2013
Sportfishing Summit

October 16–18, 2013  Sanibel Harbour Marriott Resort & Spa  Fort Myers, Florida
This year marks 80 years that the American Sportfishing Association (ASA) has represented the interests of the sportfishing industry and the broader sportfishing community.

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

As always, ASA and its members are:

- A voice of influence for sensible public policy
- A venue for building productive business relationships
- A catalyst for business profitability and expansion
- A promoter of increasing participation in the sport
- A leader in fisheries conservation and management

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

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

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

_During the 2013 Sportfishing Summit let’s celebrate our collective accomplishments and gain a common understanding and a vision for our future direction._
Welcome to the 2013 Sportfishing Summit!

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

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

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

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

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

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

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

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

Once again, welcome to the 2013 Sportfishing Summit!

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

Mike Nussman
President and CEO
## TUESDAY, OCTOBER 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>11:00 a.m.</td>
<td>Registration and Hospitality Suite</td>
<td>Island Room</td>
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<tr>
<td>11:00 a.m.</td>
<td>Advocacy Committee Meeting</td>
<td>Jasmine Room</td>
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<tr>
<td>2:00 p.m.</td>
<td>ASA Board of Directors Meeting</td>
<td>Everglades A</td>
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## WEDNESDAY, OCTOBER 16

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

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

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

6:00 p.m. – 8:00 p.m. Welcome to the 2013 Sportfishing Summit Reception
Located on the Palms Pool Deck

THURSDAY, OCTOBER 17

8:00 a.m. – 6:00 p.m. Registration and Hospitality Suite .................................................. Island Room
8:00 a.m. – 8:45 a.m. General Summit Breakfast ................................................................. Caloosa Ballroom
10:30 a.m. – 10:45 a.m. Morning Break ..................................................... Foyer
9:00 a.m. – Noon ASA Committee Meetings
• Government Affairs .................................................. Everglades A
• Trade Show ................................................................. Cypress Room
• Data and Statistics .................................................. Jasmine Room
• Finance ................................................................. Orchid Room
Noon – 1:00 p.m. Networking Lunch .................................................. Caloosa Ballroom
1:15 p.m. – 2:30 p.m. Afternoon General Sessions .................................................. Everglades B & C
Keynote Speaker – Business Strategist and Best-selling Author Kaihan Krippendorff
Kaihan Krippendorff is a business strategist, best-selling author and a popular Fastcompany.com blogger. He’ll walk us through a process of how using non-traditional strategies and methods will help you outthink your competition.

Special Guest Speaker – U. S. Fish and Wildlife Service Director Dan Ashe
Director Ashe will set the stage for the remainder of the afternoon by addressing what recreation means to the service and provide an overview of the national wildlife refuge system and, in particular, the J.N. “Ding” Darling National Wildlife Refuge.

There is no afternoon break on Thursday. The Hospitality Suite will be open until 6:00 p.m.
2:30 p.m. – 5:00 p.m.  
**Your Time is Your Own**
Open time for fishing, sitting by the pool, exploring Sanibel and Captiva Islands or networking with friends and colleagues.

2:30 p.m. – 5:00 p.m.  
**J. N. “Ding” Darling National Wildlife Refuge Boat Cruise**
A $10.00 fee and pre-registration is required. Transportation to and from the refuge is provided. The bus leaves the resort at approximately 2:30 p.m. and returns at 5:00 p.m.

6:30 p.m. – 10:00 p.m.  
**2013 Sportfishing Summit Reception and Awards Dinner**
Located in the Gardens Ballroom

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**FRIDAY, OCTOBER 18**

7:30 a.m. – 9:15 a.m.  
**Board of Directors Meeting**  
Everglades A

8:30 a.m. – 9:30 a.m.  
**Continental Breakfast**  
Everglades B & C
Open to all attendees, spouses and guests.

9:30 a.m. – 10:30 a.m.  
**Closing Session and General Membership Meeting**  
Everglades B & C
All ASA members are encouraged to attend.

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**THE 2013 SPORTFISHING SUMMIT**

**REGISTRATION AND HOSPITALITY SUITE**

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

The Suite is open:

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

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

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

The Registration and Hospitality Suite is closed on Friday, October 18.
WE’RE HERE TO HELP

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

We look forward to speaking with you!
SPECIAL GUEST SPEAKER

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

KEYNOTE BUSINESS SPEAKER

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

FEATURED SPEAKERS

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

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

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

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

Doug Nygren  
Chief of Fisheries  
Kansas Department of Wildlife, Parks and Tourism

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

Frank Peterson  
President and CEO  
Recreational Boating & Fishing Foundation

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

Ed Schriever  
Chief of Fisheries  
Idaho Fish and Game

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

Rob Southwick  
President  
Southwick Associates

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

Gregg Wollner  
Executive Vice President  
Rapala

Gregg Wollner is the Executive Vice-President of Rapala USA which is based in Minnetonka, Minn. Gregg has worked at Rapala since 2004. Prior to joining Rapala, Gregg was a Vice President at Galyan’s, an Indianapolis, Ind.-based sporting goods retailer. Gregg currently serves as Chairman of the American Sportfishing Association’s Board of Directors and is an Awards Committee member of the Freshwater Fishing Hall of Fame. Previously he spent seven years on the Recreational Boating & Fishing Foundation’s board of directors. Gregg lives in Wisconsin with his wife Jacie and their two children, Madison and Sam.
Thank You 2013 Sportfishing Summit Sponsors

