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#### Welcome to the 2024 NPAA Conference



The NPAA Board of Directors, and management team are excited to welcome you to sunny Southwest Florida and the NPAA Conference. We thank you for taking the time to join us and look forward to meeting you and learning more about you during the event. Please take time to review the entire Conference Program. It has a vast amount of information about what you will experience over the next few days. We hope that you take full advantage of the exceptional speakers and sessions at this year's Conference.

The NPAA Annual Business Meeting will take place on Friday afternoon. You do not have to be an NPAA Member or Partner to attend this meeting. The meeting, and the input we receive during the meeting, is critical for us to serve the needs of our members and partners. We look forward to the opportunity to interact with you.

Finally, I want to thank each of you for taking the time to invest in your future as an angling professional by attending the Conference. Our association continues to be committed to helping you take your "Passion to Profession" as an angler. Thank you for being here and supporting the NPAA!



Pat Neu President, National Professional Anglers Association





Friday, January	5, 2024	
8:00 am – 11:00 am	Coffee & Donuts	Royal Palm Foyer
9:00 am – 6:00 pm	Conference Registration	Royal Palm Foyer
12:00 pm – 12:30 pm	Box Lunches Sponsored by Recreational Boating and Fishing Foundation	Royal Palm Foyer
12:00 pm – 2:30 pm	Women Anglers Taking Their Passion to Profession	Pelican A & B
12:00 pm – 2:30 pm	Crafting Impactful 1 Minute Videos Presented by EJ Saunders and Austin Sherwood	Royal Palm Ballroom
12:00 pm – 2:30 pm	Partner Show Booths Open	Royal Palm Foyer
2:15 pm – 2:45 pm	Refreshment Break Sponsored by ATS	Royal Palm Foyer
2:45 pm – 3:45 pm	NPAA Annual Business Meeting Pat Neu, President	Royal Palm Ballroom
4:00 pm – 4:35 pm	Conference Opening Session- Welcome Pat Neu, President	Royal Palm Ballroom
4:45 pm – 5:30 pm	Batteries Wet, AGM, Lithium and Why Presented by James Holst	Royal Palm Ballroom
Partner Breakout Sessi	ions	
4:45 pm – 5:30 pm	Yamaha	Pelican A & B
5:40 pm – 6:25 pm	Bass Cat	Osprey B
5:40 pm – 6:25 pm	Caymas	Osprey A
5:40 pm – 6:25 pm	Skeeter	Pelican A & B
6:30 pm – 8:00 pm	Partner Show Booths Open	Royal Palm Foyer
6:30 pm – 8:00 pm	Meet & Greet Party Sponsored by Worldwide Marine	Royal Palm Ballroom
8:00 pm – 12:00 am	Card Room Open	Bar

**Topic Descriptions** 

Women Anglers Taking Their Passion to Profession- Join the Workshop Discussion- Join us for an enlightening and empowering workshop that dives deep into the world of women in the fishing industry. Hosted by moderator Angie Scott, this panel brings together women from diverse backgrounds and career stages, each with unique experiences in the traditionally maledominated sport of fishing.

Don't miss this opportunity for professionals in the industry, including brand owners, marketers, media outlets, and more, to gain invaluable insights into how they can better support and include women in fishing while tapping into the tremendous potential of the fastest-growing segment in the field—female anglers. Attendees can expect a lively discussion that explores ways to make the industry more inclusive and appealing to women, both as participants and consumers.

