senator Malcolm Wallop and Congressman (later Senator) John Breaux sponsored changes that greatly expanded the tax by including certain motor boat fuels. This is why the act often used to be called "Dingell-Johnson" and is now frequently referred to as "Wallop-Breaux."



John Dingell and Edwin Johnson

Malcolm Wallop and John Breaux

A SEA CHANGE

As an iconic American pastime for generations, fishing in the American Sportfishing Association's early days evoked wholesome images of kids wiling away hot summer days at their favorite fishing hole on a quiet backwoods pond. This imprint on the American consciousness was epitomized in the 1960s by "The Andy Griffith Show's" Opie and Andy pondering life's lessons while catching trout on Myers Lake.

Today, the way fishing is envisaged is just as likely to include the high stakes competition of the tournament trail or the intense adventure of seeking large quarry offshore. The sport of fishing now encompasses a remarkable variety of experiences, with saltwater fishing's growing popularity one of the biggest differences from those earlier days.

Public policy affecting saltwater fisheries and their habitat (and fish that migrate between salt- and freshwater) evolved much later than conservation measures for freshwater fish and inland waterways. It's just been in the past few decades that an array of groups with a shared interest in promoting healthy oceans and sustainable fisheries—including our association—has successfully raised awareness of the management challenges along our coasts.

Saltwater fisheries face different pressures given their importance to a commercial industry; in some cases, fish populations have been devastated by harvest practices such as gillnetting and bottom trawling. Many others have simply been harvested in an unsustainable manner for far too long.

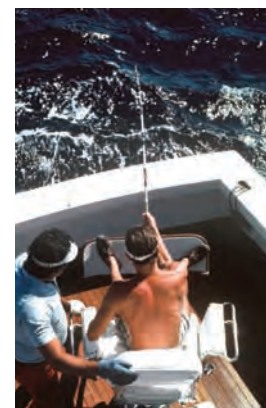
Saltwater fisheries conservation is more complicated because it is governed by multiple agencies at the state, federal, and international levels. In addition, most regulations, such as those setting size and harvest limits, and allocations for commercial and recreational catch, are set by multi-state fishery councils and commissions.

Established individually in the 1940s, three interstate marine fishery commissions manage and conserve coastal fisheries within the first 3 miles of the nation's coastline.

In addition, eight regional fishery management councils were established by a broad-scoped law passed in 1976, the Magnuson-Stevens Fishery Conservation and Management Act. This is the primary law for ensuring the well-being of saltwater fisheries that spend at least part of their life cycle beyond the first 3 miles of coast.

Similar to our "watchdog" role related to the Sport Fish Restoration Act, we consistently represent the interests of the sportfishing community when opportunities arise to influence provisions of this and other laws and policies related to saltwater fisheries.

For the past two decades, saltwater fishing activity (the number of days anglers spent saltwater fishing) grew by more than 30 percent. This coincided with the recovery of popular sportfisheries such as striped bass, weakfish, and flounder.



For example, when the Magnuson-Stevens Act was amended in 1996, we lobbied successfully for two amendments. One was aimed at preventing overfishing by limiting fishery management councils' ability to allow harvest levels that aren't sustainable. The other required the councils to address commercial bycatch, such as requiring shrimpers in the South Atlantic and Gulf of Mexico to use devices that reduce fish bycatch and waste.

When the act was amended in 2006, we joined with several partners to push for a provision to improve the role of science in fisheries management decisions and place limits on the establish-

ment of coastal no-fishing areas. Our efforts help ensure that these decisions, and discussions about measures that restrict access to public resources, involve an open public process, have a solid scientific basis, and include criteria to assess the conservation benefits of no-fishing areas over time. In 2008, we also worked with President George W. Bush's staff to ensure that any coastal areas receiving special protection by Presidential Proclamation provide for appropriate sportfishing access.

All of these recent efforts are important because, over the last decade, a small group of organizations have aggressively pushed

for a vast network of coastal no-fishing zones that prohibit all fishing and nearly all other public recreation. At times, no-fishing areas have been proposed or established in some of the most popular saltwater fishing areas in the country without a clear basis for such extreme restrictions.

Such an approach contrasts starkly with public policies established over the last century for America's national public land networks. On hundreds of millions of acres of national forests, parks, wildlife refuges, and Bureau of Land Management rangelands, public access and activities are considered in the context of conservation and management priorities but are not presumed incompatible.

As always, we will advocate for careful conservation practices, especially when fisheries are in trouble. However, we contend that an emphasis on broad bans to public access as a panacea to conservation challenges is a dangerous direction to take. Such an approach alienates many of those who have the strongest and most direct stake in ensuring the lasting protection of our natural resources.

It also discounts the leadership role the sportfishing community has repeatedly demonstrated in influencing positive change for clean water, healthy habitat, and abundant fisheries over many decades.



During and after the catastrophic Deepwater Horizon oil spill in 2010, the American Sportfishing Association took major action to help sportfishing businesses. We surveyed retailers throughout the region to assess the economic impacts and urged the Obama Administration to make federal financial assistance available to recreational fishing-dependent businesses. We supported disaster relief legislation that included allocations for these businesses, too. We also recommended the administration develop a long-term compensation plan to help businesses overcome devastating losses. Lastly, our FishAmerica Foundation gave special emphasis to Gulf Coast restoration projects to assist in sportfisheries recovery.

Anglers Put Fish First



The sportfishing community—especially angler groups—led the drive for further protections for Atlantic coastal striped bass and red drum after both species were nearly decimated in the 1970s and 1980s due to intense overfishing. President George W. Bush signed an Executive Order establishing gamefish status for these species in 2007. This banned the commercial sale of these two highly popular recreational species in federal waters (a number of states already prohibit their sale in state waters—the area within 3 miles of the coast). Alongside the President are leaders representing the sportfishing community, businesses, and government who helped make it happen. (White House Photo by Eric Draper)



A NETWORK FOR BUILDING PRODUCTIVE RELATIONSHIPS

The most all-encompassing value of being a member of the American Sportfishing Association is also the most immeasurable one. How do you enumerate the sportfishing industry's collective clout? How do you quantify the trust between a buyer and seller that ensures you seal the deal? How do you determine the worth of inspiration that leads to a successful new business venture? All of our activities fortify the network in some way, with countless benefits coming back to us all.

For many years, the association hosted three main events each year with strong networking benefits; one focused on member relations, one primarily for government relations, and the other a trade show.

SPORTFISHING SUMMIT: GAINING PERSPECTIVE

Ever since 1933, the American Sportfishing Association organized membership meetings each year where the core business of the organization was discussed and future actions were decided.