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

GOLD

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

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

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

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

**NOAA’s National Marine Fisheries Service**
Contact: Derek Orner, Fishery Management Specialist
derek.orner@noaa.gov – www.fisheries.noaa.gov
1315 East West Highway, Silver Spring, MD 21910 – (301) 427-8567

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

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

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

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

The Recreational Boating & Fishing Foundation (RBFF) is a nonprofit organization whose mission is to increase participation in recreational angling and boating, thereby protecting and restoring our aquatic natural resources. RBFF’s Take Me Fishing™ campaign increases awareness around boating, fishing and conservation, and educates people about the benefits of participation.
The U.S. Fish and Wildlife Service's mission is to work with others to conserve, protect, and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. We are both a leader and trusted partner in fish and wildlife conservation, and in providing opportunities for the American public to enjoy the outdoors. For more information on our work and the people who make it happen visit www.fws.gov.

Allcoast Group
Contact: Rob Pavlick, Sales Director
rob@allcoastmedia.com – www.verticalscope.com
525 West Jericho Turnpike, Smithtown, NY, 11787 – (416) 341-8950x438
Allcoast Group is the number one publisher of online fishing enthusiasts communities, with more than 1.9 million anglers visiting our 20+ websites each month. Many of our sites are leaders in their market or region, including Texas Saltwater Fishing, Walleye Fishing, New York Saltwater Fishing, Arizona Freshwater Fishing and Pacific Northwest Fishing. More fishing discussions are shared and more fishing related purchases are influenced by Allcoast Group websites than any other digital media outlet.

Southwick Associates, Inc.
Contact: Rob Southwick, President
rob@southwickassociates.com – www.southwickassociates.com
P. O. Box 6435, Fernandina Beach, FL 32035 – (904) 277-9765
Southwick Associates is the leader in fishing, hunting and outdoor recreation statistics. We help businesses understand their market share, competition and opportunities to expand sales and profitability. We also help the conservation community understand the jobs, tax revenues and other economic issues associated with outdoor recreation and natural resources.

USDA Forest Service
Contact: Rick Swanson, Water Resource Policy & Planning Program Leader
rswanson@fs.fed.us – www.fs.fed.us
1400 Independence Ave., SW, Washington, D.C. 20250 – (202) 205-8333
The USDA Forest Service’s National Forest System includes approximately 2.1 million acres of lakes, ponds and reservoirs and 200,000 miles of perennial streams. Our staff of fisheries biologists, hydrologists and technicians works with other disciplines inside the agency and with our partners to protect and restore aquatic resources for all of America to enjoy.

Association of Fish & Wildlife Agencies
Contact: Ron Regan, Executive Director
rregan@fishwildlife.org – www.fishwildlife.org
444 North Capitol Street, NW, Suite 725, Washington, D.C. 20001 – (202) 624-7890
The Association of Fish & Wildlife Agencies is the professional organization that serves as the collective voice of North America’s fish and wildlife agencies. Our mission is to support and advocate for state, provincial and territorial authority for conservation and to assist those agencies in promoting science-based resource management in collaboration with public and private partners.

Flambeau Outdoors
Contact: David Faulkner, Group Vice President, Retail Markets
dfaulkner@flambeau.com – www.flambeaoutdoors.com
15981 Valpast Street, Middlefield, OH 44062 – (440) 632-3714
Flambeau started in 1947 with two brothers fishing on the Flambeau River in Ohio. Our first product was the Halik Frog fishing lure and is a tangible reminder of the company’s simple beginning. We have a proud heritage of serving America’s anglers and being a member of the outdoor industry.
Staff

EXECUTIVE OFFICE
Mike Nussman
President and CEO
Extension 233
mnussman@asafishing.org

Joyce Anderson-Logan
Executive Assistant to the President
and Board Liaison
Extension 233
janderson@asafishing.org

GOVERNMENT AFFAIRS
www.KeepAmericaFishing.org
Gordon Robertson
Vice President
Extension 237
grobertson@asafishing.org

Michael Leonard
Ocean Resource Policy Director
Extension 230
mleonard@asafishing.org

Libby Yranski
Policy Fellow
Extension 244
lyranski@asafishing.org

Kathryn Powers
KeepAmericaFishing Director
Extension 228
kpowers@asafishing.org

James Cabrera
KeepAmericaFishing Website Manager
Extension 246
jcabrera@asafishing.org

COMMUNICATIONS
Mary Jane Williamson
Communications Director
Extension 227
mwilliamson@asafishing.org

FINANCE AND ADMINISTRATION
Diane Carpenter
Vice President of Operations and
Chief Financial Officer
Extension 242
dcarpenter@asafishing.org

