Sportfishing Summit

October 10 - 12, 2007 · Sanibel Harbour Resort & Spa · Sanibel, Florida

Program
On behalf of the Board of Directors, ASA’s members, partners and staff, we welcome you to the 2007 Sportfishing Summit, the association’s business meeting and premier networking event.

This year, the Summit focuses on two key issues – participation and fishing access. With the release of the U.S. Fish and Wildlife Service’s 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, the Summit provides a natural forum to examine where we are and where we’ve been as an industry. The national survey is conducted every five years and provides our industry with vital information about sportfishing.

Access is a hot topic and none more so than in California. During the Summit, attendees will hear about the actions that ASA and its partners are taking to ensure the sportfishing industry and anglers have a voice in the state’s Marine Life Protection Act Initiative as well as other access issues facing anglers and our industry.

We also welcome the Secretary of the Interior Dirk Kempthorne to the Summit as our Friday morning guest speaker. The Secretary will speak on the critical issue of connecting children with nature and the impact it has on angling, boating, access and the development of future conservationists to protect and strengthen the American traditions of angling and boating. This is a very special opportunity to hear about access and participation from the Department of the Interior’s perspective.

We particularly encourage you to participate in ASA’s committee meetings in order to gain a better understanding of how ASA staff and your colleagues work on your behalf.

Sanibel Harbour Resort & Spa, located on Florida’s Gulf Coast, is a great venue for our meeting. Aside from the sessions and meetings, there are many opportunities to network with your friends and colleagues during evening receptions and the networking luncheons. We’ve also planned a guided tour of the J. N. “Ding” Darling National Wildlife Refuge and two great activities for attendees’ spouses and guests.

We know that attending the Summit is an investment of time and resources and we thank you for your support of our association and the future of recreational sportfishing. We encourage everyone to attend the 2007 Summit events to take advantage of the opportunity to share perspectives and experiences in order to ensure a prosperous future for our industry.

Randy Lemcke
Chairman of the Board (2006-2008)

Mike Nussman
President and CEO
2007 Sportfishing Summit Agenda
Agenda current as of September 24, 2007.

Tuesday, October 9
2:00 p.m. – 5:00 p.m. Registration/Hospitality Suite
Island Room
Hospitality Suite sponsored by ZEBCO/WC Bradley
2:00 p.m. – 5:00 p.m. Board Meeting
Everglades Ballroom A
Hospitality Suite sponsored by ZEBCO/WC Bradley

Wednesday, October 10
All Summit attendees are encouraged to participate in the committee meetings.
8:00 a.m. – 6:00 p.m. Registration/Hospitality Suite
Island Room
Hospitality Suite sponsored by ZEBCO/WC Bradley
7:45 a.m. – 8:45 a.m. Committee Chairs’ Breakfast
Caloosa Ballroom B
Invitation Only
8:00 a.m. – 9:00 a.m. Breakfast
Everglades Foyer
9:00 a.m. – 10:30 a.m. Committee Meetings
Data and Statistics
Cypress Room
Manufacturer’s Division
Orchid Room
Saltwater Government Affairs
Jasmine Room
10:30 a.m. – 10:45 a.m. Morning Break
Everglades Foyer
10:45 a.m. – 12:15 p.m. Committee Meetings
Finance
Orchid Room
Freshwater Government Affairs
Jasmine Room
Manufacturer’s Rep Division
Cypress Room
Show
Caloosa Ballroom A
12:30 p.m. – 1:30 p.m. Networking Lunch
Everglades A & B
1:45 p.m. – 3:15 p.m. Committee Meetings
Trade & Commerce
Cypress Room
Subcommittee
Jasmine Room
FishAmerica Foundation
Caloosa Ballroom A
3:15 p.m. – 3:30 p.m. Afternoon Break
Everglades Foyer
3:30 p.m. – 5:00 p.m. Committee Meetings
Government Affairs
Caloosa Ballroom A
Communications
Cypress Room
Membership
Jasmine Room
3:30 p.m. – 5:00 p.m. Spouses’ Afternoon Tea
Caloosa Ballroom B
6:00 p.m. – 7:30 p.m. Welcome Reception
Palm Pool Deck
This is an excellent way to connect with old friends and meet new ones.

