

INDUSTRY NEWS



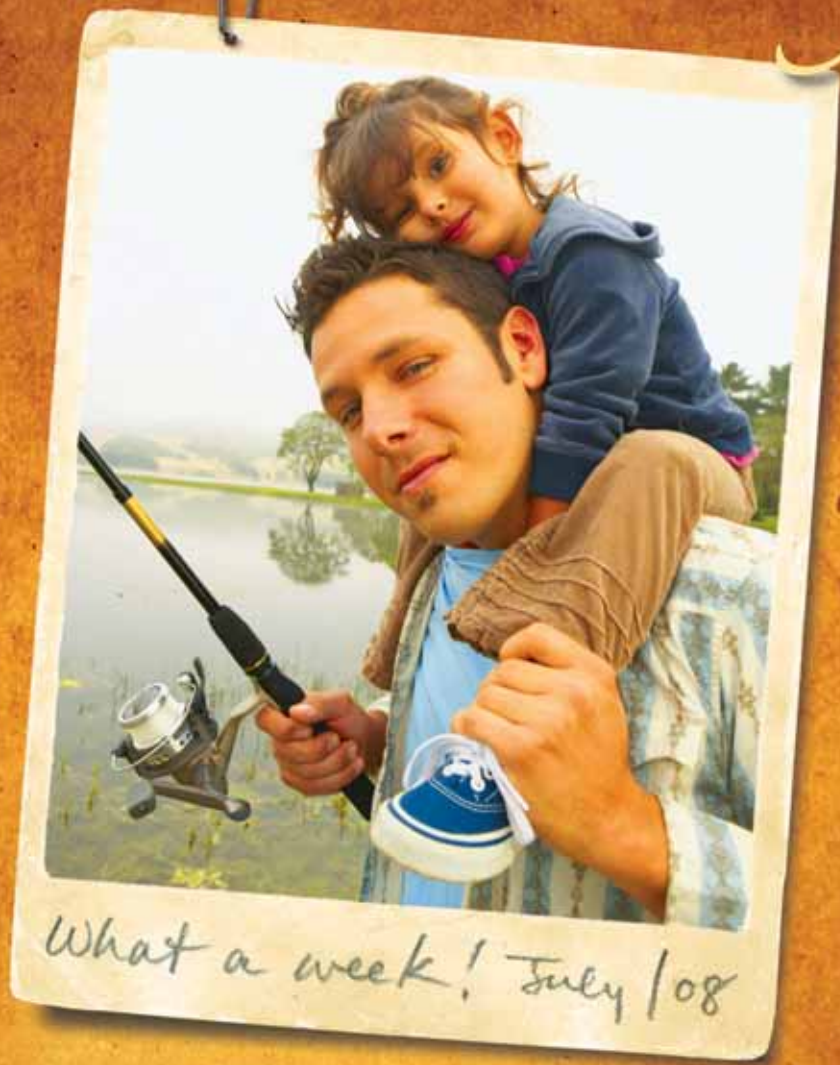
Canadian Sportfishing Industry Association
Association canadienne de l'industrie de la pêche sportive



FALL 2008

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Catch a memory



Take someone special fishing!

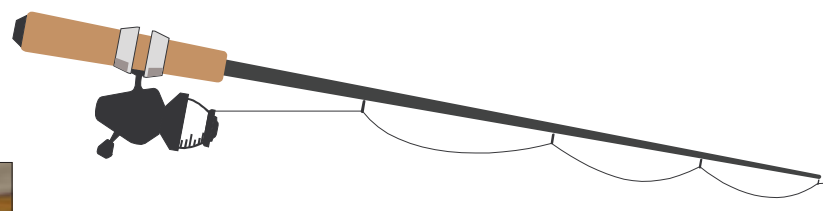
The CSIA welcomes 6 new members:

- Aventure Chasse & Pêche
- Baron Sports
- FisherGirl Inc.
- Formula Media Group
- Londero Sports
- Radioworld



www.csia.ca

IMPORTANT DEVELOPMENT: President Bush Signs Executive Order Sustaining Recreational Fishing on Federal Lands and Waters. page.8



MESSAGE FROM THE PRESIDENT

By Kim Rhodes

SUMMER IS OVER, fall is upon us and change is in the air. There were a number of activities that the CSIA participated in over this period, as you will note in the contents of this newsletter. At our **Annual General meeting**, three new board members were elected and welcomed to serve on the CSIA board: Jim Gourlay (Eastern Woods & Waters), Dave Johnston (The Fishin' Hole) and Mark Stiffel (Brecks International Inc.).