Breaking nearly 70 years of tradition, in 2002 the purpose and format of the annual business meeting was revamped and it was given a new name more fitting with the times: the Sportfishing Summit.

The name change was purposeful, with the notion of a summit connoting a better vantage point for an expanded outlook. The main idea was to transform the annual business meeting into a more meaningful and productive venue for big-picture and long-term thinking—not just about the association, but also the broader universe in which we're all operating. These changes made the venue more relevant to our wide community of partners, too.

The Sportfishing Summit is the one time each year that the industry comes together not as competitors, but as peers and collaborators. For everyone in the sportfishing community, it's an opportunity for thought-provoking idea-sharing about our future. It's the time when we put aside the specifics of our organizations and focus on what we all have in common.

Resounding Success

In just its second year with a revised format, a full 100 percent of Sportfishing Summit attendees responded to a satisfaction survey rating the event's overall usefulness as "good" or "excellent." The positive response was attributable to a format that's conducive to the free-flow of ideas on relevant and timely issues and inclusive of partners outside the industry. Attendance has continued to grow each year since.





A Better Vantage Point

The Sportfishing Summit gives the Board of Directors, committees, association members, and partners the best opportunity for networking and strategic planning to support the long-term interests of the industry and the sport. Each one includes:

- General sessions, during which key players in the industry and sportfishing community tackle the most important issues affecting our livelihood, now and in the future. This includes topics such as trends in manufacturing, distributing, and retailing; the changing demographics of anglers; or new developments in fishing participation;
- Feature speakers from outside our community who illuminate national and global issues that affect us, inspire new ideas and perspectives, and help guide future ventures. For example, we've had experts on China's economy enlighten us on that country's development, and marketing pros who challenge conventional wisdom on what motivates consumers to buy products;
- Committee and Board of Directors meetings, where the activities and future direction of the association are discussed and decided; and
- Seminars that provide practical information in support of better business operations.

“I first attended the Sportfishing Summit in 2003. After being in the retail tackle business for 10 years I thought I knew a little about the fishing business but after attending I realized how little I really knew. My only prior exposure to the American Sportfishing Association had been the ICAST shows; however, having the opportunity to attend the various meetings at the Sportfishing Summit really opened my eyes to all the extremely positive things going on behind the scenes. I feel the whole experience of attending the sessions, talking with many of the attendees, and just absorbing the whole scene is extremely valuable and informative.”

—Ken Elie, President, Outdoor Pro Shop

WORKING CAPITAL

For many of our early years, as part of our Congressional relations efforts, the American Sportfishing Association organized fishing trips on the Chesapeake Bay for members of Congress and their staff and administration officials. This later evolved into a broader networking event on Capitol Hill held during National Fishing Week.



During a National Fishing Week event in 1989, President George H.W. Bush visited with Dana Pickup, Board of Directors chairman of the American Sportfishing Association's previous organization, and Senator Bob Kasten, who received an award from the association.

For many years we hosted an annual Congressional reception, including scores of industry members, policymakers, and partners, to shine the spotlight on sportfishing's values and celebrate our accomplishments. This not only helped solidify our relationships, but also raised awareness of the values our industry brings to America's economy and quality of life.

Although we continue to give high priority to Congressional relations, over the last decade we made the strategic decision to strengthen these efforts year-round and turn our event-networking focus toward improving our other annual gatherings, the Sportfishing Summit and the ICAST trade show.

Our Way to Say Thanks

The American Sportfishing Association used its National Fishing Week Capitol Hill reception as a venue for awards presentations, such as the Norville Prosser Lifetime Achievement Award (named for the association's long-time Vice President of



Government Affairs) and the Future of Fishing Award, both still given annually. We also annually award journalists for outstanding contributions to promoting sportfishing with the Homer Circle award, named for an especially accomplished and respected outdoor journalist.

Pictured is President & CEO Mike Nussman with Senator John Breaux when he was given the lifetime achievement award in 2004 for three decades of leadership on fisheries and sportfishing policy, including co-sponsoring legislation that expanded investments in fisheries conservation and access.



Members of the American Sportfishing Association traveled to Washington, D.C., to help teach children to fish at Constitution Gardens during the 2003 National Fishing Week kickoff.



A CATALYST FOR BUSINESS PROFITABILITY

While there are many factors affecting business profitability that no trade association can control, we at the American Sportfishing Association are always seeking opportunities to help facilitate stronger sales and efficiencies that support a healthy bottom line.

Pragmatically lending such support whenever possible is one of our fundamental roles.

Some of our more direct routes for supporting business members' profitability are producing a viable trade show, providing resources to support efficient business administration, and making relevant and timely data and statistics available for understanding markets and trends.

ICAST: THE PLACE TO BE

Over more than 50 years, the American Sportfishing Association's trade show has come under many banners, from the straightforward "Fishing Tackle Trade Show" to names that reflect our enthusiasm, such as "Wonderful Outdoor World" and "Super Outdoor Market." In 1998, the show became the International Convention of Allied Sportfishing Trades, or simply ICAST.

But it's always been the place to be.



The American Sportfishing Association's previous organization proudly promoted its first self-produced trade show in 1958. Some 136 exhibitors showcased their products for more than 2,500 attendees.

Today, several thousand people from across the globe each year come together for the sportfishing industry's signature annual event. ICAST is like several football fields full of fishing products—the largest such showcase in the world.

But it wasn't always that way. In the early days of the show, we were a "mom and pop" industry, and proud of it. We didn't travel nearly as much then. There was no email or fax. We didn't have smartphones to keep in touch in an instant. We just had a big show that brought everyone together once each year.



The Hotel Sherman in Chicago where the first trade show was held in 1958.



Over all this time, it's where lasting friendships and business partnerships have been formed and fostered. It's where companies and buyers wrote their orders for the whole year. It's the event that sets the trends in our industry: the first soft baits...the first graphite rods...the first molded lures...the first kid's combos... it all started at the show.



That claim to fame grew as a result of the New Product Showplace competition, ICAST's main attraction. Best of Show honors, bestowed upon the best new products featured in the showcase, can catapult product sales and publicity, turning even early entrepreneurs into overnight success stories.

Today the values of ICAST are different from what they used to be. For example, the way inventory management and distribution are handled has dramatically changed the way orders are placed and fulfilled, making it a much more mechanized and timely process that occurs throughout the year.



Today, ICAST booth space regularly sells out early and the show hosts several thousand people from around the world—9,300 attendees in 2013 is the record. That show featured 425 exhibitors and nearly 500,000 square feet of floor space, about the size of eight football fields.

