2019
SPORTFISHING SUMMIT
OCTOBER 8-11
SKAMANIA LODGE · STEVENSON, WASHINGTON
Welcome to the 2019 Sportfishing Summit!

On behalf of the board of directors, ASA’s partners and staff, we welcome you to the 2019 Sportfishing Summit. We are excited to have you join us this week at the beautiful Skamania Lodge on the Columbia River Gorge.

We appreciate that attending the Summit requires a commitment of your precious time and resources. However, we believe it is one of the best investments you can make in your business and our industry.

Our thanks go to those members who engage with us over the year through our committees and on the board of directors. We encourage those of you who are not currently on a committee to attend the board of directors and committee meetings to gain a better understanding of how the ASA staff and your colleagues work on your behalf.

We have a full agenda planned that includes keynote speakers who will provide great insight regarding the future of our business and what customers expect from you.

These presentations are surrounded by many networking events and the Hospitality Suite that offer informal ways to gather with your friends and make new ones.

ASA is Working for You

Through our lobbying efforts, partnering to increase fishing participation and producing ICAST 2019, ASA is working for you.

Over the past year, ASA’s Government Affairs team has evolved to support your business by:

- Providing more engagement, support and reach where our industry needs it most – at the federal, regional and state levels.
- Directly impacting the passing of the Modern Fish Act.
- Stopping a bill in Maine that would effectively ban all fishing lures and hooks.
- Supporting Congressional authorization of key projects to restore the Florida Everglades.
- Helping the industry navigate Chinese tariffs, Prop 65 and California’s attempts at banning lead tackle.
- Working with Congress on bills that support forage fish and banning drift gill nets in California.

Other key ASA programs that support your business interests include:

- Keep America Fishing, our national angler advocacy program.
- Keep Florida Fishing, our Florida-based advocacy program.
- FishAmerica Foundation, our 501(c)3 which funds habitat restoration and fisheries conservation.
- SportfishingPAC, the industry’s PAC which provides additional access to policymakers.
- 60 in 60, which seeks to increase participation to 60 million anglers by the end of 2021.
- A retailer initiative to ensure our tackle dealers survive and thrive in 2020 and beyond.

We’ll be addressing most of these topics throughout the week. If you have any questions, please don’t hesitate to ask an ASA staff member.

We’re glad you are here and welcome to the 2019 Sportfishing Summit!

Chris Megan  
President, On The Water, LLC  
Chairman, ASA Board of Directors

Glenn Hughes  
President  
American Sportfishing Association
The Vision for 2020 and Beyond

Now, more than ever, it is critical for the various segments of our industry to come together and show our leadership in outdoor recreation.

As an ASA member or partner, this is your opportunity to be a part of this exciting planning process and the sportfishing industry’s most important networking event.

TUESDAY, OCTOBER 8

11:00 a.m. – 6:00 p.m. Registration and Hospitality Suite Jefferson/Washington Rooms 3:30 p.m. – 5:30 p.m. Refreshments are available
1:00 p.m. – 4:00 p.m. ASA Board of Directors Meeting Stevenson A
4:30 p.m. – 5:30 p.m. Newcomers Meet and Greet Jefferson/Washington Rooms
All Summit attendees are invited to stop by the Hospitality Suite and welcome our first-time Summit attendees.

6:00 p.m. – 8:00 p.m.
2019 Sportfishing Summit Welcome Reception Columbia Gorge Interpretive Center Museum
Join us for cocktails and hors d’oeuvres as we welcome you to this year’s annual meeting and the beautiful Columbia River Gorge. All Summit attendees and guests are welcome to attend.

Getting to the Center
- There is plenty of parking if you plan to drive to the Center which is a short five-minute drive from the lodge.
- For GPS, the address is: 990 SW Rock Creek Dr, Stevenson, WA 98648
- The lodge is offering shuttle service leaving the main hotel lobby at 5:45, 6:00 and 6:15.
- Returning to the lodge, the shuttle will pick up at the Center at 7:45, 8:00 and 8:15.
- For the more intrepid among us, it’s approximately a 15 to 20-minute walk. There is a path along the road leading to the Center.
- Attire is casual.