The 9th annual National Fishing Week continued to grow in popularity exceeding the number of fishing events and media coverage versus last year's levels. A special thanks to our major media partners and their sponsors for boosting our campaign nationally and the National Fishing Week committee members for organizing this event. Plans are already in motion for celebrating the 10th Anniversary of National Fishing Week in 2009.

During the Golf Fore Fish tournament in June, our major fundraiser, **Walter Oster of the Canadian National Sportsmen's Shows** presented a 'surprise' grant to the CSIA valued at \$10,000. This grant will help promote and stimulate an interest in Canada's angling heritage, outdoor angling activities and conservation of our waterways. I am encouraged and excited that our association will be able to spend additional efforts in educating Canadians on water aquatics, fish habitat, fishing etiquette and conservation. This is a major step in strengthening our angling heritage now and into the future. Over and above this grant, the CNSS also covered the **printing costs** of over 21,000 *Catch Fishing! Your Basic How-To Guide to Fishing in Canada* booklets (English & French) this year puts the Canadian National Sportsmen's Shows as one

of the top ambassadors when it comes to promoting sportfishing in Canada. On behalf of the CSIA, I thank Walter Oster and his team for their ongoing generosity.

The CSIA membership congratulates the **American Sportfishing Association** in celebrating their 75 years of service to the sportfishing industry. The 2008 ICAST Show was again successful with 7,000 attendees visiting 433 exhibitors. During this show, Mike Nussman, ASA's President and CEO hosted an International Meeting with members from the Japanese, European and Canadian sportfishing associations. It was an honour for me to be able to present Canada's sportfishing interests at this meeting. I found it interesting that within our group, encompassing different parts of the world, we share a number of the same conservation and environmental issues. For example, cormorants are endangering fish habitats worldwide, government policies are creating access issues with recreational fishing and anti-fishing groups threatening recreational fishing around the world.

To end on a positive note, how about some good news? President Bush amended a 1995 Executive Order recognizing the value of recreational fishing as a sustainable activity in federal waters. This will ensure that federal agencies maintain responsible recreational fishing on federal lands and waters, including marine protected areas. Over the past two years, many individuals from various outdoor organizations, including **Phil Morlock** who sits on the CSIA Government Affairs committee, worked hard to achieve this historic moment. Please be sure to read all about it in this newsletter as this will surely help our association pursue the same dedication for Canada.





Highlights of this year's National Fishing Week promotion

- ✓ The nostalgic feel to the 2008 campaign received a lot of positive feedback for content and feel.
- ✓ New this year - a Catch Fishing YouTube Channel carried the NFW TV ad.
- ✓ Over \$2.9 million dollars of media exposure across radio, TV, internet and print ads.
- ✓ Canadian Tire ran NFW ads during 2 sale flyer promotions before and during NFW
- ✓ Bass Pro ran NFW ads in their flyers
- ✓ Boating Magazines promoted NFW in their editorials and advertising
- ✓ Many outdoor magazines like *Ontario Out of Doors*, *Outdoor Canada*, *Western Sportsmen*, *BC Outdoors*, *Sentier Chasse Pêche* carried NFW ads.
- ✓ Total of 16 stations aired TV interviews: CITY TV Breakfast Television, Canada AM, Global Calgary, CTV Sudbury, CITY TV Winnipeg, etc.
- ✓ 90 radio stations and 10 television stations in major, medium and small markets gave away rods and reels and promoted National Fishing Week in the process and many listed links on their websites.
- ✓ Over 130 radio stations aired the NFW Public Service Announcements
- ✓ Over 50 radio show interviews with Mike and Tina during NFW.
- ✓ Patrick Campeau again this year acted as our French spokesman during "La fête de la pêche" in June and in July for NFW.
- ✓ Sun Media for the 6th year published a special NFW insert in newspapers during the week leading up to NFW - reaching over 3 million readers (major sponsors Wal Mart & Dodge with other localized ad sponsorships)
- ✓ Overruns of the NFW Insert were distributed to major British Columbia and Ontario Travel Centres
- ✓ French, Chinese and Korean public service announcements were aired in Québec, Vancouver and Toronto