Thursday, October 11
8:00 a.m. – 6:00 p.m. Registration/Hospitality Suite
Island Room
Hospitality Suite sponsored by ZEBCO/WC Bradley
8:00 a.m. – 10:00 a.m. Spouses’ Fitness Outing and Continental Breakfast
Spa Bistro
Spouses’ are invited to join in an early morning half hour fitness activity and/ or have continental breakfast.
9:00 a.m. – 9:30 a.m. Welcoming Remarks
Everglades Ballroom B & C
Introductions by Mike Husman, ASA president and CEO
Remarks by:
• Ken Haddad, executive director, Florida Fish and Wildlife Conservation Commission
• Randy Lemcke, ASA Board of Directors chairman, vice president, Plano Molding Company
9:30 a.m. – 11:45 a.m. Summit Signature Morning Session
Everglades Ballroom B & C
This morning’s session focuses on the latest information that impacts the sportfishing industry including the results of the U.S. Fish and Wildlife Service’s 2006 National Survey of Fishing, Hunting and Wildlife-Associated Recreation, plus:
• An industry overview – the past to the present
• How we got here
• Where the trade is today
• Where we may be in 10-25 years
Presenters are Mike Husman, ASA president and CEO, and Glenn Hughes, publisher, Bonnier Corporation.
Featured guest speaker – William Strauss, partner, LifeCourse Associates
Bill Strauss is a leading authority on American demographics and generational trends and how they influence American society. His remarks will focus on where the sportfishing industry may be in the next 10-25 years based on generational changes. He has coauthored several books, including Generations, 13th Gen, The Fourth Turning and Millennials Rising.
10:30 a.m. – 10:45 a.m. Break
Everglades Foyer
Noon – 1:00 p.m. Networking Lunch
Caloosa Ballroom
Sponsored by the Recreational Boating and Fishing Foundation
Join Frank Peterson, Jr., president and CEO, Recreational Boating and Fishing Foundation, as he updates everyone on the foundation’s strategic focus for 2008 and beyond.
2007 Sportfishing Summit Agenda

1:15 p.m. – 2:15 p.m. New Approaches for Assessing Sport Anglers Characteristics, Perceptions, Behaviors and Economic Significance

Everglades Ballroom B & C

Ed Mahoney, Ph.D., professor and extension specialist, Department of Community, Agriculture, Recreation and Resource Studies, and co-director, Recreation Marine Research Center, Michigan State University

Dr. Mahoney will explain the technologies that he and his colleagues are developing that will be used to analyze fishing and boating behaviors with an emphasis on using this information for marketing and outreach.

2:30 p.m. – 5:00 p.m. Guided tour of the J. N. “Ding” Darling National Wildlife Refuge

Join us for a private tour of this wildlife refuge located on the subtropical barrier island of Sanibel in the Gulf of Mexico. The refuge is part of the largest undeveloped mangrove ecosystem in the United States.

Prior $10.00 registration required. Transportation provided. Spouses and families welcome.

Friday, October 12

8:00 a.m. – 3:00 p.m. Registration/Hospitality Suite

Island Room

Hospitality Suite sponsored by ZEBCO/WC Bradley

7:30 a.m. – 9:00 a.m. ASA Board of Directors Meeting

Everglades Ballroom A

9:30 a.m. – 10:00 a.m. Guest Keynote Speaker - Secretary of the Interior Dirk Kempthorne

Everglades B & C

The Secretary will speak on the critical issue of connecting children with nature and the impact it has on angling, boating, access and the development of future conservationists to protect and strengthen the American traditions of angling and boating. This is a very special opportunity to hear about access and participation from the Department of the Interior’s perspective.

10:00 a.m. – 11:00 a.m. No Access – No Anglers: What Will the Future Bring?