Show of Strength

The importance of having a successful trade show manifests far beyond the walls of the convention center. The vast majority of funds that the American Sportfishing Association uses for all its activities year-round on behalf of the industry—including public-policy advocacy and member services—comes from trade show revenues and member dues (each accounts for almost half of association funds). The association's consumer shows and the KeepAmericaFishing™ advocacy campaign also are becoming important sources of revenue.

The show has evolved to include businesses and buyers with broader reach into related markets, such as those represented by outdoor apparel and accessory companies or boating businesses.

ICAST's value on the product marketing side has been growing in recent years, largely due to a dramatic increase in outdoor journalists' attendance at the show. The opportunity for "earned" media coverage can be as valuable as advertising, if not more so.

In addition, retailers and cataloguers are increasingly using the venue to generate substantive content for websites and social media marketing. The show offers a more efficient way to amass variable content, including product demonstrations from the pros, than would otherwise be possible.

ICAST is still the best place, and often the only place, to exhibit and view companies' entire product lines. It's still the best place to debut new products and learn about products from the experts. It's still a highly efficient place for conducting business because so many associates are gathered in one place.

As long as that's the case, ICAST also will continue to be the place where the most valuable business relationships are born, strengthened, and celebrated.

Special Features

Three special features that add value to the ICAST experience are:

The New Product Showcase, which officially started in 1995 but had been through several previous iterations;

The Chairman of the Board of Directors' Industry Awards Reception, begun in 1962, and now the venue for presenting New Product Showcase Best of Show awards; and

The Industry Breakfast, which became an annual highlight in 1980, though it began in the 1960s.

“The trade association and the show both serve to really ground you in why you're in this industry. We're an enthusiast business, and we love what we do, and that's why there are so many people who've been in this industry for a long time. Without the trade association looking out for us for all this time, we'd have been eaten away by counter-interests. The show reminds us of why we're in this business to begin with and gives us a reason to celebrate.”

—Dave Pfeiffer, President, Shimano American Corporation



BOTTOM LINE BENEFITS

Sometimes the little things are the big things. The American Sportfishing Association's #1 job is listening to the concerns of its members—even the challenges of day-to-day business operations—and finding the best ways to resolve issues and help businesses improve their profitability.

Looking back to the 1940s through the 1970s, our direct business support represented a remarkable array of assistance. It ranged from creating the first-ever industry standards for rod part names to compiling sales data from scores of companies to keeping a record of delinquent jobbers. We made reports available on new patents and offered freight auditing services to prevent overcharges. All of these services and resources were in response to members' needs at the time.



In the early 2000s, we created a suite of all-new discounts and conveniences to support operational efficiencies for businesses. These relate to health and business insurance, shipping, travel, banking and credit services, marketing, and much more, with savings that can surpass member dues for most companies.

More recently we've retained consultants with specialized expertise and experience related to our industry to support individual members. For example, members have at their disposal experts on human resources, patents, outdoor recreation data and statistics, and the excise tax on fishing gear and motor boat fuels. During the Sportfishing Summit and the ICAST trade show, we also offer free instructional seminars to help support different aspects of business operations.

We Can Help

The American Sportfishing Association helps manufacturer-members understand the Sport Fish Restoration Act and how to comply with its legal requirements most efficiently. We also work with the Internal Revenue Service to ensure fair and consistent application of the excise tax established by the act. We provide expert consultants and resources for members and facilitate assistance from the IRS; a good example is the special instructional seminars we include in our annual events.

DATA-DRIVEN

In recent years in particular, the American Sportfishing Association has greatly expanded endeavors to compile statistics related to fishing participation and the economic impacts of the sport. These are not only valuable for business planning, but also in demonstrating fishing's popularity overall and asserting our economic clout—both powerful assets on the public-policy front. And they help us better target efforts to promote more participation and discern broader trends over longer periods of time.

For example, we started an effort in the early 2000s to extrapolate and further analyze data from the U.S. Fish and Wildlife Service's *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation* to create a

series of *Today's Angler* reports. These dig deep into the data to highlight more specific information on angler demographics, favorite species, and spending habits. The reports give businesses valuable fodder for targeted marketing, product development, and planning future growth.

We also regularly compile statistics related to fishing license sales, wholesale shipments and retail trends, and imports.

Specific studies we commissioned more recently take a look at anglers' lifestyle and license-buying habits, as well as issues surrounding access to fishing and boating. These are helping us understand how to continually refine our efforts to encourage more people to take part in these pursuits.

Getting Resourceful

The American Sportfishing Association compiles data and statistics from public and private sources, such as the U.S. Fish and Wildlife Service's *National Survey of Fishing, Hunting, and Wildlife-Associated Recreation*, conducted every five years; the National Marine Fisheries Service's annual *Marine Recreational Fishing Statistics Survey*; annual reports on *Comparative Sports Participation Trends* from the National Sporting Goods Association; and Harris Interactive's "Favorite Leisure Time Activity Poll."





A PROMOTER OF SPORTFISHING PARTICIPATION

As a leading ambassador for the values of fishing, the American Sportfishing Association has promoted participation in the sport since its earliest days. It's a reflection of our commitment to help reinforce demand for fishing products as well as our unremitting passion for sharing the thrill of fishing with others.

This role has had many facets: from administering educational programs and promotional campaigns to supporting organizations that give the industry and partners a stronger impact on fishing participation.



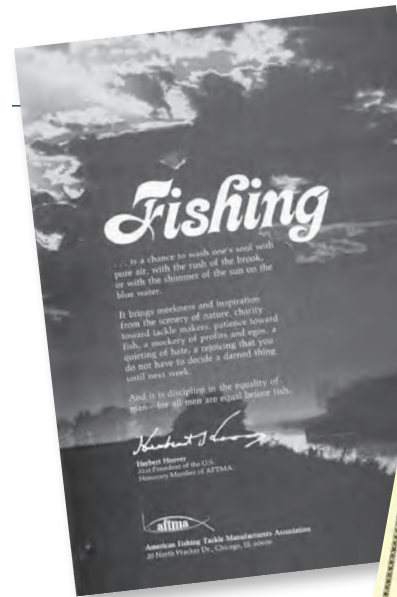
MAINSTREAM APPEAL

The universal allure of fishing makes it quite different from other sports. It's inclusive of virtually every imaginable demographic group, whether we consider age, gender, income status, physical ability, or ethnicity. It's a sport that can be as much fun alone as it is shared. And it encompasses a range of experiences, from the calm and peaceful to the ultimate in intensity and exhilaration. This is a major asset in our efforts to spread the sport.