Chairman's Awards Handed Out at Annual General Meeting

Tom Brooke, Chairman of the CSIA, presented three Chairman's Awards this year recognizing individuals for their outstanding contributions to recreational fishing and our industry.



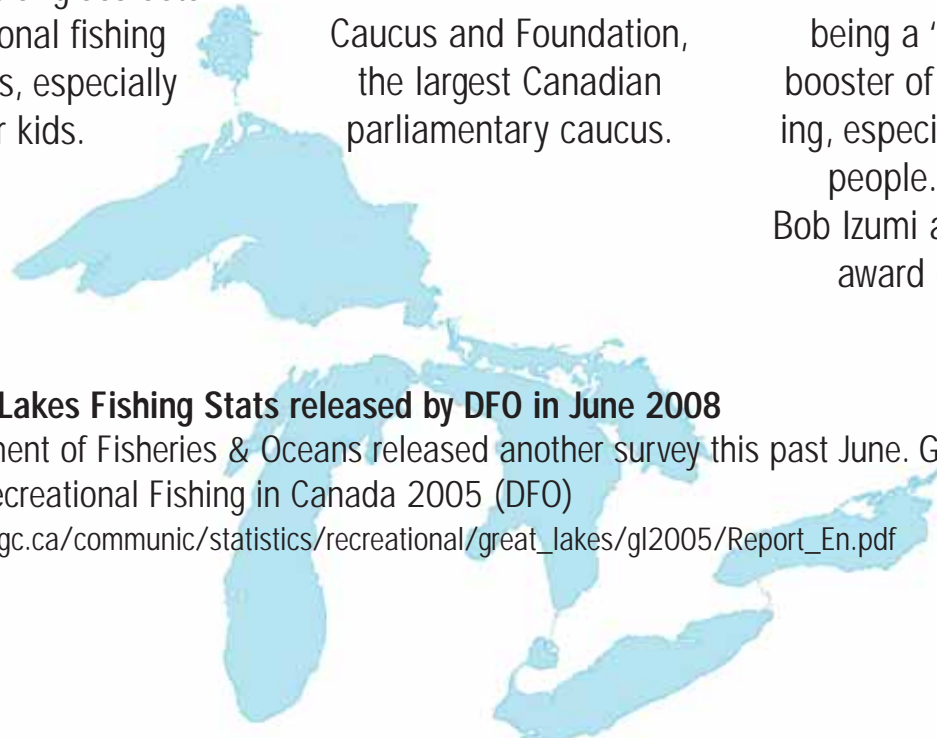
Walter Oster of the Canadian National Sportsmen's Shows was honored for his many years of support of grassroots recreational fishing initiatives, especially for kids.



Working on behalf of the CSIA, **Phil Morlock** received an award for his outstanding contributions in the establishment of the Outdoor Caucus and Foundation, the largest Canadian parliamentary caucus.



Well-known fishing personality and tournament angler Big **Jim McLaughlin** who is the publisher of *Just Fishing* was honoured for his decades of being a 'bigger-than-life' booster of recreational fishing, especially among young people. Real Fishing's Bob Izumi accepted Big Jim's award on his behalf.