Everglades Ballroom B & C

Access to fishing is a hot topic whether you’re in a coastal state or deep in the heart of mid-America. Between the movement towards closing large portions of ocean area as a means to preserve marine resources to state and federal government no-access and limited-access mandates to developers buying up ocean and lakefront property, access will have a profound impact on our industry. A panel of individuals representing federal, environmental and conservation points-of-view will explain their stance on this very important issue.

Panel members are:
- David Kennedy, director, Office of Ocean and Coastal Resources Management, NOAA
- Mark Powell, vice president, Fish Conservation, The Ocean Conservancy
- Ray Hilborn, Ph.D., Richard C. and Lois M. Worthington Professor of Fisheries Management, School of Aquatic and Fishery Sciences, University of Washington

11:00 a.m. – 11:15 a.m. Break

Everglades Foyer

11:15 a.m. – Noon Access – An Issue Update

Everglades Ballroom B & C

Learn what measures ASA and its partners are taking to address the access issue, including California’s Marine Life Protection Act (MLPA) designation process, off-road vehicle access on North Carolina’s Outer Banks National Seashore and other key parts of the United States where access is in jeopardy. Dan Kramer, president, KPA Strategies, El Dorado Hills, Calif., will outline the essential elements of an effective public relations and advocacy campaign. KPA Strategies is working with ASA and its partners on the California MLPA issue.

12:15 p.m. – 1:30 p.m. General Membership Meeting

Everglades Ballroom B & C

Lunch provided

Noon – 1:30 p.m. The Hospitality Suite will be closed during the General Membership Meeting.
2007 Sportfishing Summit Speakers

Speakers are current as of September 24, 2007.

Ken Haddad
Executive Director
Florida Fish and Wildlife Conservation Commission (FWC)

As executive director for the Florida Fish and Wildlife Conservation Commission, Ken Haddad is responsible for the leadership and management of the FWC. The FWC is a Florida constitutional agency with responsibility for rule-making, management, enforcement and science relative to fish and wildlife resources statewide. Haddad welcomes ASA’s members and guests to Florida and the 2007 Sportfishing Summit.

Ray Hilborn, Ph.D.
Richard C. and Lois M. Worthington Professor of Fisheries Management
School of Aquatic and Fishery Sciences
University of Washington

Ray Hilborn specializes in natural resource management and conservation. He teaches graduate and undergraduate courses in conservation, fisheries stock assessment and risk analysis and currently serves as an advisor to several international fisheries commissions and agencies. During Friday morning’s session on access issues, Hilborn will speak to the science behind the development of marine protected areas and their potential impact on sportfishing.

Glenn Hughes
Publisher
Bonnier Corporation

Glenn Hughes is the publisher of Sport Fishing, Marlin and Fly Fishing in Saltwater magazines for Bonnier Corporation. He serves as the chairman of ASA’s Data and Statistics Committee. Hughes and Mike Nussman, ASA president and CEO, will speak during Thursday morning’s session about where our industry has been, where it is and where it’s going based on the latest data, statistics and trends in angling participation and outdoor recreation.

Ed Mahoney, Ph.D.
Professor and Extension Specialist
Department of Community, Agriculture, Recreation and Resource Studies
Co-Director, Recreation Marine Research Center
Michigan State University

Ed Mahoney holds a Ph.D. in Natural Resource Economics with an emphasis in fisheries, wildlife and recreation economics and a degree in wildlife biology. His primary areas of research include industry performance studies, economic impact assessment and market identification and analysis. During Thursday afternoon’s session, Mahoney will discuss the technologies he and his colleagues are developing that will be used to analyze fishing and boating behaviors with an emphasis on using this information for marketing and outreach.

