FISHING FOCUSED

BUSINESS & POLICY DRIVEN
ABOUT THE AMERICAN SPORTFISHING ASSOCIATION

For nearly 90 years, ASA has been leading the way for sportfishing’s future.

ASA brings together every sector of the industry, from manufacturers and retailers, to resource management agencies, conservation nonprofits and media. We help you grow your business by being:

- The voice of influence for sensible fisheries policy
- The leader in conservation
- A catalyst for growth in trade and commerce
- A promoter of sportfishing participation
- A network for uniting the entire sportfishing industry, including:
  - Tackle Manufacturers
  - Fishing Accessories Manufacturers
  - Boating Manufacturers
  - Apparel Manufacturers
  - Tackle Dealers
  - Tackle Wholesalers
  - Outdoor Media
  - Fisheries Conservation Organizations

BETTER TOGETHER

We are an industry that is driven to keeping the passion for fishing alive and thriving. It’s at the heart of what inspires us to join together to promote and grow recreational fishing for the well-being of our businesses and society.

When we stand together to advance and protect our mutual business interests, the sportfishing industry has far, far greater influence than what we could accomplish individually.

The American Sportfishing Association (ASA) concentrates on the laws, policies and trade decisions that can help or hinder our members. We produce an invaluable trade show. We spearhead essential and effective market research and data analysis. We create opportunities to network with other industry professionals.

Ultimately, we take on the challenges that you cannot, and should not, fight alone. We have a dedicated, professional staff who are committed to ensuring recreational fishing’s future. Bringing you together to gain that collective advantage is ASA’s most fundamental function, and the essential element of everything we do.

Glenn Hughes
President
American Sportfishing Association

RECREATIONAL FISHING BY THE NUMBERS

- 55 million recreational anglers
- $129 billion economic impact
- > 825,000 jobs supported
- $1.6 billion contributed annually to conservation
OUR LEGISLATIVE SUCCESSES

- Secured passage of the Great American Outdoors Act, which provides billions in funding to improve access and maintenance of the nation’s public lands and waters.
- Secured a five-year moratorium in which the EPA can’t change lead fishing tackle regulations through passage of the America’s Conservation Enhancement Act.
- Improved the long-term survival and sustainability of Gulf of Mexico reef fish which means more days on the water through the DESCEND Act.
- As part of a 2020 year-end spending bill, several provisions were included that enhance fisheries conservation and public lands management, including increased funding for federal fish hatcheries, invasive species control and marine fisheries data.
- Successfully advocated for reduction in the Atlantic menhaden commercial quota and improved management efforts which will support striped bass and other sportfish.
- Effectively stopped the Maine state legislature from banning soft plastic, non-biodegradable lures in state waters which would have significantly impacted tackle sales.
- Advocated for and successfully influenced the inclusion of recreational fishing as an essential activity in the 30 x 30 legislation to conserve 30% of land and water by 2030.
- Advocated for fair trade policies and assisted members in navigating new international tariffs.

WHAT DOES THE FUTURE HOLD? WE LIKE TO THINK BIG AT ASA.

Recreational fishing will be recognized as the #1 outdoor activity. Fisheries policy legislation will be driven by the sportfishing industry. Independent retailers will not just survive but thrive. Fish populations will be at an all-time high and access to our nation’s oceans, lakes, rivers and streams will be unsurpassed. Fishing will be commonplace in grade school physical education curriculum.

With more of our nation’s citizens going fishing than at any point in the recent past, it’s an exciting time for our industry. And now is the perfect opportunity for you to join us to grow the sport we all love.

ACCOMPLISHING OUR VISION

POLICY MONITORING: Advancing legislative priorities that ensure America’s anglers have clean water, plenty of fish and opportunity to access both.

ADVOCACY: Driving public awareness and action.

TRADE AND COMMERCE: Building the sportfishing economy.

MARKET RESEARCH: Delivering data and education to improve your business practices.

MEMBER ENGAGEMENT: Providing a platform for events and networking.

A CATALYST FOR BUSINESS GROWTH

ICAST, our industry’s trade show, is the largest gathering of sportfishing professionals anywhere in the world. It’s where business relationships are built, strengthened and celebrated. It’s the annual event that sets the trends in recreational fishing and is the cornerstone for the industry, helping to drive sales year-round.

The importance of having a successful trade show manifests far beyond the convention center walls. The vast majority of funds that we use for all our activities year-round on behalf of the industry—including Government Affairs and member services—comes from trade show revenues and membership dues.
FIVE WAYS TO GET INVOLVED WITH ASA

1. BE A MEMBER. A strong sense of community is undeniable anytime a group joins together for a common purpose. Commit to working together to grow our sport and your business by renewing your membership or consider becoming a member. Visit ASAfishing.org for more information.

2. ADVOCATE FOR OUR INDUSTRY. Tell your elected officials how much our industry impacts their district and our nation. Visit KeepAmericaFishing.org to sign up for automated Action Alerts.

3. ATTEND THE TRADE SHOW. Whether you come as an exhibitor or an attendee, ICAST is the event where the most valuable business relationships are born, strengthened and celebrated. Visit ICASTfishing.org for more information.

4. GROW THE SPORT. Recreational fishing is on the rise, with millions of new participants and those who have come back to the sport after many years. Now is the time to embrace the call to RECRUIT, RETAIN and REACTIVATE anglers. Visit our promotions page to discover resources to help you connect with and be a partner in the effort to keep our anglers on the water.

5. SUPPORT THE SPORTFISHING PAC. A robust, bipartisan Political Action Committee (PAC) gives ASA’s Government Affairs leadership the opportunity to discuss our industry’s interests directly with Congressional members. Visit ASAfishing.org/sportfishingpac for more information.