Our early leaders could not have foreseen the dramatic changes in American society that now jeopardize the appeal of fishing among the masses. Yet even early on, we were focused on ensuring fishing retained its status in the mainstream.

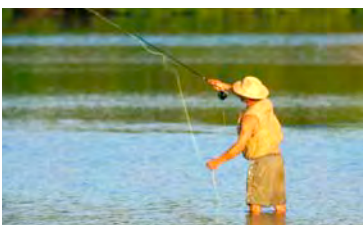
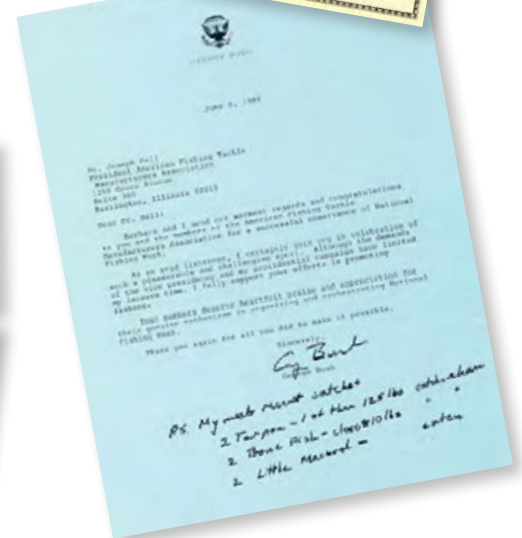
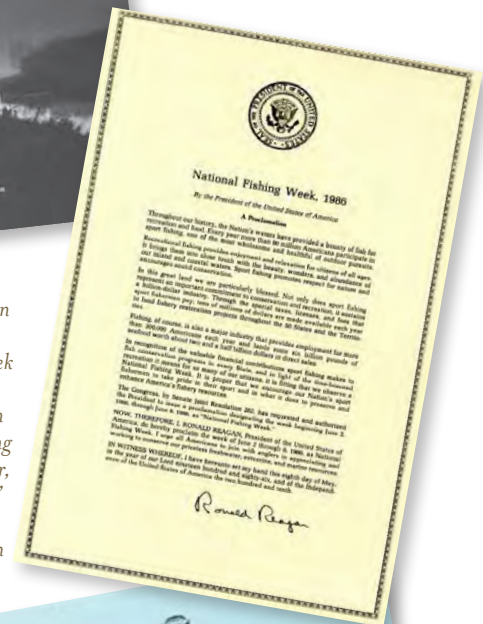
In the 1930s and 1940s, our most significant related program was promoting Skish (a combination of skeet and fish), a casting game that introduced fishing to kids, made fishing tackle a year-round business, and increased visibility of the sport.

Skish grew in popularity to the point that in 1949 an annual tournament was created, and as the game became more competitive, it began to conflict with our goal of making it accessible to everyone. We delegated responsibility for promoting Skish to the National Association of Angling and Casting Clubs in 1951, but continued to subsidize it through the 1950s.



President Herbert Hoover, a lifelong angler and honorary member of the American Sportfishing Association's previous organization, lent his name to this promotion in 1973.

In 1986, President Ronald Reagan was the first Chief Executive to acknowledge National Fishing Week with a Presidential Proclamation, urging "all Americans to join with anglers in appreciating and working to conserve our priceless freshwater, estuarine, and marine resources." Presidential Proclamations for National Fishing Week became an annual tradition after that.



RAISING THE PROFILE

In the 1980s and 1990s, the American Sportfishing Association was the hub for a large group of public and private partners who steered a National Fishing and Boating Week observance to national prominence.

Begun as National Fishing Week during the first week of June 1979, the observance was a way to encourage fishing, raise the profile on its values, and promote the importance of fisheries conservation. Each year since then, it marks the time when state fish and wildlife agencies help jumpstart fishing season by waiving the requirement for licenses during the observance.

Countless partners at the national, state, and community level, including businesses, government, and non-profit groups, all collaborate to encourage fishing through promotional efforts and events nationwide.

Over the years, a number of celebrities, political leaders, and other notables—from ac-

tress Jane Seymour to military hero Norman Schwarzkopf—shared their renown to help publicize the observance and the sport itself.

By 1986, National Fishing Week had become a nationwide promotion, and the observance was recognized for the first time by the President of the United States. For more than a decade, we joined scores of partners in hosting a highly publicized National Fishing Week kickoff event for hundreds of schoolchildren in Washington, D.C. We also hosted a Congressional reception on Capitol Hill during National Fishing Week for several years, uniting partners and policy-makers to celebrate the economic, social, and environmental benefits fishing brings.

In 2001, the observance was changed to include boating, and the responsibility for promoting National Fishing and Boating Week was turned over to the newly established Recreational Boating & Fishing Foundation.

A complementary effort was begun in 1991. The Sportfishing Promotion Council was established as a non-profit affiliate to the association to publicize sportfishing and coordinate efforts among state fish and

wildlife agencies and industry members in each state.

The council's efforts included radio public service announcements featuring celebrities who encouraged fishing and a variety of "Eat, Sleep, Go Fishing" promotional materials. The council also developed the Fishing Tackle Loaner Program to make trying out fishing equipment as easy as checking out a library book. Eventually starter equipment was available for check-out at nearly 1,000 sites across the country.

The council's most significant contribution, however, was strengthening collaboration between state agencies and sportfishing businesses, a connection that was formalized when the Recreational Boating & Fishing Foundation was formed.



Over the years, a number of celebrities, political leaders, and other notables helped publicize National Fishing Week and the sport itself. Ted Williams, a member of both the National Baseball Hall of Fame and the International Game Fish Association's Fishing Hall of Fame, gave out prizes provided by the American Sportfishing Association's previous organization during a fishing event at Chicago's Comiskey Park in 1979.



For many years, dozens of organizations worked together to put on a National Fishing Week kickoff event in Washington, D.C., where hundreds of children were introduced to the sport. The American Sportfishing Association joined with state fish and wildlife agencies, federal agencies that manage public lands and waterways, and national conservation groups to give youngsters a memorable experience.

Thousands of similar events took place throughout the country.

Left: In 1988, Vice President George H.W. Bush congratulated the American Sportfishing Association's previous organization for a successful National Fishing Week and passed along news of his most recent catches.

TEACHING TOMORROW'S ANGLERS

In years past, when sportfishing businesses sought more ways to contribute to efforts to pass on the sport, they faced a dizzying array of programs and organizations they could potentially support.