Frank Peterson, Jr.
President and CEO
Recreational Boating and Fishing Foundation (RBFF)

As president and CEO of the Recreational Boating and Fishing Foundation, Frank Peterson, Jr., manages all aspects of RBFF’s operations and is responsible for meeting the strategic goals set by RBFF’s leadership. He has more than 20 years of leadership and business development expertise with both nonprofit and for-profit organizations. Peterson will update ASA’s members and guests on RBFF’s strategic focus for 2008 and beyond.
Dirk Kempthorne was confirmed as the 49th Secretary of the U.S. Department of the Interior in 2006. Prior to his confirmation as Secretary, Kempthorne served as Governor of the state of Idaho and six years in the U.S. Senate. As Governor, Kempthorne worked to develop consensus on management of Idaho’s and the West’s natural resources. He worked with his colleagues in Oregon, Washington and Montana to develop an historic bipartisan agreement on a state-based solution for returning salmon runs in the region.

As the Secretary of the U.S. Department of the Interior, Kempthorne leads the nation’s principal conservation agency. The Department of the Interior’s responsibilities include: protecting America’s treasures for future generations, providing access to our nation’s natural and cultural heritage, fostering sound use of land and water resources, providing recreation opportunities for America and conserving and protecting fish and wildlife.

On Friday morning, the Secretary will speak to the critical issue of the decline in children’s interaction with nature and the impact it has on angling, boating, access and the development of future conservationists to protect and strengthen the American traditions of angling and boating.
## ASA Staff

### Executive Office
- **Mike Nussman**
  - President and CEO
  - Extension 233
  - mnussman@asafishing.org
- **Joyce Anderson-Logan**
  - Executive Assistant
  - Extension 233
  - janderson@asafishing.org

### Government Affairs
- **Gordon Robertson**
  - Vice President
  - Extension 237
  - grobertson@asafishing.org
- **Patty Doerr**
  - Ocean Resource Policy Director
  - Extension 230
  - pdoerr@asafishing.org
- **Mary Beth Charles**
  - Policy Fellow
  - Extension 230
  - mbcharles@asafishing.org

### ICAST
- **Maria del Valle**
  - ICAST Director
  - Extension 240
  - mdelvalle@asafishing.org
- **Kelly Camirand**
  - ICAST Coordinator
  - Extension 231
  - kcamirand@asafishing.org

### Member Services
- **Ann Sweeney**
  - Membership Assistant
  - Extension 241
  - asweeney@asafishing.org

### Communications
- **Mary Jane Williamson**
  - Communications Director
  - Extension 227
  - mjwilliamson@asafishing.org
- **Leslie Boatman**
  - Communications Associate
  - Extension 222
  - boatman@asafishing.org

### Finance and Administration
- **Diane Carpenter**
  - Chief Financial Officer
  - Extension 242
  - dcarpenter@asafishing.org
- **Naomi Evans**
  - Finance Assistant
  - Extension 221
  - nevans@asafishing.org
- **Amy Yohanes**
  - Administrative Services Manager
  - Extension 228
  - ayohanes@asafishing.org
- **Betsy Pai**
  - Office Assistant
  - Extension 251

### Data & Statistics
- **Rob Southwick**
  - President
  - Southwick Associates
  - (904) 277-9765
  - rob@southwickassociates.com

### Foundations
- **Johanna Laderman**
  - Executive Director
  - FishAmerica Foundation
  - Extension 245
  - jladerman@asafishing.org
- **Erica George**
  - Grants Manager
  - FishAmerica Foundation
  - Extension 247
  - egeorge@asafishing.org
- **Anne Danielski**
  - Acting Executive Director
  - Future Fisherman Foundation
  - Extension 228
  - adanielski@asafishing.org
- **Jesse Moore**
  - Program Coordinator
  - Future Fisherman Foundation
  - Extension 224
  - jmoore@asafishing.org

### Consumer Shows
- **ASA/Fred Hall Fishing Tackle & Boat Shows**
  - **Bart Hall**
    - President
    - Fred Hall & Associates
    - 805-389-3339
    - bart@fredhall.com
- **ASA/Eastern Fishing & Outdoor Exposition**
  - **Jonathan Sauers**
    - Show Director
    - Eastern Fishing & Outdoor Exposition, LLC
    - (603) 431-4315
    - jonathan@sportshows.com

