



AMERICAN SPORTFISHING ASSOCIATION RETAILER MEMBERSHIP

Membership with the American Sportfishing Association provides opportunities to advocate on important policy issues, gain insights from trusted leaders and network with other industry professionals.

“Joining ASA is good for business. You are taking ownership of the industry in which you work.”

TOM PUTMAN
PRESIDENT
HALF HITCH TACKLE COMPANY, INC.

WORKING FOR YOU

THE AMERICAN SPORTFISHING ASSOCIATION:

- Serves as our industry’s voice before government
- Advocates for the rights of American anglers
- Produces ICAST—the world’s largest tradeshow devoted to the recreational fishing industry’s manufacturers, suppliers, retailers and media
- Provides data that can influence your business decisions
- Informs on fisheries management regulations and policy
- Educates through direct assistance, publications, seminars and informational videos
- Creates networking opportunities
- Supports programs that increase participation in recreational fishing
- Protects the fees and taxes that pay for the conservation of our fisheries and waterways

Join us. Become a member today.

“I welcome the opportunity to speak with you about our commitment to recreational fishing’s future and the direct benefits that membership has on your business.”

ROB KEITH
MEMBERSHIP SERVICES MANAGER
703-519-9691, x252 or rkeith@asafishing.org

REPRESENTING YOUR INTERESTS:

MID-ATLANTIC REGION

ASA's dedicated Government Affairs team maintains relationships with federal, state and local governments and other industry stakeholders. They advocate on behalf of our nation's fisheries, keeping more anglers on the water.

We want every organization in our industry to be involved. We want their opinions. Their voices and interests should be represented.

ZACK SWANSON

VICE PRESIDENT AND GENERAL MANAGER
Rapala USA



Working in Your Back Yard

Preventing Bans on Soft Plastic Baits

ASA has successfully prevented bans on soft plastic baits and lures in Maine due to insufficient evidence of its impact on fish populations. ASA has been actively involved in a Maine working group tasked with finding a reasonable solution that won't negatively impact local tackle retailers.

Forage Fish Management

Forage fish are a key part of the food chain for recreationally important fish. ASA has put its full support behind the bipartisan Forage Fish Conservation Act that would better manage forage fish populations and accurately account for their important role in the larger ecosystem.

Restoring Striped Bass Population

Striped bass are one of the more sought-after recreational fish in the Mid-Atlantic. ASA has successfully advocated for equitable harvest reductions from the commercial and recreational fisheries to help restore healthy populations. Additionally, ASA is working to hold the menhaden reduction fishing industry accountable for the overharvest of menhaden - a key food source for striped bass.