WEDNESDAY, OCTOBER 9

8:00 a.m. – 6:00 p.m. Registration and Hospitality Suite Jefferson/Washington Rooms 3:00 p.m. – 6:00 p.m. Refreshments are available
8:00 a.m. – 8:45 a.m. 2019 Sportfishing Summit Welcome Breakfast Stevenson A/B
8:30 a.m. – 9:30 a.m. Guests’ Welcome Breakfast Rainier
All registered Summit guests are welcome to attend the Wednesday morning meet-and-greet breakfast. We will have a full buffet breakfast along with a mimosa bar.
This is a great opportunity to learn more about what is available in the area as well as meet the other guests attending the meeting.
A representative from Skamania’s Guest Services will be there to provide an overview of the area and answer questions.

General Sessions
The morning sessions are held in the Cascade Locks Ballroom
9:00 a.m. – 9:30 a.m. Welcome to the 2019 Sportfishing Summit ASA President Glenn Hughes and Board of Directors Chairman Chris Megan, publisher, On The Water, LLC, will officially open the 2019 Sportfishing Summit.
9:30 a.m. – 10:30 a.m. Scott McKain – The Ultimate Customer Experience Scott McKain is an internationally known authority who helps businesses explore the role of the ultimate customer experience in creating enhanced client retention and revenue.
10:30 a.m. – 10:45 a.m. Morning Break Conference Center Lobby
Assorted beverages and pastries
10:45 a.m. – 11:45 a.m. **Your Government Affairs Team – Expanding to Meet Our Needs Now and in the Future**

Government Affairs Vice President Mike Leonard will address the positive progress as well as the challenges in the policy arena over the past year that directly impact our industry and recreational fishing. He will also introduce the new members of the Government Affairs team and explain how expanding the team positions us to influence policy decisions across the U.S.

**Panel Discussion – An In-Depth View of Pacific Salmon**

Salmon and steelhead fisheries contribute to the region’s $10 billion recreational fishing economy but face numerous threats. State agency experts will provide a high-level and informative overview of the main factors affecting salmon and steelhead recovery. The session is moderated by Danielle Cloutier, ASA’s Pacific Fisheries Policy Director.

**Panel Members**

- **Jim Fredricks**
  Fisheries Bureau Chief
  Idaho Department of Fish and Game

- **Tucker Jones**
  Ocean Salmon and Columbia River Program Manager
  Oregon Department of Fish and Wildlife

- **Kessina Lee**
  Regional Director, SW Washington
  Department of Fish and Wildlife

- **Kevin Shaffer**
  Chief, Fisheries Branch
  California Department of Fish and Wildlife

Noon – 1:00 p.m. **Summit Networking Lunch**

1:30 p.m. – 4:30 p.m. **Committee Meetings**

- **Advocacy**
  Baker

- **Communications**
  Stevenson C

- **Market Insights (formerly Data & Statistics)**
  Rainier

- **Retailer**
  Stevenson D

- **Trade Show**
  Hood

1:30 p.m. – 2:45 p.m. **Full Government Affairs**

2:45 p.m. – 3:00 p.m. **Afternoon Break**

- Assorted beverages and cookies

3:00 p.m. – 4:30 p.m. **Saltwater Subcommittee: East**

3:00 p.m. – 4:30 p.m. **Saltwater Subcommittee: West**

4:30 p.m. – 7:00 p.m. **An Evening in the Pacific Northwest Reception**

6:00 p.m. – 8:00 p.m. **An Evening in the Pacific Northwest Reception**

All Summit attendees and guests are welcome to attend this reception being held in one of the most beautiful locations on the resort.

THURSDAY, OCTOBER 10

8:00 a.m. – 6:00 p.m. **Registration and Hospitality Suite**

3:00 p.m. – 6:00 p.m. Refreshments are available

8:00 a.m. – 8:45 a.m. **2019 Sportfishing Summit Breakfast**

**Committee Meetings**

Please note that several committees meet at different times

- **Finance**
  Rainier

- **Consumer Shows**
  Rainier

- **60 in 60**
  Stevenson C

- **Membership**
  Stevenson D

- **Freshwater Subcommittee**
  Cascade Locks Ballroom

- **Trade & Commerce Subcommittee**
  Hood
SUMMIT AGENDA

10:15 a.m. – 10:30 a.m.  Morning Break  Conference Center Lobby
  Assorted beverages and pastries
10:30 a.m. – 11:45 a.m.  Full Government Affairs  Cascade Locks Ballroom
Noon – 1:00 p.m.  Summit Networking Lunch  Stevenson A/B

General Session

The afternoon session is being held in the Cascade Locks Ballroom

1:30 p.m. – 3:00 p.m.  International Business Leader Peter Sheahan
  Peter and his team work with companies to grow their business in an era of disruptive
technology, shifts in customer expectations, changes in regulations and other challenges.

