

the buzz on the fly-fishing biz

# Angling<sup>®</sup> TRADE

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IFTD Show  
Guide  
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## INSIDE FALL 2019 ISSUE

IFTD Show Guide/ Vision for 2020/ Women in  
Fly Fishing/ The Denver Carp Scene/ Pebble  
Update/ Product Reviews... and More.

*AnglingTrade.com*



# CANYONS KILL FEET.



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## DARKHORSE



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# Features

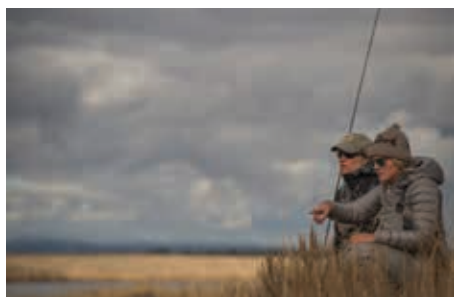
## 30 VISION 2020...



Eight topics the fly-fishing community will be talking about a lot more next year.

*By Kirk Deeter*

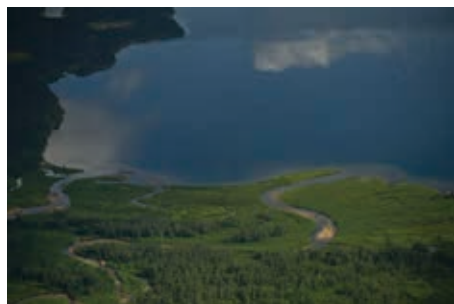
## 60 WOMEN IN FLY FISHING



A lofty goal of 50 percent female participation in this sport is still a ways out, but the efforts are paying off.

*By Christine Peterson*

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Where do we really stand now on the fight to protect the world's most prolific wild salmon and trout fishery?

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*By Will Rice*

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*By Kirk Deeter*

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All you need to know about the industry trade show.

## 38 CURRENTS



The latest industry news, plus true-tested product reviews of new gear, book reviews, "pro deal" discussion, and more.

the buzz on the flyfishing biz

# Angling

TRADE

### Editor

Kirk Deeter  
kirk@anglingtrade.com

### Managing Editor

Tim Romano  
tim@anglingtrade.com

### Art Director

Tara Kester  
tara@shovelcreative.com  
shovelcreative.com

### Editors-at-Large

Joel R. Johnson  
Geoff Mueller

### Copy Editors

Ellie Childs  
Sarah Deeter

### Contributing Editors

Tom Bie  
Ben Romans  
Steven B. Schweitzer  
Greg Vincent

Photos unless otherwise noted by  
Tim Romano

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**Advertising Contact:** Tim Romano  
Telephone: 303-495-3967  
tim@anglingtrade.com

### Mail Address:

PO Box 17487  
Boulder, CO 80308

### Street Address:

3055 24th Street  
Boulder, CO 80304

AnglingTrade.com



## IT'S ABOUT WHAT HAPPENS NEXT



One of the best lessons my dad taught me, and one that I now regularly reinforce with my own son, is that it's good to understand the things that have already happened, and why they happened, but what really matters is what happens next. To the extent you're focused on the things about to happen, and working to influence positive outcomes for the future, you're on a path toward success. You might not always get there, at least not to the extent you desire, but your momentum and efforts are pointed in the right direction.

So you flunked your math test. Okay, what can you do to fix that, and what happens next? You just walked a batter and loaded the bases... what happens next will decide the game. You just hit the perfect drive 300 yards down the middle of the fairway. Great, but you need an equally sweet approach shot with your 7-iron, and you ultimately must sink the putt to make a birdie... and then you move on to the next hole.

I think the reason why so many of us love fly fishing is because it challenges us to constantly wonder

"what happens next?" The best anglers are the ones who anticipate that and formulate quick solutions to sometimes complex problems. A big brown trout rises in a pool across the current seam... what are you going to do? A tarpon just rolled 100 feet away, and you think you have a good idea of its speed and direction... where is that next cast going to land?

It's a simple metaphor, but a really important one, and something that obviously applies to business as well. It certainly applies to fly fishing now. A hurricane devastates Abaco and Grand Bahama... what will happen next? A mine still threatens the best trout and salmon fishery on the planet... what will unfold there? More and more women are engaging in fly fishing, so how will that momentum continue?

While we might be happy to see the American Fly Fishing Trade Association's independent, fly-focused trade show come back to Denver, and we will undoubtedly revel in the moment, it will be important to stay focused on what happens after the event. How are we going to get along, how will we redefine our business relationships, how will we meet the challenges that threaten the access and resources that make this sport possible, and how will we find mutual successes? I'm done talking about where the trade show was, and why it went where, and all that. I'm all about the event that happens now, and more importantly, what happens in the future.

As part of that, I really see IFTD in Denver as a symbolic homecoming,

as much as it is a geographic one. I sense that we're going to get back to the roots as a family and start thinking more about ways to move this sport forward in positive directions.

I intentionally did not use the word "grow" in that last sentence. I think we've moved beyond the "grow the sport for the sake of girth" line of thinking, because we realize we risk having things collapse under the burden of dead weight.

Diversify... absolutely. Get younger... of course. Examine how shops and manufacturers interact, and redefine roles as necessary? Inevitable.

But at the core of any positive strategic thinking must be a commitment to the soul of the sport, meaning when that person who truly feels connected to fly fishing wades into a river, or ventures out onto a saltwater flat, and they start stripping line off their reel, they can count on having a quality experience (which doesn't always have to mean catching lots of fish).

Quality fishing isn't just standing in the water and remembering the good old days and what it meant to fish with Grandpa. Those memories are wonderful. Sacred. But the future of fly fishing is not bright if it is all about reminiscing.

It is indeed bright, however, if we engage in what happens next. And that starts now.

-K. Deeter 





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## MABON CHILDS JANUARY 14TH, 1950 - JULY 10TH, 2019

IN HONOR OF A GOOD FRIEND AND MENTOR WHO MADE *ANGLING TRADE* BETTER WITHOUT MOST OF YOU KNOWING ANYTHING ABOUT HIM.



We actually lost our chief copy editor, Mabon Childs, not long before this issue went to print. So much of fly-fishing culture is rooted in family, and so is *Angling Trade*. Mabon was managing editor Tim Romano's father-in-law. And he jumped into this program when we were all still wet behind the ears, offering to help us clean up our grammar and fix the typos. Mabon's professional experience as a professional agency creative, visionary, strategist, writer, and editor was well above anything we could ever afford. And yet he did it for 10 years—every issue went to him in North Carolina before press time. And every time, he'd send it back to us with some subtle, sometimes obvious, fixes that we otherwise would have plain missed. He made us look more polished when we were still flying

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**Mabon's professional experience as a professional agency creative, visionary, strategist, writer, and editor was well above anything we could ever afford. And yet he did it for 10 years—every issue went to him in North Carolina before press time.**

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by the seats of our pants, and he still made us better, even after we started firing on all cylinders. And he did it all for one reel. In 10 years, the only payment we ever sent him was a fishing reel. Which, yes, we bought on some pro plan. That was the only "perk" he ever got from this industry, but as a genuine lifelong fly angler, he gave so much more. So all of us in the AT family are obviously very sad. And we hope you'll excuse any typos or grammar mistakes in this issue, because they happened with good reason. And we humbly dedicate this issue to Mabon Childs, because we'd have never gotten this far without him. 🐟





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## WELCOME TO IFTD 2019!



*AFFTA President & CEO Ben Bulis helps his son pose with the biggest trout of his life*

After ten years away and three solid years of planning, for us at AFFTA, it feels really good to be home. And from the unprecedented number of exhibitors, individual shops guides and media in attendance, it looks like we all share the same sentiment. A big thank you to our sponsors as well for their generous support.

This is an exciting time for the fly fishing industry even in the face of more than our fair share of challenges. Business is growing, we're welcoming more and more diverse new anglers to our sport every day and we're coming together as a community—showing up for our fisheries, natural resources, businesses and each other—with a unified voice.

That is the lifeblood of fly fishing's future. Showing up with a unified voice. Without it, we have no room to

complain about anything. With it, we help shape the direction of our future. Being here is part of that.

There are a whole lot of great elements to this year's show—some that have been part of the show tradition for years and some new ones that are sure to be in the future. The **New Product Showcase Best-of Awards, Drake Film Awards, IronFly competition, newly-minted Sure Shot casting competition, Party-on-the-Pond and industry awards** will, of course, be the backbone. But we've committed to an entirely single-use plastic-free show, added the Industry Breakfast, will introduce another new industry award and have many new educational seminars in our daily schedule.

Plus, **we're raffling off a brand-new RO drift boat to benefit the AFFTA Fisheries Fund.** Stop by the AFFTA

conservation booth downstairs near registration to see the boat and buy your raffle tickets!

Make sure you check the show and seminar schedules for details. There will be no shortage of things to make your time at IFTD more valuable than ever.

