



# 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

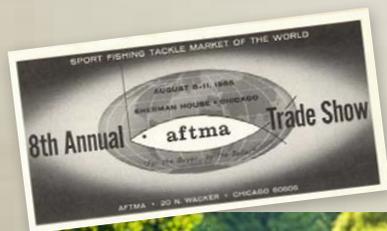
The Sport Fishing and Boating Partnership Council, a federal advisory committee made up of public and private representatives, is established to make recommendations to the Secretary of the Interior on sportfishing and boating policies and programs. The American Sportfishing Association has served in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

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