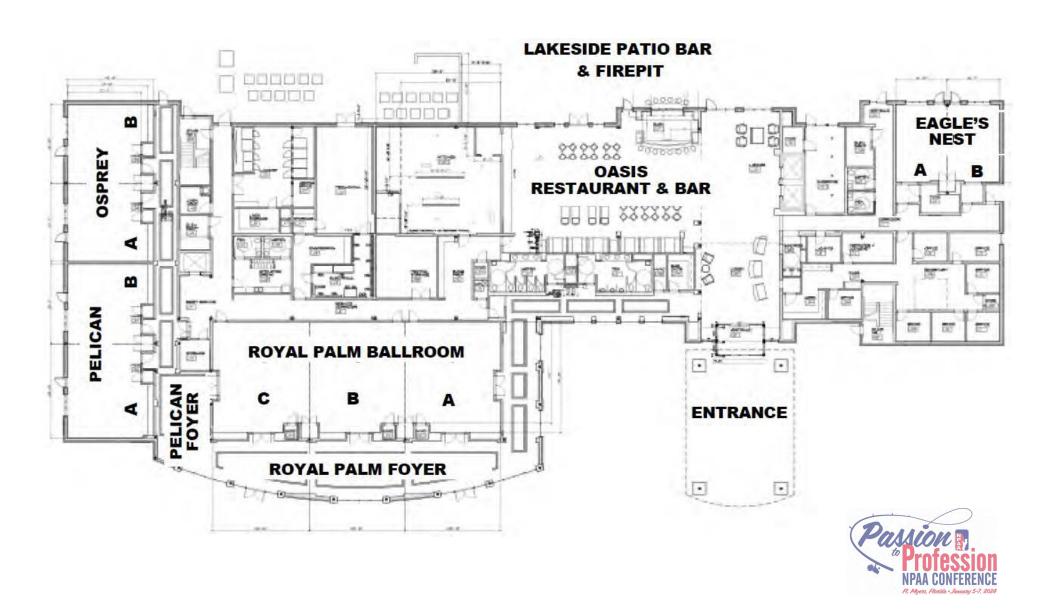
#### Crafting Impactful 1-Minute Videos: A Hands-on Workshop for Industry Professionals-

In today's digital era, a well-crafted 1-minute video can be more persuasive than a thousand words. Join us for a 2.5-hour deep dive into the art and science of video creation, led by industry experts EJ Saunders and Austin Sherwood. Tailored for the angling industry, this workshop aims to empower professionals with actionable strategies and tools to master video marketing. In this workshop, attendees will:

- Learn the tested & proven 1-minute video framework, a methodology embraced by top brands globally.
- Understand the nuances of creating videos tailored to the angling industry.
- Dive into practical worksheets and real-world examples to illustrate various video purposes and techniques.
- Gain insights into script creation and storyboard design, essential for crafting compelling narratives.
- If time permits, delve deeper into the intricacies of a video sales letter, transforming your pitch into a captivating visual story.

**Batteries- Wet, AGM, Lithium, and Why-** Lithium batteries are playing a key role in the rapid evolution of sonar technology and fishing / boating equipment. This seminar will go through both the advantages and disadvantages of lithium versus lead acid and AGM batteries. The information shared is intended to cut through existing disinformation and product confusion so you can make educated decisions about how your next boat will be rigged - so it's done right the first time!

#### FACILITY MAP





Saturday, January 6, 2024				
7:30 am – 9:00 am	Coffee & Donuts	Royal Palm Foyer		
7:30 am – 10:00 am	Conference Registration	Royal Palm Foyer		
8:00 am – 8:50 am	Partner Show Booths Open	Royal Palm Foyer		
Partner Breakout Ses	sions			
8:00 am – 8:50 am	Taxes Done Right Presented by Froehling Anderson	Royal Palm Ballroom		
8:00 am – 8:50 am	AIM	Osprey A		
8:00 am – 8:50 am	Safe Boating Practices Save Lives Presented by Hunter Bland	Pelican A & B		
9:45 am – 10:15 am	Refreshment Break Sponsored by ATS	Royal Palm Foyer		
<b>General Session</b>				
0.00	Taking Descion to Profession as a Professional Angler			
9:00 am – 9:50 am	Taking Passion to Profession as a Professional Angler Presented by Justin Lucas	Royal Palm Ballroom		
9:00 am – 9:50 am 10:15 am – 11:05 am		Royal Palm Ballroom Royal Palm Ballroom		
	Presented by Justin Lucas  How to Create Value and Drive Sales for Your Fishing Tackle Partner	•		
10:15 am – 11:05 am	Presented by Justin Lucas  How to Create Value and Drive Sales for Your Fishing Tackle Partner Presented by Eric Naig  How Artificial Intelligence Can Help Your Fishing Business	Royal Palm Ballroom		
10:15 am – 11:05 am 11:05 am – 12:00 pm	Presented by Justin Lucas  How to Create Value and Drive Sales for Your Fishing Tackle Partner Presented by Eric Naig  How Artificial Intelligence Can Help Your Fishing Business Presented by Sid Dobrin  Networking Lunch	Royal Palm Ballroom Royal Palm Ballroom		
10:15 am – 11:05 am 11:05 am – 12:00 pm 12:00 pm – 1:20 pm	Presented by Justin Lucas  How to Create Value and Drive Sales for Your Fishing Tackle Partner Presented by Eric Naig  How Artificial Intelligence Can Help Your Fishing Business Presented by Sid Dobrin  Networking Lunch Presented by American Sportfishing Assn  Get Involved Today to Ensure a Future	Royal Palm Ballroom Royal Palm Ballroom Royal Palm Ballroom		
10:15 am – 11:05 am 11:05 am – 12:00 pm 12:00 pm – 1:20 pm 12:30 pm – 1:15 pm	Presented by Justin Lucas  How to Create Value and Drive Sales for Your Fishing Tackle Partner Presented by Eric Naig  How Artificial Intelligence Can Help Your Fishing Business Presented by Sid Dobrin  Networking Lunch  Presented by American Sportfishing Assn  Get Involved Today to Ensure a Future  Presented by Mike Leonard, VP Government Affairs, ASA  Passion to Profession Fishing	Royal Palm Ballroom  Royal Palm Ballroom  Royal Palm Ballroom  Royal Palm Ballroom		