And if you are not an AFFTA member, I urge you to join us. Get involved. The benefits of membership extend well beyond insurance, shipping and travel discounts. It's an investment in the sustainable growth of our industry and your livelihood.

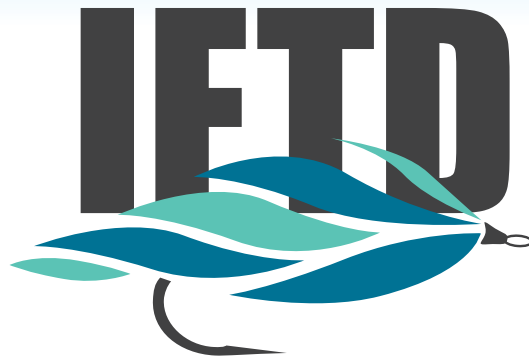
Again, welcome to Denver and IFTD 2019. We're glad you're here.

Have a great show!

Ben Bulis  
AFFTA president & CEO



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Welcome to IFTD 2019!

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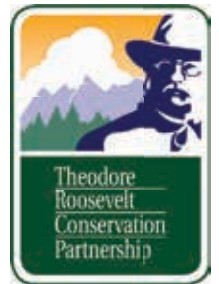
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**Casting for  
Recovery**

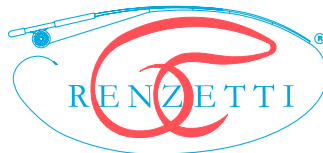


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Drake**  
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**fisheriesfund**



**DRIFT BOATS**

**SAGE**



**Sawyer**

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AMERICAN FLY FISHING TRADE ASSOCIATION



## IFTD 2019 SHOW SCHEDULE AT-A-GLANCE

### TUESDAY, OCTOBER 15TH

**3:00 – 6:00pm**

**Facebook & Instagram seminar**  
– Dan Morgan, Facebook Small Business Council

**Presentation by Rich Hill,**  
President & CEO Grassroots Alliance

Cocktail reception to follow

**\*\*Registration Required\*\***

Sponsored by Angling Trade, Theodore Roosevelt Conservation Partnership, High Street Strategies and AFFTAs President, Ben Bulis

**9:00am – 3:00pm**

**Casting Ponds**

Sponsored by Thomas & Thomas

**9:30am – 4:45pm**

**AFFTAs Educational Seminars**

**3:00pm – 5:00pm**

**The Sure Shot Casting Competition**

Sponsored by Thomas & Thomas

**6:00pm** Show floor closes

**9:00am – 2:00pm**

**Casting Ponds**

Sponsored by Thomas & Thomas

**9:00am – 3:00pm**

**AFFTAs Educational Seminars**

**3:30pm – 4:30pm**

**IronFly competition**

Sponsored by Renzetti

**5:00pm – 6:00pm**

**Party on the Pond – NPS, Industry & Guide Awards**

Sponsored by SweetWater Brewing, Thomas & Thomas

### WEDNESDAY, OCTOBER 16TH

**7:30am – 9:00am**

**Industry Breakfast Keynote Steven Rinella**

Sponsored by Recreational Boating & Fishing Foundation

**7:00pm – 9:00pm**

**Drake Film Awards at The Curtis Hotel**

Sponsored by The Drake Magazine

**9:00am** Show opens

**9:00am – 5:00pm**

**New Product Showcase**

Sponsored by Tackle Trade World

### THURSDAY, OCTOBER 17TH

**9:00am – 3:00pm**

**New Product Showcase**

Sponsored by Tackle Trade World

### FRIDAY, OCTOBER 18TH

**9:00am**

**Show floor opens**

**9:00am – 2:00pm**

**Casting Ponds**

Sponsored by Thomas & Thomas

**2:00pm** Show closes



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## IFTD 2019 SEMINARS AT-A-GLANCE

### AFFTA EDUCATIONAL SEMINARS

#### WEDNESDAY OCTOBER 16TH

##### 9:30am – 10:15am

**Podcast Masterclass: How to Start a Podcast for Your Brand**—Chad Alderson and Nick Hanna, [Barbless.co](http://Barbless.co)

##### Short Story

In this presentation the guys from The Barbless.co Fly Fishing Podcast take you step-by-step through starting and running a professionally produced podcast for your brand.

##### 10:30am – 11:15am

**How the Industry is Stepping Up to #kickplastic**—Moderated by Lia Colabello, Costa

##### Short Story

An in-depth panel discussion lead by Lia Colabello featuring industry best practices and what people are doing every day to #kickplastic in their businesses. Every year, we use millions of tons of plastic just once, before throwing it away – and far too much of it ends up in our oceans. Join us as we talk shop about how the fly fishing industry is incorporating #kickplastic in their operations, and discuss why kicking plastic is important for both purpose and profit.

##### 11:30am – 12:15pm

**Keepemwet: Test your fish knowledge for fame and prizes!**—Sascha and Andy Danylchuk

##### Short Story

Put your knowledge of fish to the test. Come join a gameshow-style competition on fish biology, ecology, and best handling practices. Learn something new, help others learn, and maybe win a prize.

##### 12:30pm – 1:45 pm

**Lunch & Learn: Build & Drive Your Brand Online without Breaking the Bank**—Townsquare Media

**\*\*Registration required\*\***

##### Short Story

Learn how to easily get online, get found, and attract the right customers with Townsquare Ignite. Using data-driven technology, proven tactics and top online talent, you can reach your right audience.

##### 2:00pm – 2:45pm

**Diversity and Inclusion on the Water**—Moderated by Joel R. Johnson, owner of Admirable Devil, former CMO Trout Unlimited

##### Short Story

Diversity on the water is increasing AND decreasing—What gives? And why does it matter? As a brand, guide, or nonprofit that relies on selling to and engaging the angling population, what does understanding diversity and inclusion have to offer? This panel will ask and address frank questions about race, gender, and identity that impact the choices and behavior of anglers when participating in our sport.

##### 3:00pm – 3:45pm

**Stepping Up for Sustainable Saltwater Fisheries: How the Fly Fishing Industry Can Help**—Panel discussion

##### Short Story

Join expert panelists in discussions about marine fisheries issues including AFFTA conservation work, MSA reauthorization, saving striped bass, the Keys National Marine Sanctuary, and the Fisheries Fund

##### 4:00pm – 4:45pm

**The Sustainable Angler: How Sustainable Business Practices Fight Climate Change**—Moderated by Rick Crawford, Emerger Strategies

##### Short Story

Want to learn how sustainable business practices can not only fight climate change and improve your



environmental performance, but also save you money? Join our panel of industry professionals for this timely and important discussion.

## **THURSDAY OCTOBER 17TH**

**9:00am – 9:45am**

***Buying or Selling your Business?***  
***It's about value!—John Bonati***  
***and Roger Kleckner, Ascent Sales***  
***Advisors***

### Short Story

Are you Buying or Selling a B2B Business? Investment Sales Analysis (ISA) provides an in-depth evaluation of 16 key sales drivers so you can maximize your investment or sale. Forewarned is forearmed!

**10:00am – 10:45am**

***Managing Your Fly Open to Buy—***  
***Tim Daughton, Orvis***

### Short Story

In this presentation the guys from The Barbless.co Fly Fishing Podcast take you step-by-step through starting and running a professionally produced podcast for your brand.

**11:00am – 11:45am**

***How best-in-class HR Solutions can drive business success—Insperity HR solutions***

### Short Story

Every business faces obstacles on the way to success. The right HR solutions get you over the hurdles.

**12:15pm – 12:45pm**

***Catch Rate Variability of UV-Reflective Fishing Lures Among Near Shore Coastal Predatory Fish—Bob Sousa, Ret. USFWS***

### Short Story

A study to determine if fish are able to see UV light and, if so, do they use that ability in their feeding behaviors.

**1:00pm – 1:45pm**

***How to Make Travel a Profit Generator—Jim Klug & Tom Melvin, Yellow Dog Flyfishing Adventures, and Tucker Ladd, Trouts Fly Fishing***

### Short Story

Explore the pros and cons of destination travel and how, if done right, it can boost your bottom-line.

**2:00pm – 2:45pm**

***Training Your Staff & Guides: Best Practices—John Cochran***

### Short Story

Taking the time to establish comprehensive training programs for your staff and guides will help your business grow, retain and gain new customers, and improve your employee culture.