3:00 p.m. – 5:30 p.m.  Your Time to Enjoy the Columbia River Gorge
  How could we not provide you with time to explore this beautiful part of the Northwest as well as
ample time to talk business?
  Please enjoy one of the most beautiful parts of our great country by getting out and about or
just sitting outside.

4:00 p.m. – 5:30 p.m.  Board of Directors Meeting  Hood
  All Summit attendees are welcome to attend.

6:30 p.m. – 9:30 p.m.  2019 Sportfishing Summit Reception and Awards Dinner  Cascade Locks Ballroom
  • Everyone is welcome to attend the annual reception and awards dinner being held in the
Cascades Locks Ballroom.
  • Cocktails and hors d’oeuvres are served from 6:30 p.m. to 7:30 p.m. in the Conference Center
foyer. Dinner is served beginning at 7:30 p.m.

FRIDAY, OCTOBER 12

8:30 a.m. – 9:30 a.m.  Breakfast Buffet  Cascade Locks Ballroom
  All attendees are invited to enjoy the buffet breakfast.

9:30 a.m. – 10:30 a.m.  General Membership Meeting  Cascade Locks Ballroom
  • Your attendance is very important. This is where our committee chairs will report on their
committee’s deliberations and actions taken.
  • You’ll also hear from our board of directors’ Chairman what actions the board took during its
business meetings.

The Registration Desk and the Hospitality Suite are closed on Friday.

The 2019 Sportfishing Summit Registration Desk and Hospitality Suite

The Hospitality Suite and Registration Desk are co-located on the ground floor in the Jefferson and
Washington Rooms. The outdoor courtyard seating adjacent to the Washington Room is also available to us.

The Sportfishing Summit Registration Desk and Hospitality Suite are open the following days and times:

Tuesday, October 8  11:00 a.m. – 6:00 p.m.
  Refreshments are available  3:30 p.m. – 5:30 p.m.

Wednesday, October 9  8:00 a.m. – 6:00 p.m.
  Refreshments are available  3:00 p.m. – 6:00 p.m.

Thursday, October 10  8:00 a.m. – 6:00 p.m.
  Refreshments are available  3:00 p.m. – 6:00 p.m.

The Hospitality Suite and Registration Desk are closed on Friday, October 11.
## Board of Directors Meetings

**TUESDAY, OCTOBER 8**
1:00 p.m. – 4:00 p.m.  
Stevenson A

**THURSDAY, OCTOBER 10**
4:00 p.m. – 5:30 p.m.  
Hood

## Committee Meetings

**WEDNESDAY, OCTOBER 9**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:30 p.m. – 4:30 p.m.</td>
<td>Advocacy</td>
<td>Baker</td>
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<tr>
<td>1:30 p.m. – 2:45 p.m.</td>
<td>Full Government Affairs</td>
<td>Cascade Locks Ballroom</td>
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<tr>
<td>3:00 p.m. – 4:30 p.m.</td>
<td>Saltwater Subcommittee: East</td>
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<td></td>
<td>Communications</td>
<td>Stevenson C</td>
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<td>Market Insights</td>
<td>Rainier</td>
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**THURSDAY, OCTOBER 10**

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<tr>
<td>9:30 a.m. – 10:30 a.m.</td>
<td>General Membership Meeting</td>
<td>Cascade Locks Ballroom</td>
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</table>
Keynote Speakers

From trying new programs that cultivate more anglers, to modernizing how we market and sell products—you’ll learn from best-in-class business professionals on how to assess what you’re currently doing, and how to innovate to do more of what works.

**WEDNESDAY, OCTOBER 9**

**Scott McKain**  
*Marketing and Customer Service Expert*

Scott McKain is an internationally known authority who helps businesses explore the role of the ultimate customer experience in creating enhanced client retention and revenue. Scott comes highly recommended by Jay Baer, a marketing guru himself who is a previous Summit speaker and ICAST keynoter.

Scott has been honored with induction into the “Professional Speakers Hall of Fame.” And, he is a member of “Speakers Roundtable” – an elite, invitation-only group of twenty business speakers considered by many to be among the best in the world.

**THURSDAY, OCTOBER 10**

**Peter Sheahan**  
*Founder and Group CEO of Karrikins Group*

Under Peter’s leadership, the Karrikins Group is an international organization that works with companies to grow their business in an era of disruptive technology, shifts in customer expectations, changes in regulations and other challenges.