NEW Great Lakes Fishing Stats released by DFO in June 2008

The Department of Fisheries & Oceans released another survey this past June. Great Lakes Fishery - Survey of Recreational Fishing in Canada 2005 (DFO)

www.dfo-mpo.gc.ca/communic/statistics/recreational/great_lakes/gl2005/Report_En.pdf

NEW Statistics Canada: A profile of recreational fishing in Canada released Summer 2008
www.statcan.ca/english/freepub/16-002-XIE/2008002/article/10622-en.htm

*Government Affairs Update:***GOOD NEWS ALERT - Animal Cruelty Bill S-203**

Through the dedicated work of the CSIA Government Affairs Committee, the Ontario Federation of Anglers and Hunters, our colleagues at many provincial and territorial wildlife federations across the country, the Delta Waterfowl Foundation and the Outdoor Caucus, Senator Bryden's Bill S-203 passed through the Parliamentary process. CSIA members and other outdoor enthusiasts acted on the many issued 'action alerts' that encouraged them to call their MP's to vote YES on Bill S-203. The Bill provides something all Canadians can agree on, namely increased fines and penalties against animal abusers.

BRITISH COLUMBIA - 4 Key Issues on the West Coast

By Bill Otway

1. TREATIES

Treaty agreements that continue to remove more of our fisheries resource from the public domain and place it into the hands of local Indian Bands. These Treaties include the permanent allocation of commercial catch to the various Bands. This removes these fish from access by the general Canadian population forever. The Treaties also remove the ability of the Federal and Provincial Ministers to manage those fish stocks not specifically allocated by number in the Food, Societal and Ceremonial fisheries. Management authority transfers to the Indian Band. This is particularly vexing in the freshwater fisheries where the provincial government has refused to designate numbers for even one species. This issue is of national concern because what happens here in B.C. in the Treaty process will soon be transferred to all Treaties in Canada.

2. FISHERY PRIVATIZATION

The ongoing privatization of our fishery by the senior bureaucrats and governments in Ottawa. We found out just how bad this is going to be in the future at a recent meeting with DFO. We learned that the recreational fishery had paid the commercial halibut fishermen over \$500,000 so far this year to obtain fish to keep the recreational fishery open. We also learned that we would have to come up with an additional \$1 million plus to keep the fishery open for the rest of the year.

The implications of our having to buy commercial quota in order to hold a recreational fishery will come to the fore in 2009 when our current funding is gone and we can look for major restrictions and possibly in-season closures in that year. When you add the fact that the International Halibut Commission, (IPHC) is planning on cutting Canada's overall allocation of Halibut by 40% the picture is very bleak.

We also learned recently from First Nations that DFO is

actively pursuing taking the current policy with Halibut on our West Coast and Cod on the East Coast and transferring that to all species including Salmon. Moreover they have told First Nations that they are intending to move the open ocean fisheries into the rivers. Such an action would put our tidal water billion dollar recreational fishery out of business.

3. BC RECREATIONAL FISHING POLICY

The acceptance and implementation of the policy document "A Vision for Recreational Fisheries in British Columbia". This is a policy document developed jointly by the representatives from the recreational fishery, DFO and the Provincial Ministry of Environment. It is meant to serve as a framework for developing goals, initiatives and action to support the achievement of a collective vision for the recreational fishery in B.C. For the recreational community it is intended to provide an indication of future goals for management of the recreational fishery and the activities required to achieve those goals. For the resource managers, it offers more explicit guidance on considering recreational objectives when developing integrated fishery management plans.

The policy has received full support from all the major recreational fishing organizations in British Columbia and from the senior levels in the Provincial and Federal agencies. It will be take out for full public consultation this fall and it is anticipated to be in operation for the 2009 season.

4. NEW FISHERIES ACT

We are also going to be keeping a close watch on whomever the new Federal Government is, for whatever action they intend to make towards bringing in a new Fisheries Act. The proposals to change the Navigable Waters Protection Act also remain a concern. The new government must be kept under scrutiny in this area as well.