The American Sportfishing Association provided sound options by producing instructional guides on how to host youth fishing clinics and promotional materials businesses could tailor for outreach in their communities.

In 1986, the company that is now Pure Fishing created the Future Fisherman Foundation to focus on increasing youth participation in the sport. This organization became a non-profit affiliate to the association in 1990, providing a solid route for businesses to combine their resources and target investments more effectively.

Through the 1990s and 2000s, the Future Fisherman Foundation's signature program was Hooked On Fishing—Not On Drugs, a program designed to have a lasting effect by fostering lifelong anglers. In addition to teaching all the basics of safe and ethical angling, this program combined

long-term mentoring and development of positive life skills with conservation education.

Through Hooked On Fishing—Not On Drugs, the foundation provided training and materials to hundreds of outdoor educators, summer camps, civic groups like Rotary and Boys and Girls Clubs, and local chapters of conservation groups. Eventually the program was used in more than 30 states across the country, reaching around 1 million new anglers every year.

Other efforts were aimed at removing disincentives to picking up fishing. The foundation carried out the Fishing Tackle Loaner Program, making starter equipment widely available, and another initiative called Tackle Box to provide non-profit organizations that introduced people to fishing with big discounts on



In the 1960s, the American Sportfishing Association's previous organization produced materials like these stickers that businesses could tailor for their specific promotions.

all kinds fishing equipment and boating supplies. Sportfishing businesses contributed generously to both programs, as well as Hooked On Fishing—Not On Drugs.

In the 2000s, the foundation began an effort to integrate fishing into schools.

This revived an effort we began as long ago as 1955, when we provided funding to the Outdoor Education Project to add casting and fishing to physical education curricula. The Physh Ed program provided grants to physical education teachers for incorporating fishing and boating instruction into their programs.

In 2009, the association dissolved its affiliation with the Future Fisherman Foundation based on the judgment that helping the Recreational Boating & Fishing Foundation succeed was the most strategic route for growing the sport.

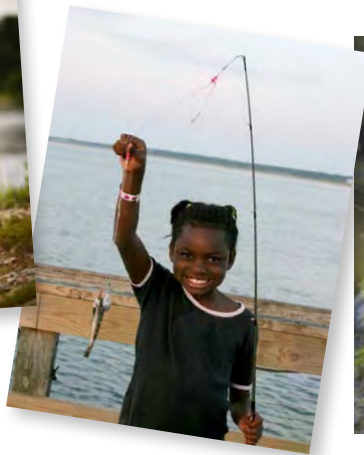


A Promoter of Sportfishing Participation



“ We as an industry have been able to advance programs that help protect the resource and teach kids how to fish, perpetuating the good, wholesome values of sportfishing to the American way of life. All these efforts have contributed to our country in a major way. We do a lot of things that other industries don't and we should be proud of that. The sport of fishing is very good for America. It keeps families together. ”

—Clem Dippel, Publisher, *Fishing Tackle Retailer*



SELLING THE SPORT

For most of the 20th century, surveys repeatedly showed that fishing was the most popular leisure activity, with 1 in 5 Americans taking part in the sport. In the 1990s, this all began to change.

Until recently, surveys showed fishing participation had been declining for two decades. Industry and conservation leaders grappled with understanding the causes and what could be done to make sure the values of this great American pastime remained appreciable in a dramatically changing world.

Businesses realized they needed to devote their attention not only to selling their products—they also needed to work together to sell the sport itself. But to do so effectively would require a large investment.

Concern eventually became so great that in the 1990s the American Sportfishing Association advocated for provisions in the reauthorized Sport Fish Restoration Act to set aside a portion of the excise taxes on fishing gear and motor boat fuels for promoting fishing and boating on a broad scale.

The organization set up to leverage these investments is the Recreational Boating & Fishing Foundation, created in 1999.

The foundation's flagship program is a national campaign called Take Me Fishing™. Reinforced by media coverage in national markets, the campaign's many facets are reflected in a resource-rich website designed to be a one-stop-shop for those seeking boating and fishing information and tips for having safe, enjoyable, and environmentally responsible experiences. The idea is that this resource can remove many of the barriers to fishing and boating and give these activities more appeal among people who traditionally have not taken part.

The website, www.takemefishing.org, includes information for people who want to go fishing and boating and resources for partners who want to join in promotional efforts, such as:

- Interactive maps showing where to go fishing and boating;
- Each state's fishing license and boat registration requirements;
- Tallies of community events open to the public, especially those held during the annual National Fishing and Boating Week observance;



- Marketing materials that are highly adaptable for different promotional purposes. Any public or private partner—whether a business or civic group or government agency—can customize them for its own specific purposes.

The foundation's efforts already have helped us make great strides in modernizing fishing's mainstream appeal and broadly publicizing how and where to get out on the water. The most recent national survey on the subject shows an 11 percent increase in fishing participation, the first such shift in more than 20 years.



Until recently, national surveys showed fishing participation had been declining for two decades. Growing concern over this trend was a driving force behind the creation of the Recreational Boating & Fishing Foundation, funded by excise taxes on fishing equipment and motor boat fuels. Now, the sportfishing and boating communities are seeing their investments pay off, with recent surveys showing remarkable growth in the popularity of these sports once again.



RECREATIONAL
BOATING & FISHING
FOUNDATION

A Promoter of Sportfishing Participation

“ Having been involved with the Recreational Boating & Fishing Foundation almost since the beginning, I’m proud of the things we’ve all accomplished together over the last 15 years. Some of the highlights that really stand out for me are things like the number of Americans who went boating is up 6 percent just over last year, and fishing is up 11 percent over five years. This past year, almost 7.5 million people visited RBFF’s website, which is up from just a few hundred thousand per year six years ago. These are big numbers, and they give us good reason to be excited about the future. RBFF has a new five-year agreement with Walt Disney World Resort and Disney Media Network that will give us tremendous reach through events nationwide and major media platforms. RBFF also just launched a five-year Hispanic Outreach Plan led by a marketing firm that specializes in Hispanic consumer communications. These are the kind of initiatives that are going to take our success to the next level. ”

—Ken Hammond, CEO, The Hammond Group



Environmental Benefits for Everyone

The sportfishing and boating communities' investments through the Sport Fish Restoration and Boating Trust Fund (from excise taxes on fishing gear and motor boat fuels) amount to several hundred million dollars each year. These are matched by state fish and wildlife agencies and become a hugely significant source of revenue for conservation and outdoor recreation.