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US and International Patent# 10,349,643



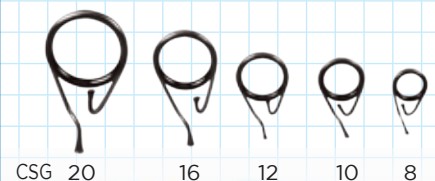
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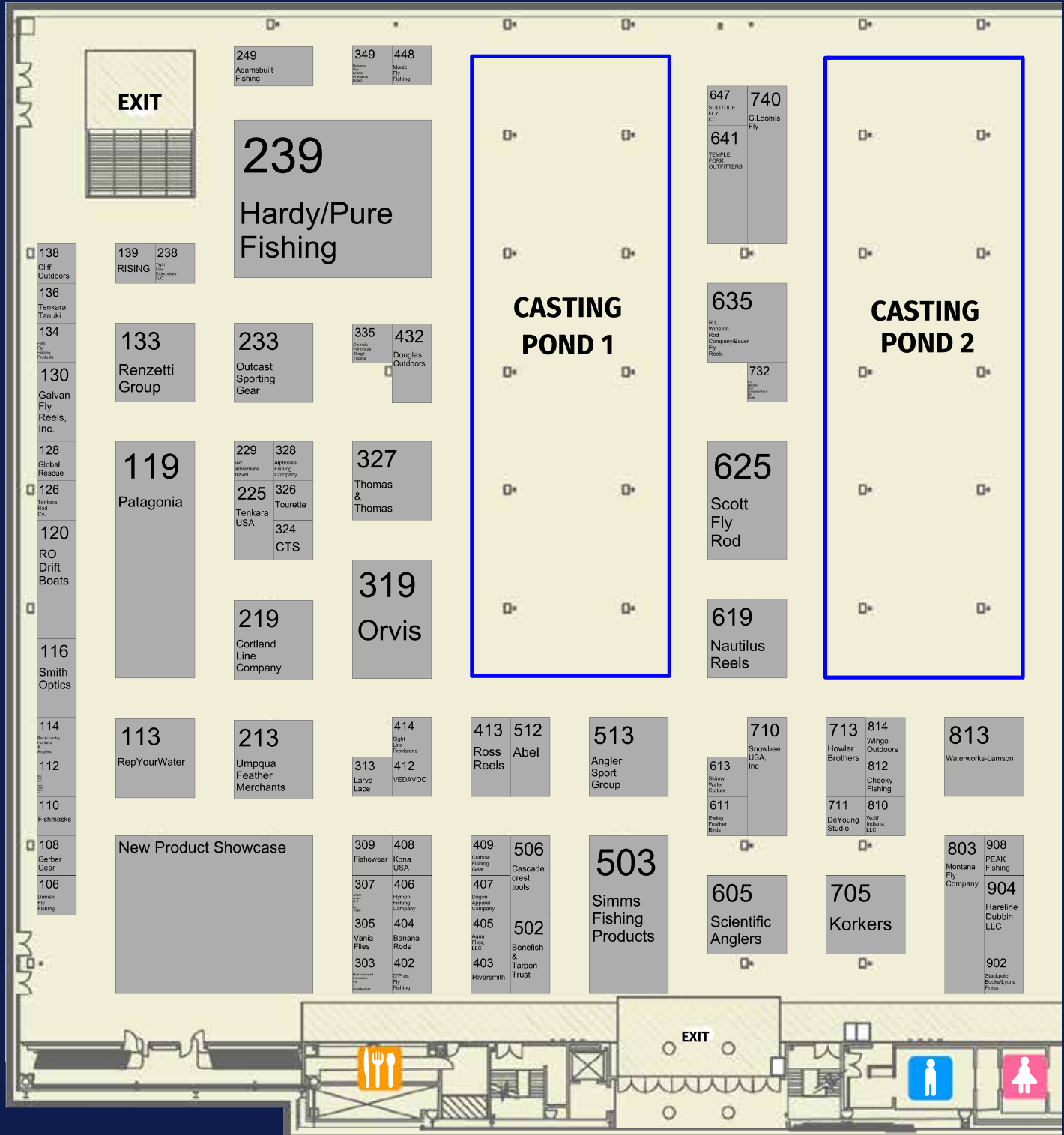
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## IFTD 2019 SHOW FLOORPLAN

### Hall C





## Entrance

413	Abel
512	Abel
249	Adamsbuilt Fishing
328	Alphonse Fishing Company
1112	American Tackle Co
513	Angler Sport Group
1028	Anglers Book Supply
405	Aqua Flies, LLC
1023	AQUAZ USA, INC
1009	ARC Fishing
307	Artisan Angler LLC   Fly Trap®
1102	Austral Point
114	Backcountry Hunters & Anglers
349	Bahama Out Islands Promotion Board
404	Banana Rods
1301	Bissell Insurance Agency
919	BlackStrap Industries Inc.
502	Bonefish & Tarpon Trust
1242	Boulder Boat Works
1135	Brodin Landing Nets
1140	Bti-Sports China Yangzhou Guotai
1113	Buff, Inc.
1107	Captains For Clean Water
506	Cascade crest tools
1044	Casting for Recovery
1127	CF Burkheimer Fly Rod Company
812	Cheeky Fishing
138	Cliff Outdoors
1226	Cody's Fish
1029	Cognito Brands, Inc.
945	Colorado Angler Supply
1204	CorQs FlyFishing, LLC
219	Cortland Line Company
1033	Costa
324	CTS
409	Cutbow Fishing Gear
407	Dagon Apparel Company
106	Damsel Fly Fishing
1017	Danforth Art
1214	Denver Outfitters

*continued on next page...*



## IFTD 2019 EXHIBITOR & BOOTH NUMBERS CONTINUED...

### Booth Company

711 DeYoung Studio  
1206 Dirty Water Fly Company/  
Wilderness  
Adventures Press  
432 Douglas Outdoors  
1041 DR.SLICK Company  
1143 Eleven Experience  
AKA Eleven Angling  
611 Ewing Feather Birds  
1007 EZ TIE  
225 Fair Flies  
134 Finn Fly Fishing Products  
309 Fishewear  
110 Fishmasks  
1014 Fishpond Inc.  
905 Fishpond Inc.  
1303 Fly Fishers International Inc  
1106 Fly Fusion Magazine  
1032 Fly Water Travel  
406 Flymen Fishing Company  
1003 Flyvines  
1045 Frog Hair Fishing  
1018 Fulling Mill Ilc  
740 G.Loomis Fly  
130 Galvan Fly Reels, Inc.  
1128 Gamakatsu USA Inc  
108 Gerber Gear  
128 Global Rescue  
1144 GRAPLRZ  
303 Hammerhead Industries, Inc /  
Gearkeeper  
1110 HANGTIME  
239 Hardy/Pure Fishing  
904 Hareline Dubbin LLC  
925 Hatch Outdoors  
713 Howler Brothers  
1005 Kanna Travel Service, LLC  
1354 Keepemwet Fishing

408 Kona USA  
705 Korkers  
1224 Kreinik Mfg Co  
1124 Lagartun  
313 Larva Lace  
1309 Mana Fly Fishing  
1046 Map the Xperience  
448 Monic Fly Fishing  
803 Montana Fly Company  
619 Nautilus Reels  
1119 NRS  
402 O'Pros Fly Fishing  
335 Olympic Peninsula  
Skagit Tactics  
319 Orvis  
233 Outcast Sporting Gear  
1103 Pacific Fly Group  
119 Patagonia  
908 PEAK Fishing  
1133 Project Healing Waters Fly  
Fishing Inc.  
635 R.L. Winston Rod Company/  
Bauer Fly Reels  
732 R.L. Winston Rod Company/  
Bauer Fly Reels  
1137 Rainy's Flies  
1011 REC Components  
1240 Recur Outdoors Inc  
1034 Redington  
1126 Regal Vise  
133 Renzetti Group  
113 RepYourWater  
931 RIO Products  
139 RISING  
403 Riversmith  
120 RO Drift Boats  
1212 Rock Treads LLC  
413 Ross Reels  
1122 Rudder Fishing  
935 Sage Fly Fishing  
1125 SaraBella Fishing  
605 Scientific Anglers  
625 Scott Fly Rod  
1114 SEIGLER Reels

1104 Sierra Stream & Mountain  
414 Sight Line Provisions  
503 Simms Fishing Products  
613 Skinny Water Culture  
116 Smith Optics  
710 Snowbee USA, Inc  
647 SOLITUDE FLY CO.  
902 Stackpole Books/Lyons Press  
1027 Stealth Fly Products  
1019 Taylor Fly Fishing  
641 TEMPLE FORK OUTFITTERS  
126 Tenkara Rod Co.  
136 Tenkara Tanuki  
1108 TENRYU Co.,Ltd.  
1026 The Drake Magazine  
1307 The Strike Indicator  
Company LLC  
327 Thomas & Thomas  
238 Tight Line Enterprises LLC  
326 Tourette  
1356 Trout & Company  
1228 Turrall & Co Ltd  
1109 U.S. Fish and Wildlife Service,  
Wildlife and Sport Fish  
Restoration  
213 Umpqua Feather Merchants  
305 Vania Flies  
412 VEDAVOO  
229 vid adventure travel  
1118 Wapsi  
813 Waterworks-Lamson  
947 WETFLY  
1348 Whiting Farms, Inc.  
1208 Wilderness Adventures Press  
112 Wind River Gear - North Creek  
Cabin Co.  
814 Wingo Outdoors  
810 Wolff Indiana, LLC.  
923 Yellow Dog Flyfishing  
Adventures  
1022 Yeti  
1129 Zen Tenkara /  
Zen Fly Fishing Gear





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# IFTD 2019 SHOW SCHEDULE FULL DESCRIPTIONS

## AFFTA EDUCATIONAL SEMINARS

### Podcast Masterclass: How to Start a Podcast for Your Brand

Chad Alderson and Nick Hanna,  
Barbless.co



#### Details

In this presentation the guys from The Barbless.co Fly Fishing Podcast will take you step-by-step through starting and running a professional podcast for your brand. In just an hour you will learn how to choose which style of show you want to produce, what type of topics to cover, equipment and where to find it, how to pick a podcast host, where to source intro music, how to book guests, how to edit your episodes, how to launch your first episode and how to promote your show.

