

Jackie Mathews and her husband Craig moved to West Yellowstone, Montana in 1979. Jackie was a police dispatcher and Craig the town's Chief of Police until 1982. In 1980 they founded the world famous Blue Ribbon Flies that they sold in 2014.

Jackie has served on the board of the Montana Nature Conservancy, Madison/Gallatin Wild Trout Foundation, Greater Yellowstone Coalition, Yellowstone Park Foundation where she was the chair of the Grants Committee, Citizens Road Alliance and still serves on the Stewardship Directors Board of Montana Trout Unlimited.

Jackie and Craig have won numerous conservation awards for their work such as "Protector of Yellowstone National Park Award" presented by the Park, both The Nature Conservancy and Greater Yellowstone Coalition's coveted "Business Conservation of the Year" Award and the Federation of Fly Fisher "Lee Wulff Award". In addition the 2011 Trout Unlimited "Stream Champion" and Madison River Foundation's "Guardian of the Madison" in 2009. Jackie and Craig spearheaded the Madison River's \$3 Bridge Campaign and were given a conservation award by Montana Fish Wildlife and Parks at the projects completion.

Jackie and Craig co-founded 1% For the Planet an alliance of businesses donating 1% of their gross sales to conservation causes. To date 1% FTP has donated over \$150 million.

Jackie enjoys fishing for wild and native trout in Yellowstone country's rivers like the Madison, Firehole and Henry's Fork. Jackie feels, "the best thing about living in Yellowstone and being in the fly fishing business for nearly 40 years are the people we work with and friends we meet daily in the shop as well as the wild trout and wild place we live in".

"We feel that giving back to non-profits and public resources we use to make our living is not only the right thing to do but is also necessary to protect, preserve and enhance wild and native trout, wildlife and wild places for future generations to enjoy".