Golf Fore Fish Tournament – June 18, 2008



Angelo Lombardo

In the face of intermittent rainfall and cloudy skies, 107 golfers hit the greens at Hidden Lake Golf Club in Burlington for the 8th annual Golf Fore Fish Tournament on Wednesday, June 18, 2008. After a BBQ lunch and raincoats in hand, the golfers headed out for the shot-gun start. The Fishing Hole was an "active" spot on the course with some participants "encouraged" to move on to the next hole even though the fish were quite active.

The day was shaping up to be an ordinary "Golf Fore Fish Day" until **Angelo Lombardo of Lund Boats** sank a **hole in one** on the 17th to win a \$30,000 car donated by Peter Demerjain of Dixie Auto Group. "Now I know why people like this golf thing," said Angelo, "it's so easy!" Can you believe that? This coming from someone who borrowed his wife's clubs, minus the pink cover on the driver! "The last time an automobile was won for a hole in one at Hidden Lake was 26 years ago, back in 1982,"

recounted **Walter Oster**, owner of the club. Congratulations Angelo for making it look so easy. Lessons anyone?

After a tasty full course dinner, Mike Melnik MC'd and announced the winners.

Bragging rights for the day went to the winning Izumi team made up of Bob, Wayne, Justin and Fred Delsey. The Early Bird registration draw winner for Golf for 4 with carts donated by Walter Oster was Cam Thomson.

A special thanks to all who donated prizes and sponsored special holes and activities. Fishing industry supporters, manufacturers and guests reeled in a significant amount of funds to support National Fishing Week. The "Catch Fishing" message is reaching more and more Canadians because of your ongoing generosity. **THANK YOU!** Nelson Murakami and Rob Walton deserve special recognition for their efforts in organizing and running the tournament again this year. They keep volunteering to do this and rumor has it, they are up for the challenge again next year.

138th Annual Meeting of the American Fisheries Society - Ottawa

Canada's capital city was the setting for the 138th Annual Meeting of the American Fisheries Society (AFS) from August 17-21, 2008. The theme of the meeting was 'Fisheries in Flux: How Do We Ensure Our Sustainable Future'. Conference topics mainly covered research update presentations by the lead researchers, AFS committee meetings, and receptions. There were dozens of presentations on topics ranging from Introduction to Sturgeon Research Techniques to Instream Habitat Modeling, Advances in Electrofishing, Contaminants and Toxicology, Bio Engineering, Marine Fish Spatial Ecology, Bycatch Reduction in Marine Fisheries, Stats and Modeling, Hydropower and Sustainable Fisheries, etc.

2nd Annual Rick Amsbury Memorial Pro/Am



In support of the Fleming College Foundation and in memory of the late Rick Amsbury, professional anglers and amateurs paired up for a fun day on Sturgeon Lake in Lindsay, Ontario on Wednesday, July 30, 2008. Rain couldn't dampen any spirits, as anglers tried their best to bring in the catch of the day. After a wet day on the water, the reward await-

ing all the enthusiastic anglers as they stepped on shore was fresh corn on the cob and a fried turkey dinner with all the fixings. Before the presentations, everyone was reminded of the value of this fundraiser and of Rick Amsbury's accomplishments and his dedication to sportfishing and the great outdoors. Chris Johnston and Matthew Pezzetta walked away with the prize of the day with a total weight of 20.56 lbs. and many other prizes were also given away to participating anglers. Thanks to all who participated and donated to this worthwhile event.

National Fishing Week Writing Awards

Three of Canada's top outdoor writers have received National Fishing Week writing awards from the Canadian Sportfishing Industry Association. Awards were presented at the annual conference of the Outdoor Writers of Canada held May 31st. This year's winners were chosen based on the quality of the writing and the clarity of the message. In keeping with the basic requirement that the piece promotes the benefits of sport fishing in Canada and / or National Fishing Week, the submissions by the winners reflect excellence in these areas. Choosing the winners was made difficult by the many very well written articles CSIA received from OWC members.

The winning articles cover a range of positive messages about fishing: the simplest outdoor activity for a family, the value of a lifetime of fond memories, and the recognition that fishing is a life-long sport.