### How the Industry is Stepping Up to #kickplastic

Moderated by Lia Colabello, Costa  
Kick Plastic Cause Ambassador



#### Details

We have a bad habit. Every year, we use millions of tons of plastic just once, before throwing it

away – and far too much of it ends up in our oceans. We can all work to

reduce plastic pollution. Join us as we talk shop about how the fly fishing industry is incorporating Kick Plastic in their operations, and discuss why Kick Plastic is important for both purpose and profit.

#### Panelists:

Hilary Hutcheson (Lary's Fly & Supply), Jim Klug (Yellow Dog Flyfishing Adventures), Lise Lozelle (Casting for Recovery & AFFTA Board Member), Joe or Jake (YETI), Peter Vandergrift (Costa Sunglasses)

### Keepemwet: Test your fish knowledge for fame and prizes!

Moderated by Sascha and Andy  
Danylchuk



#### Details

Put your knowledge of fish to the test. Come join a gameshow-style competition on fish biology, ecology, and best handling practices. Learn something new, help others learn, and maybe win a prize.

### Lunch & Learn: Build & Drive Your Brand Online without Breaking the Bank

Townsquare Media

**\*\*Registration required\*\***

#### Details

Learn how to easily get online, get



found, and attract the right customers with Townsquare Ignite. Using data-driven

technology, proven tactics and top online talent, you can reach your right audience. Townsquare Ignite will teach you how a small to medium size business can afford to target customers who have demonstrated intent to work with you by creating your first store location – your website, being found in web searches and how to drive customer traffic to your website early in their purchase process. Gain instant credibility, customers, and increased sales.

### Diversity and Inclusion on the Water

Moderated by Joel Johnson, owner,  
Admirable Devil



#### Details

Diversity on the water is increasing AND decreasing—What gives? And why does it matter? As a brand, guide, or nonprofit

that relies on selling to and engaging the angling population, what does understanding diversity and inclusion have to offer? This panel will ask and address frank questions about race, gender, and identity that impact the choices and behavior of anglers when participating in our sport --from learning to fly fish to booking a guide. We'll share stories, experiences, and



examples of the opportunities that arise from acknowledging race and gender on the water, and working toward equitable participation. And we'll hear learnings and observations from practical real-world efforts to increase diversity and inclusion in the sport from influential and diverse outdoor leaders.

## Stepping Up for Sustainable Saltwater Fisheries: How the Fly Fishing Industry Can Help

*Panel discussion moderated by Regan Nelson, AFFT Conservation Director*

### Details

Join expert panelists in discussions about marine fisheries issues including AFFT conservation work, MSA reauthorization, saving striped bass, the Keys National Marine Sanctuary, and the Fisheries Fund

- Regan Nelson: Overview of AFFT's marine conservation work (and panel facilitator)
- Lucas Bissett, Low Tide Charters/ AFFT Board Member: Engaging in re-authorization of the Magnuson-Stevens Act
- John McMurray, American Saltwater Guides Association: What is needed to save striped bass and stay engaged
- Doug Kilpatrick, Lower Keys Guide Association: Overview of Florida Keys National Marine Sanctuary DEIS and recommendations for comment
- Tom Melvin, Chair of AFFT Fisheries Fund: Overview of AFFT's Fisheries Fund work and how to contribute

## The Sustainable Angler: How Sustainable Business Practices Fight Climate Change

*Moderated by Rick Crawford,*



### Emerger Strategies

#### Details

Want to learn how sustainable business

practices can not only fight climate change and improve your environmental performance, but also save you money? Join our panel of industry professionals for this timely and important discussion.

## Buying or Selling your Business? It's about value!

*John Bonati and Roger Kleckner, Ascent Sales Advisors*



### Details

Investment Sales Analysis is a due diligence process of understanding a company's strengths or weaknesses



### Ascent Sales Advisors

prior to investment or sale. Sales Xceleration's Investment Sales Analysis (ISA) service provides an in-depth evaluation of 16 key sales drivers to determine current sales infrastructure, and identify the business's buy-cycle stage based on actual revenue.

Investment Sales Analysis is used by VC and Private Equity firms as they evaluate the company's they buy and sell. You can use the same tools! ISA's 16 step analysis will give you the critical information you need to prepare to get the maximum value in the sale of your

business or the correct value of the business you want to purchase. John Bonati and Roger Kleckner from Denver based Ascent Sales Advisors each have over 25 years of sales leadership experience to draw upon as they help you understand how you can use ISA to maximize your transaction.

## Managing Your Fly Open to Buy



*Tim Daughton, Orvis*

### Details

Building and leveraging an open to buy system to manage flies can feel like a daunting task. Orvis manages 70+ open to buy models for each of its corporate retail locations to monitor over a million dollars at cost in fly inventory. During this seminar, we will discuss in detail the steps to build a basic open to buy model for your fly business including defining key performance metrics like GMROI and turn. Examples from several key retailer of their best practices will also be presented to give you multiple options to consider and select the one that is right for your business.

*continued on next page...*



## How Best-in-class HR Solutions Can Drive Business Success

Sean Branon, *Insperty HR Solutions*



### Details

Join Sean Branon and discover how the right solution will lighten your load. Insperty will meet you where you are



in your business lifecycle helping you to minimize your risk and maximize your talent. You maintain control over your workforce and operations. We handle most of your employee related responsibilities, saving you time and helping you to contain costs.

## Catch Rate Variability of UV-Reflective Fishing Lures Among Near Shore Coastal Predatory Fish

Bob Sousa, *Ret. USFWS*



### Details

Seminar will discuss a study comparing coastal predator catch rates of UV enhanced Clouser Minnow flies (chartreuse/white) that were dressed on UV color coated hooks. During the 32 day study 5 fluorescent colors (White, Pink, Red, Orange and Chartreuse) were compared with a traditional black hook. Each color was used

20 times with each time (replicate) representing 10 fish caught or one hour, whichever came first. Angling more than 5100 minutes and catching 1024 fish among 13 different species (890 spotted seatrout). Catch rates varied among the hook color from about 4 minutes per fish to almost 7 minutes. Attend this seminar and find out which color was consistently and significantly the best!

## How to Make Travel a Profit Generator

Jim Klug & Tom Melvin, *Yellow Dog Flyfishing Adventures, and Tucker Ladd, Trouts Fly Fishing*



### Details

A program designed for the specialty fly shop, this seminar will explore and identify the ways that destination travel offerings and affiliations can boost your bottom line and add to retail sales. The discussion will



explore the pros and cons of offering destination travel or hosted trips to your retail customers, as well as issues such

as liability, effective travel marketing, and ways to expand product sales based on different destinations. Join Yellow Dog founder and director Jim Klug, AFFTA board member and Yellow Dog sales manager Tom Melvin, and fly shop owner, for an in depth discussion on the benefits, realities and challenges of offering travel through your shop and outfitting service.

## Training Your Staff & Guides: Best Practices

John Cochran



### Details

No matter the size of your fly shop operation, it is highly beneficial to establish a training program for your staff and guides. Creating a way for customers to leave feedback is also a way to gain valuable insight into the process. Consistency in service and message will support your brand, elevate your operation against your competitors, and really help your business grow. Learn how to establish these programs and how to make your business a magnet for customers. Learn more about the programs that I have developed and deployed over the years to excel in a hyper-competitive business environment.

<https://www.affta.org/ift-d-show/categories-rates/>





## THE NEXT GENERATION

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## LEADERSHIP PERSPECTIVE: ALAN GNANN, AFFTA BOARD CHAIR 2008-2010



President of REC Components in Stafford Springs, CT, Alan Gnann is a lifelong fly fisherman who served for 8 years on the AFFTA Board. He put his leadership to work as Chair of the Government Affairs committee (GAA), Board Vice Chair, eventually taking the helm as Chairman of the Board for the final three years of his tenure. We caught up with Alan and discussed an interesting range of topics, including advocating for rod manufacturers, Casting Calls, the origin of today's reel foot standards and the creation of IFTD.