#### **General Session Topic Descriptions**

**Taking Passion to Profession as a Professional Angler-** Justin works with some of the industry's most prominent brands, and he is going to share his journey on how he has been able to acquire, sustain and grow these relationships in his 14 years as a professional angler

How to Create Value and Drive Sales for Your Tackle Partner- With experience on both sides of the sponsorship desk, Eric Naig will share key principles to help professional anglers become invaluable members of their fishing tackle pro-staff team. Learn the do's and don not's and the why's and why-nots of sponsorships with fishing tackle companies.

- Be yourself and find your niche.
- Key stakeholder communication.
- Product development consultation.
- Alignment of marketing priorities.
- Industry involvement.
- SELL. SELL.

How Artificial Intelligence Can Help Your Fishing Business- Artificial Intelligence (AI) and Generative Artificial Intelligence (GenAI) are hot topics in the outdoor recreation industry—and everywhere else, for that matter. The media explosion about how GenAI can be used to create content across platforms is raising everyone's awareness of the pros and cons of this technology. This session will introduce some fundamental explanations about how AI and GenAI work and how they might be deployed in various workplace settings in the fishing industry. The session will offer pragmatic advice about how you might use no-code AI and GenAI platforms to enhance your business.

**Passion to Profession Fishing-** Keith is one of the top walleye tournament anglers in the country, but maybe more impressive is his long career promoting for sponsors as a professional angler. With over 40 years of experience in the fishing industry, Keith will share some insight into how he took a passion for fishing and worked to create a successful career. He is known for his ability to combine the fun of fishing with the business aspects of the sponsorship world to generate a win/win situation for himself and his sponsors. He will provide his analysis of the current state of the fishing business and give some candid thoughts on how anglers can navigate these everchanging waters to potentially take their Passion and make it a Profession.

**Get Involved Today to Ensure a Future-** Most anglers rarely think about it, but recreational fishing is one of the most heavily regulated activities there is. Beyond bag limits, size limits and seasons, just about every aspect of fishing has some level of government involvement, including the tackle we use to the health of our fisheries. As the head of government affairs for the trade association for the nation's recreational fishing industry, Mike Leonard has insights into the full range of national, regional, state and local issues that impact fisheries conservation and fishing access. While organizations like the American Sportfishing Association and the National Professional Anglers Association spend considerable time and energy engaging in policy issues, it's increasingly important that the nation's 55 million anglers get involved too. There are many forces working against recreational fishing, from environmental groups that want to close areas to fishing, to property owners that seek to prohibit public access to public waters, to elected officials that don't understand recreational fishing's conservation, economic and social benefits. Leonard will provide an overview of some of the major policy challenges affecting recreational fishing, and how NPAA members need to get involved to ensure the future of the sport.



2024 Conference Event Sponsors





Future Angler Foundation Benefit Banquet Sponsors









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Our lithium batteries are tested in the harshest conditions by the harshest critics. No batteries will outwork ours. With cutting-edge features, we enhance your fishing experience. Our success is tied to your satisfaction, and Norsk Lithium™ batteries ensure extended time on the water, allowing you to catch more fish.