3rd Place - "Take a Kid Fishing", by Len Rich

Len's article reminds us that fishing is the ultimate tool for teaching a child about natural resources and conservation. The best way to do this is to keep things simple and enjoy the moments. Len also reminds us that National Fishing Week is a special time to introduce a child to this "life sport" - enjoyment from childhood to old age. What other sport can boast that?

2nd Place - "How to get hooked on a lifetime of fond memories" by Peter Wood.

Most of you know how fishing is the catalyst to life long friendships and treasured memories. Peter shares his memories by taking you on a journey with some of his friends. He skillfully recreates in the reader's mind his fond memories - it makes you just want to be there as his friend! He encourages everyone to take a special friend fishing and create more "Fish On" time together.



1st Place - "Family Fishing is Child's Play" by Gord Ellis.

In this article, Gord simply breaks down the steps to help a family successfully enjoy fishing. From using the KISS principle, to introducing the Tackleshare program, to capturing those special moments, to safety and licence issues, his formula ensures that every kid should and can try fishing. After all, it's healthier than playing video-games. This article was well written, concise and to the point. We found it very well deserving of the first place award.

The CSIA Judging Committee wants to thank everyone who submitted articles and the OWC for their participation on behalf of promoting fishing across Canada. They look forward to seeing your old photos and the "you should have been there" moments that you will be writing about in the future. Catch a Memory and Take someone special fishing now and during National Fishing Week. Will you be next year's winners?

EFFTEX 2008 Show Update



This past June, Tom Brooke attended the European Tackle Trade Association show and attended the International Trade Show meeting to present updates to trade associations with the state of the business and issues. In attendance were the American Sportfishing Association, the European Trade as well as the CSIA.

At this meeting the new CEO of the European Association, Mr Jean-Claude Bel was introduced, as was Jan Kappel, the European lobby specialist.

Most of the afternoon's discussion revolved around the European issues relating to the EU's move towards banning live release. Mr. Bel and Mr. Kappel both described the country by country success that the Animal Rights organizations are having in moving parliamentarians to outlaw what we in North America feel is one of the most important fisheries management tools available to professional managers and anglers alike. With limited resources and a wide diversity in countries and their languages the Europeans are having a tough time addressing all the issues as they spring up.

Another issue that we recognize here in parts of Eastern Canada is the cormorant issue. From what we have gathered, the devastation created by these waterfowl is having a huge impact on fisheries in certain parts of Europe and is now on the radar screen of politicians in the EU.

What the CSIA can take away from these meetings was how important it is to stay in tune with what is taking place throughout Canada, in particular the aggressive tactics of the Animal Rights activists, to ensure our Federal and Provincial politicians are fully informed on the issues. Whether it is lead tackle, cormorants, or fisheries management tools, the CSIA needs to stay strong and engaged.

*The following is a PRESS RELEASE
from the Congressional Sportsmen's Foundation*

President Bush Signs Executive Order Sustaining Recreational Fishing on Federal Lands and Waters

September 26, 2008 Washington, DC - President George W. Bush has signed an amendment to the 1995 Executive Order on recreational fishing that ensures that federal

agencies maintain recreational fishing on federal lands and waters, including marine protected areas.

"Our nation's sportsmen and women are among our foremost conservationists", confirmed President Bush. "I was pleased to amend Executive Order 12962 to recognize the value of recreational fishing as a sustainable activity in Federal waters."

"This is a major victory for sportsmen and we commend the President for this initiative," declared Jeff Crane, president of the Congressional Sportsmen's Foundation (CSF). "CSF has been concerned that the spawn of Marine Protected Areas (MPA) will include no fishing provisions, thereby locking recreational anglers out of miles of prime fishing areas."

To combat this rising tide, CSF has been working with the American Sportfishing Association, the Coastal Conservation Association and Center, and the National Marine Manufacturers Association to inform and educate key decision makers of the societal and economic value of sport fishing and the threat to access posed by MPAs. CSF convened a June briefing with members of the Congressional Sportsmen's Caucus, senior Administration officials and key sport fishing organizations to raise awareness over this issue and request that recreational angling be safeguarded as a beneficial and important activity.