### Fly rods and casting calls

"In 2006, landmark legislation limiting the federal excise tax (FET) on rods was enacted. The work on this legislation began in the late 1990s and was managed by GAA until its passage. The bill would not have passed without the skilled leadership of our dear friend, the late Jim Range, who served as AFFTA's

Washington DC representative. The new legislation resulted in member rod companies saving several million dollars annually which could be otherwise used for capital investment, research, and conservation.

During this time, AFFTA hosted 11 consecutive "Congressional Casting Calls" on the Potomac river each April where our volunteers guided members of the President's Cabinet, Senators, Congressmen, and their aides. In addition to bringing community together and promoting public fishing access, it was a perfect way to get time with decision-makers and help effect the shape of some policy."

### On solid footing

"After the FET bill passed, I worked with Paul Schluter (then AFFTA Board Chair) to solicit contributions from member rod companies to help cover the cost of drafting and passing the bill. Member companies immediately contributed almost \$150K, all of which went toward AFFTA's operations and programs.

We also formed a committee to establish a reel foot standard for all fly reels, which I chaired. The standard was created and agreed on and has been in effect since 2004—something that rod, reel, and component manufacturers, as well as the angling public, still benefit from today."

### From bust to boom

"When I was elected as Board Chair

in 2008 I made my second welcoming speech at the industry breakfast on September 15th, the day Lehman Brothers collapsed and the "Great Recession" began. While this did not bode well for the industry or the country, it did pave the way for AFFTA to finally own its own trade show. When A.C. Nielsen (the previous show owners) failed to make a sponsorship payment to AFFTA in late 2009, the AFFTA Board elected to assume ownership of the show. For the first time in its existence, AFFTA could control the time and place where the show would be held and in September 2011 the first ever FFTA-owned show was held at the Denver Convention Center. Gary Berlin was our new President then, and Randy Swisher was hired as our trade show manager until he was appointed President after Gary retired.

Since 2009 the show's revenue drove AFFTA's annual income up over 300%, which has allowed for the funding of necessary staff, countless conservation programs and effective lobbying efforts. My term wrapped-up in 2011 and I was succeeded by Jim Klug who was instrumental in taking the association to the next level.

I am pleased to see that the show will return to Denver in 2019 and will be there as an exhibitor. I believe the location and date will benefit all dealers and the vast majority of manufacturers worldwide. I look forward to meeting-up with our industry friends this October."





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## LEADERSHIP PERSPECTIVE: JIM KLUG, AFFTA BOARD CHAIR 2010-2014



Jim Klug is the Director of Operations for Yellow Dog Flyfishing Adventures. He is also part of the leadership backbone that has guided – and continues to guide – our industry to the strong and growing stature we have today. As an 8-year member of the AFFTA Board of Directors, including holding the Chairman's seat from 2010-2014, Jim played a key role in the transformation of not only the Association, but the value we're able to give our members, from a successful trade show to the support of grassroots fisheries conservation work to a strong voice on the Hill on issues important to our industry. We were able to ask him a few questions about his time on the Board, changes in the industry in the last decade, thoughts on the move back to Denver, and more.

### **What were the big issues for the industry that AFFTA weighed-in on during your tenure? What work are you most proud of?**

While the organization dealt with several significant challenges during my time as chair, probably the most pressing issue that we tackled was the state and the fate of our annual industry trade show. At the time I first joined the AFFTA board, our annual show was owned and operated by the Nielsen Group – the mega-trade show company that controlled and ran several hundred shows. At the time, Nielsen felt that the fly fishing show had “run its course,” and they were looking to either sell the show to another entity or shut it down completely. After a good deal of back-and-forth negotiations with Nielsen, the American Sportfishing Association (ICAST) and the Outdoor Industry Association (Outdoor Retailer), the AFFTA Board (under the leadership of Alan Gnann, who was my predecessor as chairman) decided in 2010 that the best course of action was to “reclaim” our own trade show and organize and hold the show ourselves, as an AFFTA-lead event. We ended up creating our own independent show that year in Denver, which was a great move in reclaiming our independence. The following year (my first as chairman) we made the

decision to relocate the trade show to a completely different part of the country – something that had never before been done. In 2011, the fly fishing industry gathered in the city of New Orleans – a new and exciting move that at the time made the most sense for the continuation of our annual show gathering. New Orleans was followed by a year in Reno, which marked our third year for an AFFTA-led, independent show. After three years of these efforts, however, we then decided that the best course of action for an annual show would be to merge our independent IFTD event with the annual ASA-owned ICAST show, bringing the entire world of fishing together in one location – under one roof. These multi-year actions by the AFFTA board – and the support of membership and our industry – ultimately saved and led to the continuation of our annual trade show, which is now once again being conducted on an independent basis with a return to Denver in 2019.

The second thing that I most proud of is the fact that in 2014, we created and launched the AFFTA Fisheries Fund – a philanthropic arm of our trade association created to fund organizations and projects that focus on fisheries conservation and education. From grassroots



projects to national-level initiatives, the Fund supports the important work that's happening to preserve and protect our vital resources and attract more people to fly fishing. Prior to 2014, AFFTA had largely been removed from political activism and environmental outreach. This changed with the launch of the Fisheries Fund.

Finally, during my time as chair we recruited and hired Ben Bulis to join AFFTA as the full-time president for the organization. Ben has proven to be a sensational leader for our trade association, and under his guidance, AFFTA has grown and expanded its membership, increased its voice in the outdoor industry, and worked to promote the sport and the business of fly fishing.

## **How has the industry changed since your time with the Association? How has it stayed the same?**

Many of the companies, people, players and issues remain the same. That said, we continue to see the industry evolve and improve on a number of levels. Those manufacturers, retailers, outfitters and service providers that are (1) focused on improving and modernizing their business systems, and (2) that stay relevant with creative and innovative offerings and marketing ideas are the businesses that are thriving and moving our sport forward. I would also add that while our sport and our industry has

always faced environmental threats to the resources that we all depend on, the current political environment has significantly upped the game, forcing fly fishing-related businesses and our industry as a whole to really step up, sound off and get involved.

## **What do you see as the most pressing areas for our industry's voice today?**

I strongly believe that AFFTA will need to increase its activism and involvement on the political level when it comes to key conservation issues and threats to the resources that our sport and our businesses depend on. Collectively we need to be speaking out and fighting for the issues, resources and positions that matter to our industry. Clean water, angler access, the protection of key habitats and fisheries such as Bristol Bay and Montana's Smith River ... the list is long and the threats are very real.

## **How has AFFTA, as an association, changed since your time as Chair?**

I would say that AFFTA has grown its reach and become more diverse when it comes to the organization's overall membership. It seems that more small business, outfitters, retailers, guides, agents and media entities are stepping up and getting involved in the Association along with the larger industry entities.

## **What do you see as AFFTA's primary value(s) to the industry? Why should businesses join AFFTA?**

I have always been a believer that our industry needs a strong, united voice if we hope to protect and promote the issues and elements that matter to our sport and to the business of fly fishing. I would go so far as to say that if your livelihood and your business is directly linked to this sport or has any kind of a connection to fly fishing, that you 100% need to be affiliated and involved with AFFTA. If you don't care enough to be involved in the issues that matter to our industry, then move on to something else!

## **What do you think of IFTD's move back to Denver?**

This has always been a hard question to answer, and there is never going to be an ideal solution regarding location and timing that pleases everyone. I am a believer that the heart and soul of fly fishing and of the industry is in the western U.S., and returning the show to the Rockies – where we have the highest concentration of shops, guides, retailers and manufacturers – makes sense. I am sure that this will be an acceptable location and trade show solution for the next few years, and that after that, new opportunities and affiliations will likely emerge. That is the nature of fly fishing's annual trade show: things always change and evolve, and whatever we see today will of course be different down the road.



## CASTING FOR RECOVERY, 10,000 WOMEN AND THE FLY FISHING INDUSTRY



Casting for Recovery (CfR) was launched with the idea that the gentle motion of casting a fly rod would be good physical therapy for women who had surgery or radiation as part of their breast cancer treatment. It turned out to be so much more.

CfR started in 1996 with one retreat in Vermont. With steady growth and 20+ years of program development, CfR will host 57 retreats this year serving women nationwide. These retreats provide healing outdoor experiences for women with breast cancer, at no cost to the participants. They are open to women of any age, in any

stage of breast cancer treatment and recovery.

Breast cancer awareness month is extra special for Casting for Recovery this year. In October, CfR will hit a big milestone of serving 10,000 women with breast cancer!

As anglers, we know the power of connecting to nature. The founding women of CfR had a vision that taking women with breast cancer out of a clinical setting and teaching them how to fly fish would be beneficial. Most women that attend a Casting for Recovery retreat have never been to a support group. The retreat provides the opportunity to find inspiration, learn something new, discover a renewed energy for life and experience healing connections with other women and nature. CfR has become a gateway to introduce women to the sport of

fly fishing, over 800 this year alone. Some will continue to fish, some will not, but all will experience the healing power of nature.