- Full lineup of marine and portable sonar batteries.
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- Battery options that feature Thermal Core Heating Technology™ for safe charging in cold-weather.
- All Marine Batteries feature Bluetooth® enabling a secure connection to our Free Norsk Guardian App™ allowing you to connect to multiple batteries simultaneously, monitor their health and charging status, and receive real-time alerts to your phone, providing you with complete confidence on and off the water.



Saturday, January 6, 2024				
Educational Breakouts - S	Session 1			
3:00 pm – 3:50 pm	Taxes Done Right Presented by Froehling Anderson	Pelican A & B		
3:00 pm – 3:50 pm	How Passion Drives Professionalism Presented by Ray Van Horn	Osprey A		
3:00 pm – 3:50 pm	How to Gain and Retain Sponsorships  Presented by Dan Dannenmueller	Osprey B		
3:00 pm – 3:50 pm	Maximizing Customer Acquisition & Retention  Presented by EJ Saunders	Royal Palm Ballroom		
<b>Educational Breakouts - So</b>	ession 2			
4:00 pm – 4:50 pm	Taxes Done Right Presented by Froehling Anderson	Pelican A & B		
4:00 pm – 4:50 pm	How Passion Drives Professionalism Presented by Ray Van Horn	Osprey A		
4:00 pm – 4:50 pm	How to Gain and Retain Sponsorships  Presented by Dan Dannenmueller	Royal Palm Ballroom		
4:00 pm – 4:50 pm	Maximizing Customer Acquisition & Retention  Presented by EJ Saunders	Osprey B		
Educational Breakouts - Session 3				
5:00 pm – 5:50 pm	Batteries- Wet, AGM, Lithium and Why Presented by James Holst	Osprey A		
5:00 pm – 5:50 pm	Safe Boating Practices Save Lives  Presented by Hunter Bland	Osprey B		
Evening Events				
6:15 pm – 7:00 pm	Future Angler Foundation Benefit Banquet Reception	Royal Palm Foyer		
7:00 pm – 9:00 pm	Future Angler Foundation Benefit Banquet Sponsored by Yamaha & Skeeter Boats	Royal Palm Ballroom		
9:00 pm – 12:00 am	Card Players' Table	Bar		

Sunday, January 7, 2024				
7:00 am – 9:00 am	Coffee & Donuts	Royal Palm Foyer		
7:30 am – 8:50 am	Worship Service- What's in Your Live-Well Presented by Tom and Elaine Davis	Osprey A		
9:00 am – 9:50 pm	Conference Recap Session- Input/Networking Pat Neu, President	Pelican A & B		



#### **Educational Breakouts - Topic Descriptions**

**Taxes Done Right** – In this session, led by tax professionals Joe Rubenstein & Karlee Strack, you will gain insights into optimizing your tax and financial strategies within the unique context of the fishing industry. The session delves into the intricacies of tax implications specific to anglers, addressing key considerations such as deductions for equipment, travel expenses, and tournament-related costs. Participants learn to navigate the complexities of income management, ensuring they make informed financial decisions that align with both their career objectives and tax obligations.

Through interactive discussions, the seminar goes beyond conventional tax advice, offering practical tips tailored to the nuances of a professional angler's financial landscape. The goal of the sessions is to allow you to focus more on fishing and less on financial headaches.

**How Passion Drives Professionalism-** Passion for angling sounds easy, but is it? The secret for success as a guide is multi-faceted. Ray will delve into the details on what it takes to create a profitable, long term guide business. Passion is part of the equation, but success as a guide depends upon passion and the ability to approach the occupation in a professional manner. Learn what it takes to be successful as a captain or guide on and off the water.

**How to Gain and Retain Sponsorships-** Taking a fishing and outdoors passion to a profession is challenging for many. Very few, less than one percent make it to the top of the technical part of fishing and even less to making it a true profession. Dan shares how he gains and retains his sponsorships after 50 years of being in the fishing sport, media and industry.

**Maximizing Customer Acquisition & Retention: Mastering the 5-Level Framework in the Angling Industry-** In the competitive world of professional angling, understanding your customer's journey is paramount to ensuring sustained success. The 5-Level Framework offers a refined, actionable approach for angling professionals to boost customer acquisition, deepen retention, and drive growth. Whether you're a budding entrepreneur or an industry veteran, this session provides insights and tools to help you stand out.