Specifically, the amendment to President Clinton's Executive Order states "recreational fishing shall be managed as a sustainable activity in national wildlife refuges, national parks, national monuments, national marine sanctuaries, marine protected areas or any other relevant conservation or management area or activity made under any federal authority, consistent with applicable law."

The American model of fisheries management is funded through fishing license sales and excise taxes on fishing equipment and motorboat fuel. "Annually,

anglers' and boaters' contribute nearly \$900 million for conservation and recreation," Crane points out. "This amendment will help protect that investment and keep millions of acres open to sport fishing."

"We deeply appreciate the leadership President Bush has shown by his recognition of recreational fishing as an environmentally sustainable activity on federal lands and

waters, including marine protected areas. This is a progressive declaration which will benefit millions of anglers today and in the future," stated Phil Morlock, director of environmental affairs for Shimano American Corporation. Shimano is the world's leading manufacturer of fishing tackle and has been actively engaged in the MPA issue.

MPAs with "no take" provisions have been identified as one of the greatest threats to recreational fishing and the tackle industry. "When anglers are denied access, they stop buying licenses and fishing tackle. The result is that less money is available to the states for fisheries management programs," noted Morlock.

About the Congressional Sportsmen's Foundation
For nearly two decades, the Congressional Sportsmen's Foundation (CSF) has maintained a singleness of purpose that has guided the organization to become the most respected and trusted hunting and fishing organization in the political arena. Headquartered in Washington, DC just steps from the U.S. Capitol, CSF's sole focus is providing access and a voice for sportsmen in the U.S. Congress, the Administration and federal land management agencies, as well as state legislatures across the country. With support from every major hunting and fishing organization and industry, CSF is the leader in promoting sportsmen's issues with elected officials.

Threat of Marine Protected Areas Blocking Anglers Out of Prime Fishing Areas Lessened

Boating Industry Takes Back Title by Out-fishing Tackle Industry - 4th Annual CSFL Industry Pro-Am Fundraiser



The Canadian Sportfishing Industry Association, the National Marine Manufacturers Association and the Competitive Sport Fishing League jointly hosted the 4th Annual Industry Pro-Am fundraiser again this year at Goreski's Lakeview Resort on Lake Scugog in Port Perry, Ontario on Wednesday, August 13, 2008. After a little rain in the morning, the clouds parted, the sun came out and everyone on the water experienced one of this summer's calmest and most beautiful afternoons for fishing yet! After the weigh-in and a fantastic meal, it was official – the boating industry captured the title by out-fishing the tackle industry once again. Dave Chong and Rai Manno registered 1st with a total weight of 8.46 lbs. A big thanks to Andy and Vita Pallotta plus the whole CSFL team for organizing an outstanding event again this year. Thanks to all who donated and participated in this joint fundraiser for two important programs: National Fishing Week and Discover Boating. The CSIA will have to redeem themselves next year !

MEMBERSHIP APPLICATION

Name of Business _____

Contact Person _____

Street Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Fax _____

E-mail _____

Category of Membership _____ Rate _____

Payment Options:
 Cheque enclosed
 Bill me
 Visa

Visa #: _____

Expiry: ____/____

Name on card: _____

CSIA CATEGORY AND FEE STRUCTURE

Effective January 1, 2007

Category	Fee	Conditions
Independent Retailer	\$100 per store	Cap at \$1,000
Mass Merchant	\$2,000	To provide NFW content in flyers and other promotional materials, and provide one SKU for CSIA product per yr.
Manufacturer's Rep.	\$200 per rep	Cap at \$500
Regional Distributor	\$200 per rep	Cap at \$1,000
National Distributor	\$5,000	
Jobber	\$200	
Manufacturers	\$300	Cottage Industry level
	\$1,000	Larger National or Regional
	\$5,000	Major
Media, Shows	\$200	
Associates	\$200	
Funding Member	Variable	Sales related: cap at \$25,000



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