



Greetings!

At ASA we pride ourselves on being the only national trade organization that represents the entire recreational fishing industry. Our members, more than 850 fishing tackle manufacturers, retailers and associated businesses, are the most important part of our mission, and we work tirelessly to protect your business interests and ensure industry growth.

As an individual business owner, you may not have the resources to influence the range of issues that could negatively affect your bottom line. Alone, it's nearly impossible to be heard by state and federal policy makers.

By joining together under a nationwide umbrella—that of a trade association—our collective business interests become a powerful force that protects the entire recreational fishing industry and the rights of our nation's 49 million anglers.

Whether it's through ASA's government affairs representation on your behalf; the planning and production of ICAST, the world's largest fishing tradeshow; or our business management development seminars and events; ASA is working for you.

As ASA's new Member Services Manager, I'm pleased to inform you that I will be your primary point of contact, and I encourage you to reach out to me at any time with comments, questions and feedback regarding the association, our trade show or membership.

Thank you for considering joining the American Sportfishing Association and entrusting us with your most important business needs. We are honored to serve you.

Sincerely,

A handwritten signature in black ink that reads "Rob Keith". The signature is written in a cursive, slightly slanted style.

Rob Keith
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American Sportfishing Association

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