As of 2013, nearly \$7.7 billion in these excise taxes have underwritten fisheries and habitat conservation, research and monitoring efforts, fishing and boating access facilities like piers and boat ramps, and aquatic education throughout the country. Since 1999, some of the money has been dedicated to the Recreational

Boating & Fishing Foundation, established to promote participation in these two pastimes.

Excise tax investments are supplemented by money from the sale of fishing licenses. A major funding source for state fish and wildlife agencies, fishing license sales also generate several hundred million dollars each year for various state conservation and recreation programs. Since states began tallying them, license sales have provided about \$12 billion altogether.

This leadership role in conservation and outdoor recreation is unique to the sportfishing, boating, and hunting communities (the latter has similar investment programs).

Every American citizen—whether they get out on the water and wet a line or raise a rifle or not—benefits tremendously from the broad contributions the sporting community makes to the lasting protection of our Great Outdoors.



A LEADER IN FISHERIES CONSERVATION

In the broad arena of corporate America, the sportfishing industry stands out for its longstanding commitment to protecting America's natural assets. It's one of the things that sets us apart.

We're in the business of conservation, and always will be, because we can't be profitable without clean waters and abundant fisheries. But we also know from our own experiences how important healthy natural resources are to quality time in the outdoors. We're proud of our role in making those kinds of experiences possible for others—the people who buy our products as well as every citizen who values a healthy environment.

GIVING BACK

The sportfishing community gives back to the environment far more than it takes in catch. This used to go without saying for so much of the American Sportfishing Association's history. For the last couple decades, however, a growing bloc of organizations is chipping away at this positive impression of the angling community, and even portraying ours as a cruel and environmentally damaging sport.



But this view doesn't take into account the hundreds of millions of dollars sportfishing and boating contribute to conservation each year through license sales and excise taxes on fishing gear and motor boat fuel.

It doesn't acknowledge the immeasurable contributions tens of millions of anglers make by carrying out conservation projects, serving as influential advocates for conservation with policy-makers, and passing on a respect for the outdoors to children.

The American Sportfishing Association's previous organization funded this pamphlet the Izaak Walton League of America produced in 1983. We also produced materials to promote environmental responsibility.



LONG-TERM INVESTING

The American Sportfishing Association recognized the need to invest in fisheries conservation in its early days, even before the Sport Fish Restoration Act program was established.

In 1949, industry leaders such as Arthur Benson and William Shakespeare, Jr. created a sister organization, the Sport Fishing Institute, to channel resources to areas where fisheries needed a boost. Our early leaders recognized this was an integral part of ensuring ample fishing opportunities would be available in the future. A post-war boom in tackle sales—a jump from \$35 million in 1939 to \$130 million in 1947—helped underscore the need.



America's environmental consciousness was heightened in the 1970s, the era when most of our major environmental laws were passed. By then the Sport Fishing Institute was making its mark, earning multiple honors for leadership in conservation, including efforts in the battle to ban DDT. In the 1980s, the institute was an early proponent of acid rain prevention, too.

Forty-five years after it was created, the Sport Fishing Institute merged with the American Sportfishing Association and integrated most of its programs into the latter organization.



“Our trade association should never let up on our longstanding tradition of pushing for sustainable recreational fishing. It's very concerning that there are now too many groups painting a picture that all we want to do is catch the last fish. A strong stance on conservation has always been part of our platform. It's who we are and what we stand for. It's more important than ever for us to make our commitment to conservation clear and visible to the masses.”

—Dave Bulthuis, Vice President-Sales, Costa

SMALL GRANTS WITH A BIG IMPACT

Another valuable organization related to the industry's commitment to conservation was started by the company that is now ZEBCO Brands. The FishAmerica Foundation, created in 1983, was dedicated exclusively to improving sportfisheries and fishing waters. Even now, it is the only organization with that specific mission.



These images show the work-in-progress and end result of a restoration project in Pullen Creek, part of the Skagway watershed in southeastern Alaska. About 2 miles of salmon habitat were previously compromised by two undersized and improperly placed culverts. A \$47,000 grant from the FishAmerica Foundation made it possible to remove the barriers, restore instream habitat, and stabilize streambanks.

The FishAmerica Foundation gives all sportfishing advocates a solid route for strategically targeting grassroots conservation that directly affects the quality of fishing in communities nationwide. It became a non-profit affiliate to the American Sportfishing Association in 1998.

Over the past 30 years, FishAmerica has provided more than \$10 million in grants for more than 1,000 sportfisheries conservation projects throughout North America.

FishAmerica's first grants were small and specific, funding special aerators to help channel catfish thrive in a family fishing pond in Oklahoma City. More recent FishAmerica grants include major projects such as the removal of Savage Rapids Dam in Grants Pass, Oregon—an effort that allowed tens of thousands of salmon to once again spawn in 500 miles of the Rogue River watershed.

FishAmerica has had a major role in fish passage and streambank restoration projects, reviving coastal habitats for saltwater fisheries, improving habitat and water quality in the Chesapeake Bay, working



with private landowners to enhance fish habitat on their property, and funding research that supports major conservation initiatives.

No matter how the American Sportfishing Association is organized, now or in the future, the Sport Fishing Institute and the FishAmerica Foundation have helped make our commitment to conservation a fundamental part of our organizational culture.



Over 30 years, the FishAmerica Foundation has provided more than \$10 million in grants for more than 1,000 sportfisheries conservation projects throughout North America. It has helped restore prized sportfish such as bass, salmon, shad, walleye, trout, redfish, and flounder.

Empowering Community Conservationists

The FishAmerica Foundation's success is due to its basic business model, which involves providing grants where positive results are most likely. These decisions are made by evaluating not just the sportfisheries that stand to benefit from a proposed project, but also the community's demonstrated commitment to success.



The foundation favors projects led by community groups because they tend to have a vested interest in conservation in their own neighborhoods. It prefers to provide grants to groups that can effectively combine resources from other partners, too—not just financial resources but also manpower. It's not uncommon for FishAmerica-funded projects to involve hundreds of volunteers.



MILESTONES

1933

The Fishing Tackle Manufacturers Association and Fishing Tackle Manufacturers Institute merge to become the Associated Fishing Tackle Manufacturers.

1949

The Sport Fishing Institute is created as a sister organization to the association to support fisheries conservation and science.



1950

The association supports legislation enacted to establish an excise tax on fishing gear, an investment in the future of all industry members.



1958

The association's first self-produced trade show debuts in Chicago; the signature annual event continues to this day.

1961

The association's name is changed to the American Fishing Tackle Manufacturers Association.