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American Sportfishing Association • 225 Reinekers Lane, Suite 420 • Alexandria, Virginia 22314
Phone: (703) 519-9691 • Fax: (703) 519-1872 • www.asafishing.org
ASA Board of Directors 2008

Executive Committee

Randy Lemcke (Chairman)
Vice President
Plano Molding Company
Plano, IL
rlemcke@planomolding.com

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President
ZEBCO/WC Bradley
Tulsa, OK
jpontius@zebco.com

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Chief Executive Officer
Frabill, Inc.
Jackson, WI
jmarble@frabill.com

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Marketing,
Product Development &
Retailer Services
Big Rock Sports
Newport, NC
gzurn@bigrocksports.com

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President
Shimano American Corporation
Irvine, CA
dpfeiffer@shimano.com

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Vice President/General Merchandise Manager
Bass Pro Shops
Springfield, MO
edinkins@basspro.com

Members

Thomas Dammrich
President
National Marine Manufacturers Association
Chicago, IL
tdammrich@nmma.org

Bob Eakes
President
Red Drum Tackle Shop, Inc.
Burton, NC
bobneakes@aginet.com

John Jilling
President
Wright & McGill Company
Denver, CO
jilling@wrightmcgill.com

Jay Jolly
Vice President
Boater’s World Marine Centers
Beauvoir, MD
jjolly@boatersworld.com

Jim Lebson
Director of Sales and Marketing
G.Loomis, Inc.
Woodland, WA
jlebson@gloomis.com

Richard “Chip” Powell
President
Mason Tackle Company
Otisville, MI
cpowell@masontackle.com

Corky Pugh
Director
Alabama Department of Conservation
and Natural Resources
Wildlife & Freshwater Fisheries Division
Montgomery, AL
wanda.mccullers@dcnr.alabama.gov

Geoff Ratte
National Sales Manager
Water Gremlin Company
St. Paul, MN
ratte@comcast.net

Burt Steinberg
President and CEO
American Rod & Gun
Springfield, MO
bsteinberg@basspro.com

Gregg Woliner
Executive Vice President
Rapala VMC Group/Normark Corporation
Minnetonka, MN
gwoliner@rapalusa.com
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Chris Megan, On The Water, LLC
Staff Contacts:
Mary Jane Williamson, 703-519-9691, x227 or mjwilliamson@asafishing.org
Leslie Boatman, 703-519-9691, x222 or lboatman@asafishing.org

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Staff Contact:
Mike Nussman, 703-519-9691, x252 or mnussman@asafishing.org

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Staff Contacts:
Rob Southwick, 904-277-9765 or rbsouthwickassociates.com
Gordon Robertson, 703-519-9691, x237 or grobertson@asafishing.org

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Staff Contact:
Diane Carpenter, 703-519-9691, x242 or dcarpenter@asafishing.org

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Staff Contacts:
Gordon Robertson, 703-519-9691, x237 or grobertson@asafishing.org
Patty Doerr, 703-519-9691, x244 or pdoerr@asafishing.org

Freshwater Subcommittee
(11 Members)
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Staff Contact:
Ann Sweeney, 703-519-9691, x241 or asweeney@asafishing.org

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Gary Zurn, Big Rock Sports
Staff Contacts:
Maria del Valle, 703-519-9691, x240 or mdelvalle@asafishing.org
Kelly Camirand, 703-519-9691, x231 or kcamirand@asafishing.org

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Tom Salter, The Trust for Public Land
Michael Stages, Wisconsin Department of Natural Resources
Staff Contacts:
Johanna Laderman, 703-519-9691 x245 or jladerman@asafishing.org
Erica George, 703-519-9691, x247 or egeorge@asafishing.org

Nominating Committee
(13 Members)
Dave Pfeiffer, Shimano American Corporation (Chairman)
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Joe Wolf, Plano Molding Company
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Gary Zurn, Big Rock Sports
Staff Contact:
Mike Nussman, 703-519-9691, x252 or mnussman@asafishing.org
Plano Molding Company welcomes you to the

2007 Sportfishing Summit

Plano Molding Company is a proud supporter of the American Sportfishing Association and sponsor of the 2007 Sportfishing Summit’s Program Book.