Peter has been named one of the most influential speakers in the world by the National Speakers Association and is the youngest person ever to be inducted into their industry Hall of Fame.

Panel Members

**Jim Fredricks**  
*Fisheries Bureau Chief, Idaho Department of Fish and Game*

Jim was raised in northern Idaho where he grew up engaged in a range of outdoor pursuits, not the least of which were hunting and fishing. Jim earned a B.A. in psychology in 1988 and worked in a psychiatric hospital in Maine long enough to know he needed a change in direction. He returned to the University of Idaho and earned an M.S. in Fishery Resources in 1994.

After college, Jim joined the Idaho Department of Fish and Game (IDFG), working as a fishery biologist in both research and management positions on a variety of species and waters in the Idaho Panhandle.

In 2001, Jim became a Regional Fishery Manager in eastern Idaho, where he was able to manage some of the world’s most famous trout fisheries, including the Henry’s Fork, Henry’s Lake and South Fork Snake River. He returned to the Panhandle in 2008, and in 2015 moved to Boise to become the Chief of the Fisheries bureau.

He is an avid outdoorsman, distance runner, triathlete, husband and father of two boys.

**Tucker Jones**  
*Ocean Salmon and Columbia River Program Manager, Oregon Department of Fish and Wildlife*

Tucker has more than 20 years of fisheries research and management experience. He has been the Columbia River Program Manager for the Oregon Department of Fish and Wildlife (ODFW) since the fall of 2015. He’s worked
for ODFW for the last 15 years in varying Columbia River-focused roles including eight years as the White Sturgeon Project Leader.

Prior to working for ODFW, Tucker worked for the New Jersey Division of Fish and Wildlife as a central New Jersey regional fisheries biologist and on fisheries management and research projects in South Carolina.

He received a master’s degree in Fisheries from Clemson University and a bachelor’s degree in Biology from Willamette University.

He grew up in the high desert of north central Oregon and while he enjoys fishing and hunting wherever he can, north central Oregon will always be his favorite stomping ground.

Kessina Lee
Regional Director, SW Washington
Washington Department of Fish and Wildlife

Kessina joined the Washington Department of Fish and Wildlife (WDFW) in 2018. As the Director’s representative and policy lead in the region, Kessina works in close coordination with each program, as well as federal, tribal and local partners on implementing the WDFW mission of protecting native fish and wildlife and providing sustainable fishing, hunting and wildlife viewing opportunities for Washingtonians and its visitors.

Prior to coming to WDFW, Kessina worked as an aquaculture specialist for the Washington Department of Ecology. Prior to that post, Kessina was a Sea Grant Policy Fellow engaged in ocean and coastal issues with the Oregon Legislature’s Coastal Caucus and for the office of Oregon Governor Kate Brown.

She also spent nearly a decade studying marine mammal strandings in the Pacific Northwest, as well as interactions between fish and sea lions on the Columbia and Willamette Rivers.

Kessina holds a master’s degree in biology from Portland State University and has lived in the Pacific Northwest since 1989, when she migrated from the deserts of Arizona to the temperate rainforest and never looked back.

**Kevin Shaffer**
Chief, Fisheries Branch
California Department of Fish and Wildlife (CDFW)

Kevin has worked for the state of California for more than 30 years and is currently the Fisheries Branch Chief for anadromous and inland fish management and conservation.

During his career with CDFW, Kevin has worked on management, assessment and conservation of California’s native fishes, recreational inland and salmon fisheries, hatchery management and science, forestry conservation, watershed assessment, native plant and terrestrial animal protection, landscape habitat conservation and planning and fire ecology and wildland fire management.

Kevin received his Bachelor of Science degree from California Polytechnic State University, San Luis Obispo; and his master’s degree from Humboldt State University.
We Welcome Our Guests to the 2019 Sportfishing Summit!

The beautiful Skamania Lodge is an outstanding location for this year’s meeting. There are a number of places to visit and things to do on site and in the area.

Please Join Us for the Wednesday Morning Welcome Breakfast

We are excited to host our annual Guests’ Breakfast, which will be held on Wednesday morning in the Rainier Room from 8:30 a.m. – 9:30 a.m.

We will have a Skamania Lodge representative at the breakfast to give you a brief overview of the lodge, what to do in the area and answer any questions you may have.

Thank you, Costa, for once again providing the gift bags!

We also hope you like the special treat we have for you which is indigenous to the Columbia River Gorge area.