1979

The annual nationwide observance of National Fishing Week—changed to National Fishing and Boating Week in 2001—commences and continues to this day.

1983

The company that is now ZEBCO Brands creates the FishAmerica Foundation to support sportfisheries conservation. It is transferred as a non-profit affiliate to the association in 1998.

1986

The company that is now Pure Fishing creates the Future Fisherman Foundation to promote sportfishing participation among youth. It is transferred as a non-profit affiliate to the association in 1990.



1990

The Future Fisherman Foundation becomes a non-profit affiliate to the association, dedicated to increasing sportfishing participation.

1991

The Sportfishing Promotion Council is established as a non-profit affiliate to the association to publicize the sport and organize members of the industry for efforts to increase public interest in fishing.

1993

The Sport Fishing and Boating Partnership Council, a federal advisory committee made up of public and private representatives, is established to make recommendations to the Secretary of the Interior on sportfishing and boating policies and programs. The American Sportfishing Association has served in a leadership role on the council ever since.

1993-94

The association's name is changed to the American Sportfishing Association. The Sport Fishing Institute, the long-time sister organization, is dissolved and most of its functions are integrated into the association.

1998

The FishAmerica Foundation becomes a non-profit affiliate to the association, providing grants for sportfisheries conservation throughout North America.



1998

The Sportfishing Promotion Council is dissolved as an affiliate and its functions and programs are integrated into the association. This is part of a broader effort to streamline similar efforts and focus investments under the soon-to-be-established Recreational Boating & Fishing Foundation.



1999

The Recreational Boating & Fishing Foundation is established to promote participation in these two pastimes. It is not an affiliate to the American Sportfishing Association, but the two organizations, along with the National Marine Manufacturers Association and state fish and wildlife agencies, work shoulder-to-shoulder.



1999

The association enters the outdoor consumer show arena, purchasing a majority interest in three shows produced by Fred Hall & Associates in southern California (later consolidated into two shows).

2006

The association purchases three outdoor consumer shows in the Northeast, partnering with Eastern Fishing and Outdoor Exposition, Inc.

2008

The association launches a web-based advocacy campaign called KeepAmericaFishing™ as a way for anglers to have more of an impact on public policies and programs that affect the sport of fishing. The campaign is significantly refined and relaunched in 2010.



2009

The association dissolves its affiliation with the Future Fisherman Foundation so that it can focus its investments on the Recreational Boating & Fishing Foundation's programs to boost fishing participation.

2012

The association expands its consumer show partnership with Eastern Fishing and Outdoor Exposition, Inc., establishing the Chicagoland Fishing, Travel & Outdoor Expo. This brings the association's total ownership of consumer shows to six.

2013

The association and the American Fly Fishing Trade Association agree to co-locate their annual trade shows; the first joint trade show is held in Las Vegas in 2013.



ASA Today

We are the national trade association representing all sectors of the sportfishing industry, with 700 members.

We are governed by a Board of Directors elected by the association's membership, and also directed by nine committees made up of member-volunteers.

Our main departments include member services, trade show, government affairs, consumer shows, and communications.

KeepAmericaFishing™, part of our government affairs department, is a web-based advocacy campaign created to give anglers a stronger voice in public policy-making.

The FishAmerica Foundation remains a non-profit, grant-making affiliate to the association dedicated to sportfishing conservation.

The Recreational Boating & Fishing Foundation is a separate organization, but one with which we are closely engaged to promote sportfishing participation.





NEW HORIZONS

As we navigate a course for the future, the American Sportfishing Association is staying true to the commitments that have defined us throughout the evolutions of our 80-year history. As our story demonstrates, we adapt and refine our efforts in response to both the urgent and long-term needs of the industry.

The most important results we're presently focused on achieving are:

1. A diversified and active member base
2. A resonating voice of influence to protect the sport and the industry
3. More anglers enjoying better quality fishing experiences

American Sportfishing Association Board of Directors - 2014

Executive Committee

Gregg Wollner, Chairman; Executive Vice President, Rapala
Dave Bulthuis, Vice Chairman; Vice President-Sales, Costa
Donn Schaible, Secretary; President, Wright & McGill Co.
Peter Foley, Treasurer; President, Boone Bait Company, Inc.
Jeff Marble, Immediate Past Chairman; President, Marble, LLC
Dave Pfeiffer, At-Large; President, Shimano American Corporation

Members

Thom Dammrich, President, National Marine Manufacturers Association
Kirk Immens, President, Sportco Marketing, Inc.
Martin MacDonald, Director of Conservation, Bass Pro Shops
Chris Megan, Publisher, On The Water, LLC

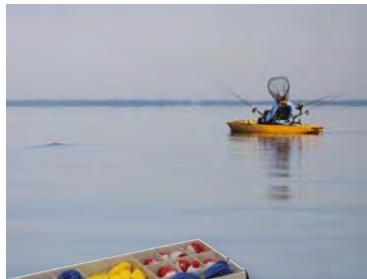
Terry Pederson, Vice President of Sales, Daiwa Corporation
Jeff Pontius, President, ZEBCO Brands
Paul Schluter, President, St. Croix Rods
Aledia Hunt Tush, President, CB's Saltwater Outfitters
K.C. Walsh, President, Simms Fishing Products
Nick Wiley, Executive Director, Florida Fish and Wildlife Conservation Comm.
Gary Zurn, Senior Vice President-Marketing, Big Rock Sports, LLC

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.

PRIORITY #1: A DIVERSIFIED AND ACTIVE MEMBER BASE

Our viability as an organization is grounded in representing the full cross-section of the industry. For many years now the American Sportfishing Association has united members from every industry sector, and there's still room to grow in these traditional areas. We're also fanning out from our core membership to bring in new, related businesses and organizations that give us a strategic advantage in advancing our other priorities described here.



But there's a lot more to growth than just numbers. Our effectiveness is dependent upon the trust and activism of our members. We earn trust by understanding and being responsive to your interests and needs. We cultivate that understanding by being good listeners and reaching out to gain from new perspectives. We respond by involving you in developing the best ways to apply what we learn. That's our general approach for continually refining our member services so that we not only retain members but also appeal to new ones. It's more a matter of quality than quantity.

We also recognize that a membership that is well-served is more likely to be active—the key to our organizational vitality and the strength of our collective influence. Particularly through the programs embedded in our other priorities described here, we're empowering every member with opportunities to take a substantive role in shaping our future.