Casting for Recovery retreats are run by an army of 1,800 volunteers across the country that dedicate their time and talent to make the program a success. This includes lots of support from the fly fishing industry. Guides volunteer their time on retreat fishing day; lodges and fly shops provide accommodations and a place to call home, plus support the program by generating awareness, helping fundraising efforts and hosting events; brands and manufacturers have been essential to CfR providing specialty products, resources, awareness and support, especially during breast cancer awareness month. CfR also has key partnerships with other non-profit organizations to better serve women of color, military women, low-income women and young women under 40 with breast cancer.

Breast cancer impacts all of us. Women in the US face a one-in-eight lifetime risk of developing breast cancer. 250K women are diagnosed with breast cancer each year in the United States alone. These women are our mothers, grandmothers, sisters, wives, partners and friends. Thank you to the fly fishing industry for helping Casting for Recovery serve 10,000 women with breast cancer, your generous support is essential!



## THEY'RE BACK! AFFTA REVIVES THE RECYCLED FLY BOX PROGRAM.



Back by popular demand – and from a new supplier right here in the states – we (re-)present the AFFTA Eco-Fly Recycled Paper Fly Box!

Available through our site right now, we currently have the small Eco-Fly box in stock for your fly transportation needs. Perfect in the shop or in your wader/jacket/vest pocket, these portable fly boxes

measure 2"x 2"x 1.25" and feature a seamless Fold-Flat bottom that won't eat your #26 midges.

Made from 100% recycled material and printed with soy-based inks, these boxes are the perfect alternative to old school plastic or clam-shell containers—and they're resilient enough to use more than just once.

Set your clients up with a responsible, plastic-free alternative right from your shop and help reduce the amount of non-biodegradable waste that hits our landfills and litters our waterways. Order your Eco-Fly Recycled Paper Fly Boxes today!

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## FISHERIES FUND AWARDS OVER \$10,000 TO PROJECTS REPRESENTING FOUR DIFFERENT REGIONS ACROSS THE COUNTRY.



*Tracking migrating permit*

Now in its fifth year of supporting groups from all over the country who are doing the yeoman's work to preserve and protect our fisheries and bring more people to our sport, the Fisheries Fund is strong out of the gate for 2019, selecting four



*For the love of stripers*

grant recipients from a field of 9 worthy applicants:

Stripers Forever's efforts to conserve wild striped bass through its Release a Breeder Club program,

which promotes the release of large "breeding size" stripers which are mostly female fish.

Bonefish & Tarpon Trust's research in tracking migrating permit to determine the effectiveness and potential connection of the Special Permit Zone to the Florida Keys fishery.

Guiding 4 the Future's initiative to develop a dedicated stewardship of aquatic ecosystems while increasing knowledge, professionalism, and ethics in fishing guides and the fly fishing industry.

Wild Salmon Center's efforts to recolonize spring-run chinook post-dam removal in the Upper Klamath Basin.

"We're very excited to get behind the efforts of these groups," says

Tom Melvin, Fisheries Fund Chair.

"Each project truly represents the spirit of conservation and education that the Fisheries Fund was created to support."

"To see a growing number of high-quality applicants and meaningful projects like we did this year is a testament to how much our industry cares about taking care of our natural resources," adds Ben Bulis, AFFTA president. "We're proud to play a small role in helping them do great great work."



*Recolonizing spring-run chinook*

If you have a project that you would like to submit for a Fisheries Fund grant, visit the Fund's page to apply today.

If you would like to support these or future Fisheries Fund grant recipients, your gift today will make a difference for generations to come. Visit [affta.org/fisheries-fund](http://affta.org/fisheries-fund) for more information or to donate.





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FEATURE

# VISION 2020...

## 8 TOPICS WE SHOULD BE TALKING A LOT MORE ABOUT NEXT YEAR...

*Written by Kirk Deeter*



It's always good to be looking forward—in the river, on the flats, and especially in this world of fly-fishing business. While we may not have a crystal ball, we do pick up on the buzz as part of our day jobs, and here are eight subjects we think are going to receive a lot more attention from retailers, manufacturers, guides, lodges, media, and others in the fly biz in the coming months:

**1. Microplastics.** We've paid a lot of attention (and rightly so) in recent years to the negative impact plastics are having on the world's oceans, lakes and rivers. But it turns out that things like single-use plastic bottles,



fishing nets, and other objects that are easily seen are not the only culprits. Scientists are now deeply concerned about microplastics, like small fibers that wash out of fleece jackets, that are making their way into waters—and fish—in surprisingly high levels. We might think we are doing right by buying and selling

garments made of recycled materials, but we need to also understand that some of those materials are polluting the environment in different ways and strive to fix that. How we wash and handle these products probably matters more than many anglers now realize. Companies like Patagonia, and Columbia, and a number of others are out front of the issue, working with the Outdoor Industry Association to study and address it. Given how fleece-clad the fly world is, we hope for and expect more attention to this threat from within these ranks in the coming months.



**2. Pro Deals.** In the past 15 years of covering this industry, we've never seen an issue turn into so much of a lightning rod as this one—and that includes direct sales, Internet sales, trade shows, rod warranties, and everything else. Quite simply, we've reached a point of reckoning that's going to define how important

*continued on next page...*





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Classic trout rod feel with precision control.*



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# FEATURE

the modern manufacturer-retailer relationship really will be going forward. If everyone and their little sister with an Instagram account, or a boat, or a blog, or student ID, or a two-week gig teaching casting at the local senior center (all of which might be wonderful in its own right), is designated a "pro," that'll open more doors for a lot of people to buy gear on the cheap, and that's already a formidable revenue stream for some manufacturers who make the same margins (with more volume). But the retailer is effectively cut out of the picture. And in the long view, you have to wonder, given the connections, and side-deals, and how these programs are policed (or not)... who the hell is going to be dumb

enough to go buy a rod or waders or anything other than flies at retail from a fly shop?



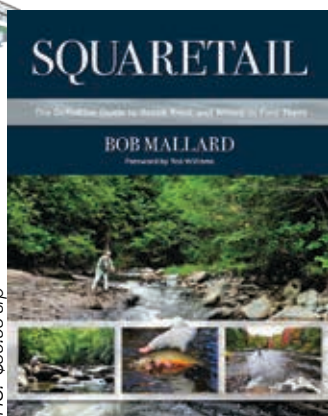
**3. Tasmania.** This island state off the southern coast of mainland Australia will get plenty of attention in a couple months when the world fly fishing championships are held there. But what's really going to

make anglers tune in is when word gets out more in America about the unique brand of sight fishing for large brown trout (Tasmania is where the first brown trout expatriated from England were taken, in 1864, and it is from here that they were introduced to New Zealand) that can be experienced in some of the wildest, cleanest places on the planet. Imagine seven-pound fish cruising in clear shallow lakes, ponds, sloughs and creeks (most notably in the "Western Lakes" region of the island), and picking off dry flies if you can make a good cast. It's like a hybrid of the best New Zealand sight fishing experience, melded with the best bonefishing flats experience... with fish that eat off the surface. See [Australia.com/fishing](http://Australia.com/fishing).

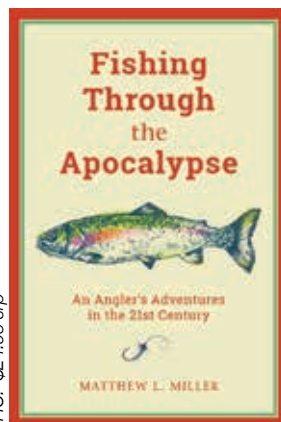
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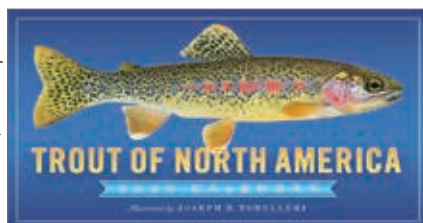


HC: \$24.95 srp



SC: \$39.95 srp

Calendar: \$15.99 srp



**2020 Calendar's NOW IN-STOCK**



**4. Diversity.** The United States population is growing more diverse, literally by the minute. The middle-aged or retired white male is already a minority in the national scope, but they still comprise at least 80 percent (by our own estimate) of the consumer base in fly fishing. You don't need to be an economist to realize that is a dead-end street. There have been a number of positive forward steps made in recent years in the diversity effort—particularly those that recruit and involve women

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# FEATURE

anglers. But there's a long, long way to go, especially with regard to broader inclusion and involvement among anglers of different ethnicities. The talk is starting to happen, and we expect much more of that to continue—hopefully backed by more actions as well—in the near future.