Tuesday and Wednesday Night Receptions

All guests are welcome to attend the Tuesday and Wednesday night receptions. Please see the daily schedule for more information.

Thursday Night Reception and Dinner

Thursday evening, our annual reception and dinner is being held in the Cascade Locks Ballroom from 6:30 p.m. – 9:30 p.m.

Cocktails and hors d’oeuvres are served from 6:30 p.m. – 7:30 p.m.

Dinner is served at 7:30 p.m.

Our award presentations will follow immediately after dinner.

Registration and Hospitality Suite

If you have any questions or concerns, please don’t hesitate to stop by the Registration/Hospitality Suite located on the bottom floor in the Jefferson/Washington Rooms, or ask any ASA staff member.

Thank you for being here and enjoy your stay!
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 the Registration desk located in the Jefferson Room.

Please see the map.

The Hospitality Suite and Registration desk hours are:

<table>
<thead>
<tr>
<th>Day</th>
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<tbody>
<tr>
<td>Tuesday, October 8</td>
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<td>Thursday, October 10</td>
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<tr>
<td>Friday, October 11</td>
<td>Closed</td>
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</tbody>
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Staff

EXECUTIVE OFFICE

Glenn Hughes
President
ghughes@asafishing.org
x245

Joyce Anderson-Logan
Executive Assistant to the President and Board Liaison
janderson@asafishing.org
x233

GOVERNMENT AFFAIRS

Mike Leonard
Vice President
mleonard@asafishing.org
x230

Michael Waine
Atlantic Fisheries Policy Director
mwaine@asafishing.org
508-221-5508

Kellie Ralston
Southeast Fisheries Policy Director
kralston@asafishing.org
904-553-3733

Chad Tokowicz
Inland Fisheries Policy Manager
ctokowicz@asafishing.org
x222

Danielle Cloutier, PhD
Pacific Fisheries Policy Director
dcloutier@asafishing.org
x247

Josey Cline
Policy Fellow
jcline@asafishing.org
x246

OPERATIONS AND FINANCE

Diane Carpenter
Vice President and CFO
dcarpenter@asafishing.org
x242

Naomi Evans
Receptionist and Finance Assistant
nevans@asafishing.org
x221

1001 N. Fairfax Street, Suite 501
Alexandria, Virginia 22314
Phone: 703-519-9691
Fax: 703-519-1872
info@asafishing.org
www.ASAfishing.org
MARKETING AND COMMUNICATIONS

Liz Ogilvie  
Vice President and Chief Marketing Officer  
eogilvie@asafishing.org  
x228

Mary Jane Williamson  
Communications Director  
mjwilliamson@asafishing.org  
x227

Gary Jennings  
Keep Florida Fishing Director  
gjennings@asafishing.org  
407-719-2970

John Stillwagon  
Communications Manager  
jstillwagon@asafishing.org  
x254

Allen Luck  
Social Media Manager  
aluck@asafishing.org  
x244

Jared Pfliger  
Communications Manager, Public Relations  
jpfliger@asafishing.org  
x255

TRADE SHOW AND MEMBERSHIP

Blake Swango  
Vice President  
bswango@asafishing.org  
x241

Rachel Allegretto  
Trade Show Operations Manager  
rallegretto@asafishing.org  
x231

Larkin Porter  
Trade Show Coordinator  
lporter@asafishing.org  
x240

Kirk Ross  
Membership Director  
kross@asafishing.org  
x234

Rob Keith  
Member Services Manager  
rkeith@asafishing.org  
x252

FISHAMERICA FOUNDATION

Diane Carpenter  
Vice President and CFO  
fafgrants@asafishing.org  
x242
Board of Directors
Current as of September 2019

EXECUTIVE COMMITTEE

Chris Megan (Chairman)
Publisher
On The Water, LLC

Zack Swanson (Vice Chairman)
General Manager & Vice President of Sales
Rapala USA

Louis Chemi (Secretary)
COO
Freedom Boat Club

Dan McDonald (Treasurer)
President
Yakima Bait Company

Jesse Simpkins (At-Large)
Director of Marketing
St. Croix Rods

Kirk Immens (Immediate Past Chairman)
President
Sportco Marketing, Inc.

MEMBERS

Bruce Akin
CEO
B.A.S.S., LLC

Dale Barnes
Division Manager, Marketing
Yamaha Marine Group
Yamaha Motor Corporation, U.S.A.