The following are areas of targeted growth in the future, either by expanding our membership or strengthening our alliances—and in some cases, both:

- We're creating more formal ties to the fly fishing segment. The success of the first-ever combined trade show with the American Fly Fishing Trade Association in 2013 was a clear indication of the potential benefits of more unity.
- We're forging stronger alliances with boating businesses, especially through our respective industries' involvement in the Recreational Boating & Fishing Foundation. Boating companies have been joining our ranks in growing numbers, too.
- We're appealing to new members from businesses with broader consumer markets, such as accessory and apparel companies, and others whose products are commonly part of the outdoor experience. This in turn can help boost retailer representation.



- We're bridging the industry and sportfishing advocacy groups to give us more direct links to anglers and great potential to become an even stronger voice of influence in the future.
- We're gaining resonance from outdoor journalists and marketing firms that are increasingly joining our membership and participating in the ICAST trade show. They are vital parts of our growing community, with valuable roles in promoting our products, the sport of fishing, and fisheries conservation.
- We're taking part in broad partnerships among state fish and wildlife agencies, federal agencies that manage public lands and waterways, and non-profit conservation groups to advance mutual goals, such as encouraging outdoor recreation.

PRIORITY #2: A RESONATING VOICE OF INFLUENCE TO PROTECT THE SPORT AND THE INDUSTRY

A diversified and active membership base is a fundamental aspect of growing our rallying power. Another is the American Sportfishing Association's new web-based advocacy campaign, KeepAmericaFishing™. It gives us the means to modernize our approach to public-policy advocacy and take it to a higher level.



Especially over the last decade, as the unfounded push for the establishment of coastal no-fishing zones demonstrated all too clearly, the impacts of public-policy decisions on sportfishing businesses have become far more direct and dramatic than they've ever been in our past.

At the same time, some recent policy decisions also seem to reveal that more and more of our political leaders may view the sportfishing constituency as expendable. A part of this seems to be a perception that our collective livelihood is a hobby rather than a profit-driven industry like any other, with significant impacts on jobs and the economy.

Meanwhile, longer-term issues such as a changing climate, growing demands on water supplies, and the worldwide animal rights movement have even more potential to fundamentally undermine the industry's prospects in the years ahead.

These kinds of trends are what prompted us to undertake an extensive effort to improve the industry's advocacy function. The ultimate goal is to create a vehicle to more effectively mobilize the industry and anglers together as a more formidable and influential force.

That's the concept that led to the development of KeepAmericaFishing™ to serve as the voice of the American angler. KeepAmericaFishing™ debuted in 2008 and was significantly refined and relaunched two years later. The website, www.KeepAmericaFishing.org, gives anglers the means to easily engage on specific issues that affect them and make their interests known to policy-makers. It also gives us a way to be more targeted in our advocacy



at the state and local levels of government. With business leaders providing crucial resources to get the effort off the ground, the network includes more than 1 million anglers so far.

We can be sure that those who oppose or undervalue sportfishing are going to make their voices heard. We need to make sure our voice is what resonates.

Our ventures into ownership of consumer shows in strong fishing markets provide another vehicle for publicizing KeepAmericaFishing™ and reaching anglers directly. Both the advocacy campaign and consumer shows can provide significant new revenue streams that strengthen our capacity to protect our shared interests, now and in the future.



Over the last 15 years, the American Sportfishing Association has purchased majority interest or ownership in several consumer shows; we now have two in California, three in the Northeast, and one in Chicago. These are giving us new ways to engage with anglers and raise revenue for public-policy advocacy.



“My number one priority as Chairman of the Board of Directors of the American Sportfishing Association is to establish and grow KeepAmericaFishing™. We must unite the anglers in this country to stand up for our rights and preserve our sport. We need to mobilize the 60 million anglers in this country and ASA is the only organization that can accomplish this on a national level.”

—Gregg Wollner, Executive Vice President, Rapala



PRIORITY #3: MORE ANGLERS ENJOYING BETTER QUALITY FISHING EXPERIENCES

As the American Sportfishing Association's history shows, the times we've accomplished the most have been when we've brought people together and coordinated efforts that previously had been disjointed or unsystematic. KeepAmericaFishing™ is a good example of our latest effort to do just that.

Another example from our history is the Sportfishing Promotion Council's success in forging productive relationships among members of the industry and state fish and wildlife agencies to advance mutually beneficial goals. Those relationships are a big part of the success of the Recreational Boating & Fishing Foundation today.

The combined effect of the sportfishing industry, boating industry, and state agencies working together to promote good days on the water is what led to the uptick in participation we now see for the first time in more than two decades.

That could not have happened without our vigilance in recognizing the trend and taking the painstaking actions that led to the establishment of the Recreational Boating & Fishing Foundation and the major new sources of funding that support it. It now represents the most extensive and sophisticated undertaking focused on increasing outdoor recreation in the world.

This is yet another way we're maximizing modern approaches to improve upon longstanding objectives. The Recreational Boating & Fishing Foundation is carefully discerning the customers of tomorrow and the best ways to reach out to them today.

We're particularly encouraged by new initiatives focused on engaging the Hispanic community. We will carry on our close work with the foundation, as we have all along, to keep moving forward.

Our legacy of leadership in conservation also will not waver. We will keep our commitment through our own FishAmerica Foundation as well as our collaboration with government agencies entrusted with ensuring the health of our fisheries and waterways. Our success is tied to theirs, and it's in our best interest to do all we can to ensure the effectiveness of government programs for both conservation and outdoor recreation.

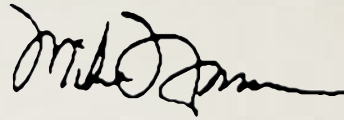


LAST WORD

It is a privilege to lead the American Sportfishing Association, especially at this time when these promising pathways for strategic growth are unfolding. We need to stay clear, focused, and on course to reap their full benefit.

You can be sure that in the future, we'll continue to be directed by the industry and well-managed by your Board of Directors. As always, we'll focus on the long-term trends that could affect you in the future and address immediate matters of the day, too.

The world's going to change and we're going to change right along with it. But we're also going to make sure that sportfishing, and the businesses that support it, will endure as a prominent part of American culture.



*Mike Nussman
President & CEO
December 13, 2013*



Special thanks to the following for providing images for use in this publication:

Arbogast, Boone Bait Company, Costa, Eagle Claw, Frabill, G.Loomis, Great Lakes Fisheries Commission, Heddon, Hobie Cat Company, National Marine Fisheries Service, Plano Molding Company, South Bend Sporting Goods, Rapala, Recreational Boating & Fishing Foundation, Shakespeare, U.S. Fish and Wildlife Service, Water For Fish Campaign

Produced by Glint Communications and House of Stout