#### What Attendees Will Learn:

- Techniques to deeply understand and connect with your core angling audience.
- Crafting offers that resonate, ensuring more bites both in water and in business.
- How to navigate and optimize each level of customer interaction.
- The art of addressing customer pain points and aspirations in the angling niche.
- Strategies to ensure customers transition smoothly from one interaction stage to the next, solidifying loyalty.

**Batteries- Wet, AGM, Lithium, and Why-** Lithium batteries are playing a key role in the rapid evolution of sonar technology and fishing / boating equipment. This seminar will go through both the advantages and disadvantages of lithium versus lead acid and AGM batteries. The information shared is intended to cut through existing disinformation and product confusion so you can make educated decisions about how your next boat will be rigged - so it's done right the first time!

**Safe Boating Practices Save Lives-** Hunter will discuss how a hydraulic steering failure led to a boating accident that ultimately changed his life. Join Hunter to learn vital boating safety tips and tricks to help you stay safe on the water. A positive memory on the water begins and ends with safe boating.

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## Featured Speaker Bios



Justin Lucas, Northern
California native, started his career with the FLW Tour between
2010-2013. In 2014 he fished his rookie season on the Bassmaster
Elite Series and has since qualified for three consecutive
Bassmaster Classics and has won two Bassmaster Elite events. His

dynamic presence, engaging personality, and fishing talent, have positioned him as a prominent figure in the sport with a rapidly growing and engaged fan base.

In addition to his role as a professional angler, Lucas was also the host of the FLW College tournaments for several years. He was able to build a strong following through the younger generation of anglers and he still embraces his role as an inspirational personality and mentor to them today. When not fishing Justin loves to spend time with his wife, family, and go fun fishing with his buddies.



**Keith Kavajecz-** of Deerbrook WI, is a professional walleye fisherman, specializing in tournament fishing, saltwater fishing and walleye fishing promotions. Keith is a "Legendary Angler" inductee into the National Fresh Water Fishing Hall of Fame and a past co-host of the popular The Next Bite TV show. With over \$1,000,000 In

Career Winnings, Keith has taken his tournament credibility and generated a business that has supported himself and his family since the early 1990's.

Keith is a top ranked pro and product consultant for Tracker/Nitro Boats, Bass Pro Shops, Cabela's, Mercury Outboards, Berkley Soft Baits, Berkley Lines, Berkley Hard Baits, Berkley Fusion 19, Off Shore Tackle, Power-Pole, Blackfish Outdoor Clothing, RLVNT Sunglasses, Moonshine Lures Shiver Minnows, EGO Nets, Clam Ice Fishing, PowrTran Products for Better Boat Performance, Dakota Lithium Batteries, JT Outdoors Rods and Hot Boxes, G2 Gemini, AIM Anglers Insight Marketing and Kavajecz Tile and Stone.



**Eric Naig**— is a Senior Leader with 20 years of demonstrated results driving dramatic gains in revenue, growth, profitability, and market share in the fishing tackle industry. Accomplished angler with a careerlong passion for building great teams and great products by creating the culture, processes, and customer

experience needed to help companies excel in highly competitive product ecosystems. Comprehensive business acumen that spans sales management, financial analysis, new product development, product sourcing, digital marketing, grassroots marketing, and business development.



**Sid Dobrin-** Professor and Chair in the Department of English at the University of Florida. Known as one of the world's most sought-after academic experts on Al and as a global Al thought leader, Dobrin has delivered more than 35 talks

about AI and GenAI to academic and industry audiences this year. He is the Founding Director of the Trace Innovation Initiative at UF and has been named a Digital Thought Leader by Adobe. He is the author and editor of numerous books and articles, including Talking about Generative AI: A Guide for Educators, and the first AI-focused writing textbook AI and Writing. He serves as a Member of The Florida Institute of National Security (FINS), part of the University of Florida's AI Initiative, and, as such was invited to attend the US Department of Defense's Task Force Lima Industry and Academia Challenge Day. He has recently been invited to address the US Congressional Committee on Education and the Workforce about AI and GenAI.

On the fishing side, he writes for several fishing magazines including Florida Sportsman, Guy Harvey Magazine, Saltwater Sportsman and others. He is co-owner of Inventive Fishing and host of the Fishing Professor Rod Cast. Sid is also the author of Fishing Gone? Saving the Ocean through Sportfishing and Distance Casting: Words and Ways of the Saltwater Fishing Life.