**5. Pebble Mine.** What? Haven't we already been talking about Pebble Mine and Bristol Bay, Alaska, over and over, year after year? I'm getting a little "Pebble fatigued" aren't you? Well, yes, you can say that, but next year is arguably going to be the most important in the long battle to protect the world's most prolific wild salmon and trout fishery, and this industry in particular is going to have to stick together, gird up for more challenges, speak louder, and stay the course. The Trump Administration has effectively sold out the EPA, and undone a lot of the effort that had been put in place to protect Bristol Bay. But administrations change, and courts exist for a reason, and the overriding fact that most of the people there do not want the mine are all silver linings. We will not give up the fight, and neither should any of you. If you want the full skinny on where things now stand with Pebble, and where this whole thing is possibly going, please check out the detailed story

by Chris Hunt of Trout Unlimited on page 66 of this issue. Also thank you to those of you who worked with AFFTA on "A Day for Bristol Bay" in August, which raised money for the Bristol Bay Defense Fund.



**6. Climate Change.** We think we've reached the point where most sensible anglers realize that climate change is not only indeed happening, it's also starting to screw up fishing. And while there are far larger stakes in the climate change conundrum than recreational anglers pulling on fish, we are, for better or worse, the canaries in the proverbial coal mine. And the signs are all around us, from record heat and fish-kills in Alaska to fires in the Amazon jungle. We think that the climate change discussion will shift from acknowledgment to greater focus on the root causes (carbon emissions), a greater collective conscience within the outdoor market in general regarding decisions that affect those causes, and most importantly, talk of what can be done to mitigate the effects of climate change, right now. The urgency button has been pushed, and we're going to be interested to see who takes the lead on climate change publicly, because yes, climate change does effect how many rods, reels, flies, guide trips, and everything else get sold in this market.



**7. "Quality Engagement."** Ten years ago, we were all about "growing the sport." If we get more anglers, we get more customers, and more stewards for the environment, advocates for public lands, etc. And we make more money. Well, if you've been to the boat ramp on the Bighorn, or the Madison, or the Colorado—or many saltwater flats around the country, you'll realize that a shortage of warm bodies is not the problem. In fact, too many bodies have turned the sport into a dumpster fire in some aspects. In our attempts to dumb it down so that any total newbie can hire a guide, gag a few fish, and take a photo, we have in some regards disassociated the sport from the very ideals upon which it was built. So do we want fewer anglers? No. Do we want more inclusion and diversity? Absolutely yes. But we don't want more for the sake of just more. Because there's a hole in the bottom of the bucket, and those are people who care about fishing, but are sick of being squeezed out by the commercialized approach. We need more quality engagement in the sport. People who care, and who stick around, and who don't have to pound the crap out of fish to call it a good day. So we predict there will be a lot more talk in the near future about not only where people fish, but also how

*continued on next page...*





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PHOTO: NOAH ROSENTHAL





## FEATURE

they fish, with whom and why. And we think the industry will shift from casting a wide net, to taking care of the family again, and improving the angling experience.



**8. Politics.** Of course. It's 2020. Presidential election. And given

the polarized state of our union, you can be darned sure that politics are going to make their way to the rivers and the flats. And while we typically try to stay "apolitical," and we try to adhere to the notion that fishing is a cultural endeavor, and certainly not a political one... in this case, in this year, given all the stakes regarding clean water, and public lands, and so forth... you need to vote like an angler. We're not telling you which way to vote (nor will we ever do that). But we are asking that you look into the issues that affect you, your businesses, and your waters. We

think you can expect a heckuva lot more politically charged discussions on the water, via social media, on television, in newspapers and magazines and so forth. If you want to tune out, fine (can anyone who has not been lobotomized seriously stand watching more than 20 consecutive minutes of cable news these days?), but don't dismiss the underlying issues. And don't let the pavement walkers (people who don't walk on anything other than paved surfaces their whole lives) dictate the decisions that affect the places where fishing happens. Please. 🐟

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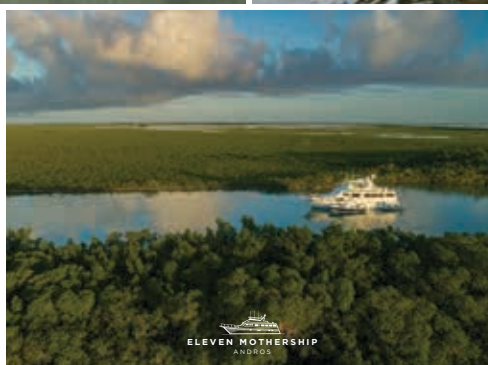
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## CURRENTS

### "Complete, Utter Devastation"



By now many of you have heard about, or seen firsthand, the aftermath of Hurricane Dorian in the Bahamas. After Hurricane Katrina hit the Gulf Coast in 2005, the fly industry rallied to take care of its own in an effort called "Guide for the Gulf." We're doing something like that again called "Double Haul for Dorian Relief". Fly fishing is an international community, and when part of it is hurting, the rest of us pitch in to lift them up. That's how we roll. So visit [ydcf.org](http://ydcf.org), or contact us at [editor@anglingtrade.com](mailto:editor@anglingtrade.com), or [tim@anglingtrade.com](mailto:tim@anglingtrade.com), or contact affta at [www.affta.org](http://www.affta.org) to see how you can take part and contribute. (In all honesty, we're sending this magazine to press as the storm is still actively churning... so we don't know what the scope and scale of the effort will be, but we know we're going to do something.)

## PRODUCT NEWS

**Here's the skinny on the stuff we've tested and like best, going into IFTD...**

### Scott Sector Rod



I usually don't buy the line, "We wouldn't have launched this new product (effectively displacing a current model in the company's lineup) but it is so good, we couldn't help ourselves." But to be honest, I've always found Jim Bartschi of Scott Fly Rods to be more about the steak than the sizzle, so I took the new "Sector" saltwater fly rod (9-foot, 9-weight) he sent me to a high alpine lake, and I started messing around with it in shifty winds. I threw streamers of all sizes. I turned into the breeze, then put the puffs at my back. I banged banks and zeroed in on tiny little targets. And of course, I couldn't help myself from trying to get a glimpse of my backing knot on a few casts (that I would never, in good conscience, make at any fish on any saltwater flat).

I was floored. Scott did it again, and I suspect that for anyone who is into serious fly casting, Sector will be the belle of the ball when it makes its official debutante appearance at IFTD in Denver.

The rod uses a new Carbon Web technology that Scott will explain better than I can, and slightly enhanced tapers. The net-net is that this rod is more accurate at

real-world fishing distances (50-70 feet) than any other rod I have cast. I liked the Meridian for its accuracy and feel. I like many other rods for the oomph power they bring to wind casting and forming tight loops over open water. I think the Sector is the best marriage of all the above I've experienced. And the new technology supposedly leads to greater durability (which we cannot vouch for until after a few years of pulling on fish), but we assume to be true. And the Ceracoil stripping guides and overall aesthetics of the rod are unquestionably savvy.

It picks up line with a certain crispness, then shoots with bomb-aplomb. No rod will make a bad caster great, in an of itself. But this is the kind of rod that can make a really good caster noticeably better. Retail is \$985; [scottflyrod.com](http://scottflyrod.com).

-K. Deeter

### Smith ChromaPop... In Glass



I was immediately smitten with Smith's ChromaPop lenses when they came out some time ago. I like how calling out the green hues in the spectrum

really helps to make things more vivid in fishing environs. Thing is, I am a devotee of glass lenses, for no other reason than I find new

*continued on next page...*





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and interesting ways to scratch polycarbonate lenses almost every time I fish. Even a little scuff is enough for me to retire a pair of fishing glasses. So I have been jonezing to see Smith come out with glass models of the ChromaPop lenses in tints and frames that I like best. I've been fishing a pair of Guide's Choice in a green mirror glass—in rivers and on bright open water—and I keep saying to myself, "thank you... finally." I think this combination will quickly establish a perch at the top of the sight-fishing mountain and stay there for quite some time. Retail is \$245; smithoptics.com. -K. Deeter

### Orvis PRO Approach Shoe



Building off the success of its Michelin partnership on the PRO boot (the tire company

offers rubber technology that affects the grip of the rubber soles) Orvis is launching a shoe version called Approach. Built for long hikes, wet wading and the boat, the Orvis PRO Approach shoe is noticeably light—just 23 ounces. But it is supportive and durable. A Michelin Outdoor

Extreme rubber outsole provides 43% better wet traction when navigating river rock and slippery trail conditions. And an integrated Ariaprene sock prevents debris from entering the shoe while providing mid-ankle support. What's really nice is that it looks nice. It's the kind of shoe I'd wear to town as well as fish in. Retail is \$149; orvis.com. -K. Deeter