Ed Carter
Executive Director
Tennessee Wildlife Resources Agency

Charlie Davis
Director of Brand – Fishing
Plano Synergy

Dan Ferris
Publisher
Midwest Outdoors

Peter Foley
President
Boone Bait Company, Inc.

Patrick M. Gill
CEO
TackleDirect

Frank Hugelmeyer
President
National Marine Manufacturers Association

Bob Hunter
Vice President, Merchandising
Big Rock Sports, LLC

Mike Jackson
President
Wright & McGill Co./Eagle Claw Fishing Tackle

Carl Liederman
President
Capt. Harry’s Fishing Supply Co., Inc.

Dave J. Pfeiffer
President
Shimano North America Fishing, Inc.

Steve Smits
President
ZEBCO Brands

EX-OFFICIO MEMBERS

Dave Bulthuis
Vice President of Government Affairs
Costa

Carey Graves
Vice President of Sales
Daiwa Corporation

Kenneth Hammond
CEO
The Hammond Group

Harlan Kent
CEO
Pure Fishing

Phil Lillo
Owner/CEO
Don Coffey Company
Committees 2019–2020
Current as of September 2019

60 IN 60 COMMITTEE
Dave Washburn, Fishing League Worldwide (Chairman)
Joe Brown, Johnson Outdoors, Inc.
BeBe Dalton Harrison, Angling Women
Anthony DeiCicci, On The Water, LLC
Dan Ferris, MidWest Outdoors
Michael Flanagan, Felmlee Lures
Michelle Gandola, BD Outdoors
Dave Johns, ZEBCO Brands
David Kranz, Dave’s Bait, Tackle and Taxidermy
Larry Pugh, Mississippi Department of Wildlife, Fisheries and Parks
Dan Shively, U.S.D.A. Forest Service
Bruce Stanton, PRADCO Fishing
Stephanie Vatalaro, Recreational Boating & Fishing Foundation
Dena Woener Vick, Traditions Media
Staff Contact: Liz Ogilvie, 703-519-9691 x228, eogilvie@asafishing.org

ADVOCACY COMMITTEE
Sid Dobrin, Inventive Fishing (Chairman)
Bruce Akin, B.A.S.S., LLC
Dale Barnes, Yamaha Motor Corporation, U.S.A.
Jack Butts, Rome Specialty Company, Inc.
John Carman, Pitman Creek
Anne Davis, Challenge Plastic Products, Inc.
Randy Lemcke, Plano Synergy
Dave Morel, Bonnier Corporation
Patrick Neu, National Professional Anglers Association
Robert Shamblin, Power Pole
Jacob Wharton, Womble Carlyle Sandridge & Rice, LLP
Staff Contact: Liz Ogilvie, 703-519-9691 x228, eogilvie@asafishing.org

COMMUNICATIONS COMMITTEE
John Mazurkiewicz, Catalyst Marketing Services (Chairman)
Sam Brenner, Okuma Fishing Tackle Corporation
Dan Ferris, MidWest Outdoors
Fred Garth, Guy Harvey Magazine
Kelly Gohman, Federation Angler
James Hall, B.A.S.S., LLC
Ali Hussainy, BD Outdoors
Jeff Kolodzinski, Johnson Outdoors, Inc.
Rebecca Louviere, Center for Sportfishing Policy
Cyrielle Mathieu, VMC, Inc.
Drew Sadler, Sportco Marketing, Inc.
George Scocca, Outdoor.Media
Staff Contact: Mary Jane Williamson, 703-519-9691 x227, mjwilliamson@asafishing.org

CONSUMER SHOWS COMMITTEE
Neal Larsson, On The Water, LLC (Chairman)
Landon Bloomer, Anglr Labs
Sam Brenner, Okuma Fishing Tackle Corporation
Dick Clark, Bert’s Custom Tackle
Bob George, Buck Knives, Inc.
David Kranz, Dave’s Bait, Tackle and Taxidermy
Sean Kunzer, Ferguson-Keller & Associates
Randy Lemcke, Plano Synergy
Larry Rencken, Duckett Fishing
Jesse Simpkins, St. Croix Rods
Jeff Slater, Kureha America, LLC
Mike Sullivan, 13 Fishing
Greg Johnson, Daiwa Corporation
Staff Contact: Tod Alberto, 603-516-2080, talberto@nmma.org

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<tr>
<td>Contribution</td>
<td>$5,000</td>
<td>$2,500 - $4,999</td>
<td>$1,000 - $2,499</td>
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