**Hunter Bland** is a National Boating Safety Ambassador and a Bassmaster Opens Pro. He was the driver in the University of Florida Bass Team boating accident that took place on January 14th, 2017. This accident sparked his passion for safer boating and ultimately changed his life. After graduating from

the University of Florida in 2017 with a B.S. in Forest Resources and Conservation, he immediately pursued boating safety full-time. Through Hunter's work with Yamaha Outboards, they have received multiple National Boating Safety Awards for their continued dedication to safe boating outreach. He is a member of the Life Jacket Working Group that helped draft the 1st ever National Water Safety Action Plan for the United States. Bland was recently appointed by Florida's Governor Ron DeSantis to the Boating Advisory Council. He serves as the Program Coordinator for the National Safe Boating Council and is a member of the Waves of Hope family. His goal is to continue to make the waterways a safer place by sharing his story across the country, and ultimately positively change behavior to eliminate all water related tragedies.



**EJ Saunders** is a seasoned digital marketing expert and the founder and CEO of Blaze Digital Solutions, a marketing firm specializing in the outdoor industry. As an author, he's known for "The Antiseasonal Framework" and "The 5-Level Framework to Achieve a

300% Return in 90 Days or Less", which have been instrumental in revolutionizing marketing campaigns.

A certified partner with DigitalMarketer, EJ is a sought -after speaker, with appearances on platforms like Entrepreneur.com and at events including the Archery Trade Association. His passion for mentoring others, coupled with his love for adventure and family, underscores his mission to inspire and help others reach their potential.



James Holst is Chief Marketing Officer (CMO) for NORSK Lithium and is also responsible for product development. With over 30 years of experience in the fishing industry as a former fishing guide, tournament angler, and longtime host of In-Depth Outdoors TV, Holst has practical,

first-hand, technical knowledge of all things marineand rigging-related. When it comes to understanding today's most advanced fishing electronics and the right power solutions needed to keep them running, day-in, day-out in the worst possible scenarios, Holst is a go-to industry expert.



**Mike Leonard** is the Vice President of Government Affairs at the American Sportfishing Association (ASA), based in Alexandria, Va. ASA is the sportfishing industry's trade association, providing the I

ndustry with a unified voice when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. Leonard oversees the association's public policy activities on a variety of natural resource and trade issues at the national, regional and state levels. He serves on several advisory bodies to promote fisheries conservation and recreational fishing access, including the American Fisheries Advisory Committee, the National Fish Habitat Partnership Board, the Center for Sportfishing Policy Government Relations Committee, the Theodore Roosevelt Conservation Partnership Policy Council and the Virginia Menhaden Management Advisory Committee. He first joined ASA in 2009 as the association's Policy Fellow. He holds a master's degree in fisheries management from Auburn University and a bachelor's degree in fisheries science from Virginia Tech.

#### **NPAA** President



**Pat Neu** (Nye) is a 50 year outdoor industry veteran. He began in the industry at age 15 as a retail sales clerk in the sporting goods department of a discount department store. Fifty years later he has sold well over \$300 Million in outdoor industry related products, from fishing tackle to guns and ammo, to industry partnership programs. Pat's favorite motto is "Nothing Happens Until Something is Sold."

Pat is currently the President of both the National Professional Anglers Association (npaa.net) and the Future Angler Foundation (futureangler.org). He is actively involved in the fishing industry and sits on the ASA Government Affairs and R3 Committees. He is a 2018 inductee in to the Freshwater Fishing Hall of Fame. Sportfishing and Hunting are his passions and he is committed to helping to grow and protect the sports he loves!

# Breakout & Workshop Speaker Bios



Ray Van Horn has more than 40 years experience in the industry. In the early 1980's he started he career as a fresh water guide on Lake Tarpon in Tarpon Springs, Florida. He soon realized he needed to be a salt water inshore guide as well. During this time he fished the B.A.S.S

Invitationals. In the early 2000's he fished the saltwater inshore fishing tours and won the IFA championship in 2001. During this time I was the Ranger boat representative for the state of Florida. Ray sought a new adventure and decided to get into outdoor television as a host and producer.