Through cause-related marketing and sales of the “Take Me Fishing™” tackle box, Plano Molding Company has donated nearly $10,000 to the Future Fisherman Foundation to benefit youth fishing education nationwide since partnering with the Foundation in 2006.
Thank You

2007 Sportfishing Summit

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The American Sportfishing Association would like to thank its 2007 Sportfishing Summit sponsors for helping to make this year’s membership meeting a success.

Gold

Bass Pro Shops
Member Reception and Dinner

Silver

Plano Tackle Systems
2007 Summit Program Book

ZeBCO
Hospitality Suite

Recreational Boating & Fishing Foundation
Thursday Lunch
Nestled on an 85-acre peninsula, Sanibel Harbour Resort & Spa is located in Fort Myers, Fla., at the gateway to Sanibel and Captiva Islands. The resort is the only four-diamond property in the area and is also a member of Preferred Hotels and Resorts.

Sanibel Harbour Resort & Spa is located in an established area with a rich and distinguished history dating as far back as the Calusa Indians. In the 1800’s, the resort gained notoriety as a fishing mecca for wealthy guests who flocked to the Gulf waters teeming with kingfish, channel bass, sea trout, Spanish mackerel and silver king tarpon. Legendary visitors included Thomas Edison and auto industry giant Henry Ford, whose winter homes in Fort Myers still stand as historic landmarks. When a guest caught a tarpon with a rod and reel—weighing in at 93 pounds and five feet nine inches in length—the area’s reputation for fishing was sealed.

Today, the full-service resort offers 400 luxurious guest rooms, all with private lanais showcasing its captivating views, six dining venues, golf nearby, island excursions, fishing charters and dinner cruises aboard its luxury yacht, the Sanibel Harbour Princess. Six pools, a children’s program, spa and shuttle service to Sanibel Island are available.

ASA Hospitality Suite
The Hospitality Suite, located in the resort’s Island Room, is the perfect place to relax with a drink, meet colleagues or get the latest information on the Summit events. The Suite is open Tuesday from 2:00 p.m. – 5:00 p.m.; Wednesday from 8:00 a.m. – 6:00 p.m.; Thursday from 8:00 a.m. – 6:00 p.m.; and Friday from 8:00 a.m. – 3:00 p.m. The Hospitality Suite will be closed during the General Membership Meeting, Friday, October 12, from noon - 1:30 p.m.

Restaurant Recommendations
Sanibel Harbour Resort & Spa features six on-site dining options, including the elegant Banyan Room for dinner; the waterfront Tarpon House for breakfast, lunch and dinner; the Courtyard Steakhouse for dinner; Charley’s Cabana Bar with a cool, seaside atmosphere; the Palm Court Bakery for on-the-go service; and the poolside oasis Pelican Pool Bar & Grille. Reservations may be necessary. For reservations, please call 239-466-2186.

Recreation Opportunities
The Sanibel area and the Sanibel Harbour Resort & Spa are home to numerous fishing, golf and other recreational activities.

For fishing and other water activities, the Sanibel Harbour Resort & Spa recommends:
Adventures in Paradise, Inc.
14341 Port Comfort Road
Fort Myers, FL 33912
Phone: 239-468-2186
Email: info@adventureinparadiseinc.com

For golf, the Sanibel Harbour Resort & Spa provides a golf concierge, available Tuesday through Saturday from 8:00 a.m. to 4:00 p.m., to personally arrange individual and group tee times.
Phone: 239-468-2186
Email: golf@sanibel-resort.com

Sanibel Harbour Resort & Spa also recommends:
The Dunes Golf & Tennis Club
949 Sandcastle Road
Sanibel Island, FL 33957
Golf phone: 239-472-2535
Tennis phone: 239-472-3522
Web: www.dunesgolfsanibel.com

Crown Colony Golf & Country Club
8851 Crown Colony Boulevard
Fort Myers, FL 33908
Phone: 239-590-9860
Web: http://www.crowncolonygcc.com/