Naomi Evans
Finance Assistant
Extension 221
nevans@asafishing.org

MEMBER SERVICES
Jill Calabria
Membership Director
Extension 234
jcalabria@asafishing.org

ICAST
www.ICASTfishing.org
Kenneth Andres
Trade Show Director
Extension 231
kandres@asafishing.org

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

FISHAMERICA FOUNDATION
www.FishAmerica.org
Gordon Robertson
Acting Director
Extension 237
grobertson@asafishing.org

Ruth Jackson
Grants Manager
Extension 247
fafgrants@asafishing.org

ASA CONSUMER SHOWS
The Fred Hall Shows...
The Ultimate Outdoor Experience
www.FredHall.com
Bart Hall
Show Producer
805-389-3339
bart@fredhall.com

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

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

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

Eastern Fishing & Outdoor Exposition
www.SportShows.com
Tod Alberto
Sales and Show Management
603-431-4315
tod@SportShows.com

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

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

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

ASA Fish America Foundation
1001 N. Fairfax Street, Suite 501 • Alexandria, Virginia 22314 • Phone: 703-519-9691
Fax: 703-519-1872 • info@asafishing.org • www.ASAfishing.org
Board of Directors 2012–2014

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Gary Remensnyder, Do Outdoors (dba Lew’s)
Gary Zurn, Big Rock Sports, LLC
*Staff Contact: Kathryn Powers, 703-519-9691 x228 or kpowers@asafishing.org*

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Sam Brenner, Okuma Fishing Tackle
Chris Chaffin, Professional Outdoor Media Association
Ken Cook, Fishing Tackle Retailer
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Liz Ogilvie, WFN: World Fishing Network
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Kelly Gohman, The Bass Federation (Ad Hoc)
*Staff Contact: Mary Jane Williamson, 703-519-9691 x227 or mjwilliamson@asafishing.org*

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Chris Nelson, Ono’s Trading Company
Paul Schluter, St. Croix Rods
*Staff Contact: Mike Nussman, 703-519-9691 x252 or mnussman@asafishing.org*

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John Kushnerick, ZEBCO Brands
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Dave Morel, Bonnier Corporation
Shaun Ruge, Navionics, Inc.
Zack Swanson, Rapala
*Staff Contact: Rob Southwick, 904-277-9765 or rob@southwickassociates.com and Gordon Robertson, 703-519-9691 x237 or grobertson@asafishing.org*

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Donn Schaible, Wright & McGill Company
K.C. Walsh, Simms Fishing Products
*Staff Contact: Diane Carpenter, 703-519-9691 x242 or dcarpenter@asafishing.org*

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Jesse Simpkins, Plano Molding Company
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Gary Zurn, Big Rock Sports, LLC (Saltwater Subcommittee Chairman)

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

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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

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Gary Zurn, Big Rock Sports, LLC

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

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John Doerr, Pure Fishing, Inc.
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John Kushnerick, ZEBCO Brands
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Donn Schaible, Wright & McGill Company
Gary Zurn, Big Rock Sports, LLC

Staff Contact: Kenneth Andres, 703-519-9691 x231 or kandres@asafishing.org

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Robin Knox, Knox Aquatic Resource Consulting
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Virgil Moore, Idaho Department of Fish and Game
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Michael Staggs, Wisconsin Department of Natural Resources

Staff Contact: Gordon Robertson, 703-519-9691 x237 or grobertson@asafishing.org
ABOUT THE SANIBEL HARBOUR MARRIOTT RESORT & SPA

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

In the 1800’s, the resort gained notoriety as a fishing mecca for wealthy guests who flocked to the Gulf waters teeming with kingfish, channel bass, sea trout, Spanish mackerel and silver king tarpon. Legendary visitors included Thomas Edison and auto industry giant Henry Ford, whose winter homes in Fort Myers still stand as historic landmarks. When a guest caught a tarpon with a rod and reel – weighing in at 93 pounds and 5 feet 9 inches in length – the area’s reputation for fishing was sealed.

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

RESTAURANT RECOMMENDATIONS

The resort features on-site dining options, all in a casual atmosphere, perfectly suited to resort-life, including: the Courtside Steakhouse for dinner; the waterfront Tarpon House for breakfast, lunch and dinner; Charley’s Cabana Bar with a cool, seaside atmosphere for dinner; the Palm Court Bakery for on-the-go service; and the poolside oasis The Cove for drinks and a light meal. Reservations may be necessary. For reservations at the Courtside Steakhouse and the Tarpon House, call 239-466-2128. For information and reservations for the Palm Court Bakery, Charley’s Cabana Bar and The Cove, please call 239-466-4000.

SANIBEL HARBOUR MARRIOTT RESORT SPA SERVICES

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

SANIBEL HARBOUR MARRIOTT RESORT’S FITNESS CENTER

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

The fitness center’s hours are:
Monday – Saturday . . . . . . 6:00 a.m. – 9:00 p.m.
Sunday . . . . . . . . . . . . . . 6:00 a.m. – 6:00 p.m.
Holidays . . . . . . . . . . . . . . 9:00 a.m. – 5:00 p.m.