Angie Scott has the unstoppable force behind the multi-award-winning Woman Angler & Adventurer Podcast, is a tireless creator and host. Juggling her roles as a full-time Membership Executive and a USCG Licensed Master Captain for Freedom Boat Club of Tennessee, and a

professional angler on the Women's Pro Bass Tour, Angie epitomizes the expression "Living the Dream!" Her adventurous spirit takes her and the rest of Team Scott- her wife Dana and two dogs Lakelyn and Sanibel- nationwide as they traverse the country with their Lance Truck Camper Mobile Podcast Studio, towing the boat, a Crestliner MX19 powered by a robust 200HP Mercury Pro XS engine and equipped with top-notch Lowrance electronics. All the while connecting with remarkable outdoors women for captivating show content.

Angie can be reached via her website at thewomanangler.com, by email at angie@thewomanangler.com, or on Facebook and Instagram @thewomanangler.



**Debbie Hanson** is a USCG licensed freshwater fishing guide, outdoor writer, and former radio personality from Estero, Florida. Her articles have appeared in publications such as Salt Water Sportsman Magazine, Florida Sportsman Magazine, BoatUS Magazine, and USA

Today Hunt & Fish. She is also a contract blogger for the Recreational Boating & Fishing Foundation's (RBFF) Take Me Fishing brand. When not guiding or writing, Hanson lends support to anglers of all ages through her involvement on the Board of Directors for Fish Florida, a 501(c)(3) non-profit organization which supports teaching people, especially children, about Florida's fish and aquatic habitats through donations of fishing equipment, grants, and scholarships.

Debbie can be reached via her website at Shefishes2.com, by email at debbie@shefishes2.com, or on Instagram @shefishes2.



**Dan Dannenmueller** also known as "Crappie Dan", is a nationally ranked professional crappie fisherman and publisher. His professional fishing career spans 40 years which includes prestigious recognitions such as the 2011 & 2012

Angler of the Year for the Crappie Masters All American Tournament Trail. Dan is a retired Air Force 25-year veteran and is the CEO of Knowledge Management Services, based in Millbrook, AL as well as owner of the largest digital crappie magazine, CrappieNOW and another digital magazine, CatfishNOW. Dan is proud to be sponsored by trusted names in the industry such as Garmin Fish and Hunt, Yamaha Outboards, Bass Cat Boats, B'n'M Poles, Power-Pole, Offshore Tackle, Road Runner Lures and 20+ other notable brands. Dan is participating in the National Crappie League trails in 2023 fishing alongside his wife, Sue Dannenmueller.



Joe Rubenstein- PASSION: For Joe's family, annual fishing trips—to Mille Lacs and Canada—serve as memory-making gatherings for the clan. One of Joe's favorite memories, not surprisingly, is when he landed a 30 5/8-inch walleye, his personal best. PROFESSION: Minimizing profession-

al athletes' tax liability has long been a staple of Joe's practice at Froehling Anderson. With innate knowledge of this challenge, Joe helps clients further their passion while keeping their pocketbook intact.



Gabriella MaGrath is a writer, angler, and advocate for conservation. She recently graduated from the University of South Florida in St. Petersburg where she founded and served as the president of an inclusive fishing club that focuses on education and conservation. During her time at school, she received

mentorship from Captain Debbie Hanson, completed internships at Anglers Journal Magazine and Tampa Bay Watch, participated in bass and kingfish tournaments, and worked as a deckhand on a 34' Crusader Sportfisherman for a summer. Gabriella is passionate about increasing the representation of women in the sport of fishing.



Captain Leiza Fitzgerald affectionately known as the "Queen of Conservation" is a seasoned angler, retired tournament professional, fishing guide and the First Angler Athlete

ing guide and the First Angler Athlete to be inducted into Florida Sports Hall of Fame. Her outdoor career spans over 30 years and includes Coach for Salt Strong, "Top Gun" instructor for