For more recreational and dining resources, please contact:
Sanibel & Captiva Islands Chamber of Commerce
1159 Causeway Road
Sanibel Island, FL 33957
Phone: 239-472-1080
Email: island@sanibel-captiva.org
Web: www.sanibel-captiva.org

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Email: island@sanibel-captiva.org
Web: www.sanibel-captiva.org

Lee County Visitor & Convention Bureau Visitor Services Office
11000 Terminal Access Road, Suite 8640
Fort Myers, FL 33913
Phone: 239-590-4855
Email: jdurant@leegov.com
Web: www.leevisitorservices.com

For water therapies and salt glows, to cutting edge fitness and expert instruction, The Spa at Sanibel Harbour is a modern facility dedicated to timeless relaxation. Named one of the Top 10 Spa Resorts in the U.S. by Conrail Abst Traveller, the resort spa features an experienced staff whose goal is your complete satisfaction. The spa includes a fitness center. For spa reservations, please call 239-468-2186.

Web: www.sanibel-harbourresort.com

ASA Hospitality Suite
The Hospitality Suite, located in the resort’s Island Room, is the perfect place to relax with a drink, meet colleagues or get the latest information on the Summit events. The Suite is open Tuesday from 2:00 p.m. – 5:00 p.m.; Wednesday from 8:00 a.m. – 6:00 p.m.; Thursday from 8:00 a.m. – 6:00 p.m.; and Friday from 8:00 a.m. – 3:00 p.m. The Hospitality Suite will be closed during the General Membership Meeting, Friday, October 12, from noon - 1:30 p.m.

Restaurant Recommendations
Sanibel Harbour Resort & Spa features six on-site dining options, including the elegant Banyan Room for dinner; the waterfront Tarpon House for breakfast, lunch and dinner; the Courtyard Steakhouse for dinner; Charley’s Cabana Bar with a cool, seaside atmosphere; the Palm Court Bakery for on-the-go service; and the poolside oasis Pelican Pool Bar & Grille. Reservations may be necessary. For reservations, please call 239-466-2186.

Recreation Opportunities
The Sanibel area and the Sanibel Harbour Resort & Spa are home to numerous fishing, golf and other recreational activities.

For fishing and other water activities, the Sanibel Harbour Resort & Spa recommends:
Adventures in Paradise, Inc.
14341 Port Comfort Road
Fort Myers, FL 33912
Phone: 239-468-2186
Email: info@adventureinparadiseinc.com

For more recreational and dining resources, please contact:
Sanibel & Captiva Islands Chamber of Commerce
1159 Causeway Road
Sanibel Island, FL 33957
Phone: 239-472-1080
Email: island@sanibel-captiva.org
Web: www.sanibel-captiva.org

Lee County Visitor & Convention Bureau Visitor Services Office
11000 Terminal Access Road, Suite 8640
Fort Myers, FL 33913
Phone: 239-590-4855
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Sanibel Harbour Resort Spa Services
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Web: www.sanibel-harbourresort.com
Sanibel Harbour Resort & Spa
Meeting Facilities Map

Registration and Hospitality Suite
Island Room
Open Daily

Tuesday, October 9 ..........................2:00 p.m. - 5:00 p.m.
Wednesday, October 10 ....................8:00 a.m. - 6:00 p.m.
Thursday, October 11 ......................8:00 a.m. - 6:00 p.m.
Friday, October 12 ............................8:00 a.m. - 3:00 p.m.*

*The Hospitality Suite will be closed during the General Membership Meeting, Friday, October 12, Noon - 1:30 p.m.
American Sportfishing Association

The American Sportfishing Association (ASA) is the sportfishing industry’s trade association, committed to looking out for the interests of the entire sportfishing community. We give the industry a unified voice, speaking out on behalf of sportfishing and boating industries, state and federal natural resource agencies, conservation organizations, angler advocacy groups and outdoor journalists when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. We invest in long-term ventures to ensure the industry will remain strong and prosperous as well as safeguard and promote the enduring social, economic and conservation values of sportfishing in America.