the Extreme Backwater Fishing School, Becoming an Outdoor Woman, Ladies Let's Go Fishing, The Orvis Fly Casting School, National Wild Turkey Federations Woman's Hunting program and she was a Cabela's Pro-Staff hunter & angler. She was listed by Salt Strong as one of the top twelve lady anglers in Florida and was named "Sportsman of the Year by the Sarasota Sportsman's Association" (first time in 20 years a woman received). In 2020 she was named as one of the 30 most influential female anglers (Top 5 in Saltwater) in North America by Wildlife Enthusiast magazine. In 2021 & 2022 she was named Top Lady Angler for Redfish & Snook by the International Women's Fishing Association. She has fished world-wide and hunted throughout North America she actively writes for local and national outdoor publications, has over 50 different speaking engagements, Co-Hosted The National Outdoor Group, The Sporting Life weekly Pod cast "Let's Go Fishing" and guest-hosts 5 different television and radio fishing shows annually. She is currently the Director for CCA Florida STAR. Florida's Largest family friendly fishing competition. Leiza's true passion has always been the education of youth and women to the sport of fishing and hunting with a strong emphasis on conservation of our natural resources.



Karlee Strack- Passion: If Karlee is not spending time checking out a new brewery or restaurant, you'll find her up north in Minnesota spending time on the lake at her parents' house with her husband and dog Junior. Although her husband is an avid fisherman, you'll just find her along for

the ride with a good book and the sunshine. Profession: Karlee loves to build relationships with her clients and to help them succeed in their businesses. She enjoys digging into the details and helping her clients to maintain clean records and timely tax filings so they can spend more time focusing on their passions.



#### Marianne Huskey-Fechter is

a native of Michigan, lived in Wisconsin and now resides in Southwest Florida. She has been an advocate for the fishing industry for over fifteen years. She received an award from her peers in 2011 for the Dave Anderson Sportsman of the

Year. In 2012, she made history as the first woman to win the AOY title in an all-male event and in 20p21 she made history again, winning a male dominated major event that was broadcast live on the Mississippi River, the Head 2 Head event. Marianne continues to work as an advocate, introducing fishing to people of all ages.

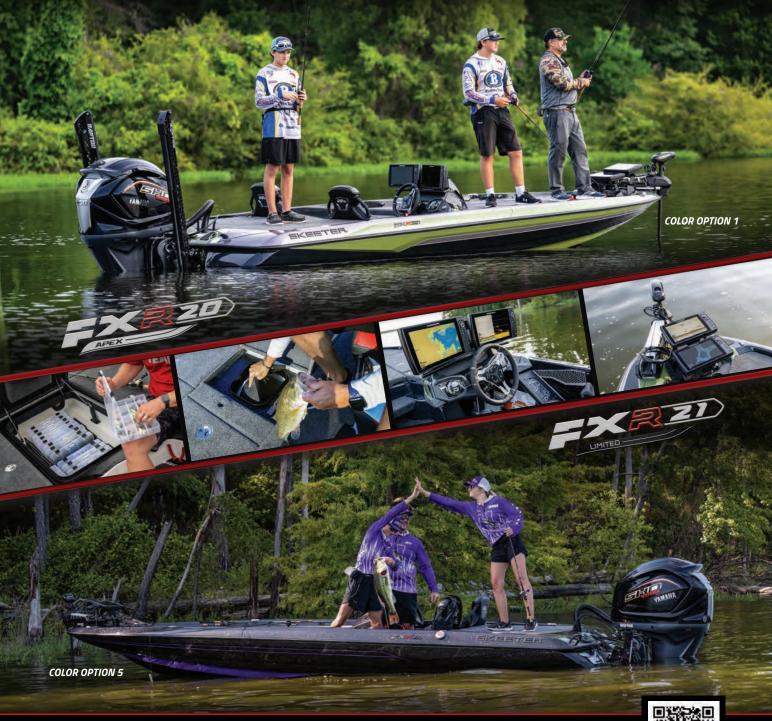


Tom and Elaine Davis- Tom has two Full Throttle Walleye tournament wins as well as top 10 finishes in MWC events and the Cabela's National Team Championship. Tom is the founder and director of "MN Fishing Event For Life" a multi species event that raises money for

MN Adult & Teen Challenge and Young Life. Tom is also co-founder of "Reel Faith Outdoors" and is a fishing industry speaker and product trainer. Pro staff with Ranger Boats, Evinrude, Minn-Kota, Humminbird and Lake Master.

Elaine is a National Speaker and the founder of "Unbridled Faith" a faith based equine assisted philosophy program. Elaine is the founder of the Stable Guide Series and travels the nation working with horses and all types of groups from corporate leadership, women's groups, team building, one on one consultations and more.

# FISHING PERFORMANCE FOR CATCHING TROPHIES



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