### RIO Technical Trout Double Taper Line



I find myself gravitating more toward double taper fly lines these days,

especially in the 4-weight and under world, and particularly as I fish more bamboo and fiberglass rods. Don't get me wrong, weight-forward lines are great, and they really help feel the rod load in most of the medium to fast graphite rods. But as you use rods that are meant to exaggerate or enhance the rod-load feel anyway, doesn't it make sense to use lines that land a little softer and make a bit less commotion as the fly hits the water? In other words, a presentation-focused line for presentation-focused rods and fishing situations. I've been fishing the RIO Technical Trout series in a double taper, of the "In Touch"

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*continued on next page...*



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variety, and I think it does make a positive difference in terms of setting down flies. It's the kind of line that allows you to worry less about the cast, and more about the fishing. And I think I feel and fight fish better with this line. Again, I've only fished a 4-weight, but for fishing in this style, it's a solid, cost-effective option. Retail \$79.99; rioproducts.com. -K. Deeter

### Umpqua ZS2 Packs and Bags



Umpqua introduced its next evolution of ZeroSweep, the ZS2 line of Packs and Bags. They improved upon the snag-free, design of its original ZeroSweep packs and added net slots, sleek looks and the element of

Molle webbing which integrates seamlessly with ZS2 accessories, giving anglers the ability to customize ZS2

packs come in a variety of styles and are offered in two colorways: Olive, and Camo. Prices vary; umpqua.com. -K. Deeter

### CRKT Bear Claw E.R. Knife



Finding a perfect rescue knife that fits my PFD has been tough for me. They're either

too long and rub my knuckles when I row or don't have suitable sheath that wants to stay put. Enter the Bear Claw from CRKT... At \$49.99 it won't break the bank, and its curved shape fits very nicely on my chest without busting up my fingers. It's got a blunt safety tip, orange handle for easy location and a sheath that won't budge. One of my favorites I've ever used.

Specifications:

Color: Silver

Blade Length: 2.375" (60.33 mm)

Blade Edge: Blunt Tip w/Triple Point™ Serrations

Blade Steel: AUS 4

Blade Finish: Mirror Polish

Blade Thickness: 0.13" (3.3 mm)

Weight: 3.4 oz (96.39g)

Handle: Glass Reinforced Nylon

Style: Fixed Blade Knife w/Sheath

Sheath: Material Glass-Reinforced Nylon

Overall: Length 5.75" (146.05 mm)

\$49.99

-T. Romano

### Pelican RUCK R40 Case



The perfect mini dry storage solution for your raft. This thing fits my wallet, phone, a small flashlight and

fish whistle perfectly. Two, one-foot cam straps and voila... you're rigged to flip.

*continued on next page...*



EST — 2009

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<https://www.pelican.com/us/en/product/cases/ruck-case/personal-utility/r40> \$54.95

-T. Romano

### Fly Trap XLT Pro Series

Are you a "less is more" type of angler? Do yourself a favor and check out the Fly Trap XLT. It securely



holds flies, tools, dropper rigs and multiple spools of tippet. We recently took it on a high-altitude trail run/ fish and fell in love. The product is available to hold in the New Product Showcase at IFTD if you're interested.

<http://flytrapflyholder.com/> \$14.95

-T. Romano

### Mammut Masao Light Hooded Hardshell Jacket

Mammut is more of a mountaineering company than a



fishing one. By far... So when they make something it's LIGHT. The Masao jacket has few features for the fishing world, which

is why if you're a light and fast geek you should take a peek. No zingers, excess pockets, or tactical loops. It's a rain jacket and that's it. It's so light at 8 ounces that you probably won't even notice it's in your pack.

<https://www.mammut.com/us/en/p/1010-26880-50134/masao-light-hs-hooded-jacket-men/> \$299

-T. Romano

*continued on next page...*

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[UtahStreamAccess.org](http://UtahStreamAccess.org)



**Peak Design Camera Cubes**

I've found that most storage and travel products that come from the camera world translate really nicely to the fishing world as well. Maybe better sometimes... The Peak Design "cubes" come in three sizes. They have infinite layout possibilities, are weatherproof,

tough as hell and can be shoved just about anywhere in your luggage. Throw in your camera and favorite large arbor reel or two and don't give either a second thought at check in.

<https://www.peakdesign.com/products/camera-cube> \$49.95 – 89.95 depending on size.

-T. Romano

**Watershed GoForth Dry Bag**

Watershed makes some of the best dry bags on the planet. The GoForth mini – duffel is no different. Built with their proprietary ZipDry closure system – basically a big ziplock system but WAY beefier



this bag is 100% waterproof and a perfect waist pack for anyone fishing in incredibly wet conditions or have the need to be sure that their camera is safe should one slip into the drink. <https://www.drybags.com/product/goforth/> \$120. -T. Romano

*continued on next page...*

# Snowbee

EST 1978

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Snowbee has been introducing innovative fly tackle inspired by deep British traditions at competitive prices. Decades of experience and commitment to detail has allowed Snowbee to become globally synonymous with superb-quality gear and apparel. Now proudly offering our products and services to American fly anglers.

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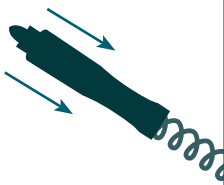
# Angler's Accessories presents



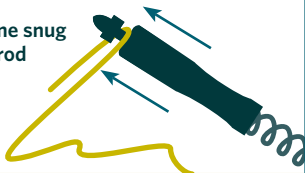
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**Quickly tie ANY fly-fishing knot!**

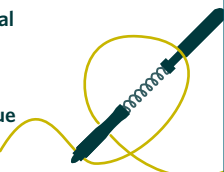
**1** Hold in dominant hand and slide spring back with thumb and index finger



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## CURRENTS

### Dogfish Head Water Resistant 12-Pack



Why, you ask, would one want a water resistant 12 pack of beer? Duh... Because you can rip it open and fill it with ice, literally negating the use of a cooler. That is if you and your boat mates for the day drink your beer quick enough. You just might too if it's filled with Dogfish Head's most refreshing Sea Quench Ale. It's become my boat beer of choice this summer, "with a sour mash-up of a crisp Kölsch, a salty Gose and a tart Berliner Weiss brewed in sequence with black limes, sour lime juice and sea salt." At just 4.9% ABV it's basically doable all day long. -T. Romano

### Costa Del Mar Rinconcito Sunglasses



I've got a smallish dome, but always gravitate toward glass styles that never seem to fit. Enter the Rinconcito... This is the follow up

to one of Costa's best selling fames the Rincon and just feels good on the face. The finish is buttery smooth and very comfortable. They feature "bio-resin construction, polarized 100% UV Protection Lenses, integral spring hinges, and Hydrolite® nose and temple pads" and come in a Variety of colors and lens flavors. \$199.00. -T. Romano

### Loon Aque and Loon Dust Floatants



At this point Aque is kinda like saying Kleenex in my opinion. It's gotta be the best gel floatant out there. It won't melt when it's hot or freeze up when it's cold.

It supposedly

masks human odor and won't lave an oily slick on the water. Oh, and it works damn well. If you've never given it a go - do it. Like next week. If you're a CDC freak then try out their Loon Dust as an alternative. The little brush applicator gets in all the nooks an crannies of you're most delicate dries and even works to create air bubbles on your nymphs. \$5.50 for each.

-T. Romano

*continued on next page...*



# fishing with a conscience

We do our best to do good. Every decision we make is informed by our commitment to making excellent products, our commitment to the people who use and make our products, and our commitment to the places our products are used. As proud partners of 1% For The Planet every purchase you make gives back to protecting wild places all over the globe. That's fishing with a conscience.



[loonoutdoors.com](http://loonoutdoors.com)





**A reminder that Angling Trade's intern extraordinaire, Jack Nickens, worked all summer in the Bob Marshall Wilderness, guiding foremost... but also doing some**

**product reviews for us on the side. Jack is out of the "BOB" but still has some thoughts on products he used this summer.**

### Rising Lunker Net



Big bull trout don't fit in any net. The strong rubber net bags on

the RISING Lunker net has bag dimensions of 27"x 9"x14". This is the first net I have owned that has not been wooden. I love the facts that I can give my net to clients to use as a walking staff and not have to worry about the net being broken. Having this option gives me more confidence to take clients to spots with longer river walks. Another great feature of the RISING Lunker net is the flask in the bottom. Nothing will boost a tip more than giving your client a swig of whiskey after they caught that 30" bullie! J. Nickens

### Chaco Z series Sandal



The classic guide shoe for the Ranch I worked on, Chaco's are a top-of-the-line shoe for a fishing guide. Comfortable on and off the water, you can go straight from the river to the town and never have to change shoes. This is the only sandal that I have worn that is comfortable to hike in for 10 miles and also a great water shoe. If you want added security, get the optional toe strap to really be strapped in. -J. Nickens

### Howler Brothers Shoalwater Tech Pants

These pants are a great all around buy for warm weather trout fishing. The quick dry material is

## NOT JUST SHARP, BUT BRIGHT.

One of our most popular fly hook designs just got better with the addition of four fluorescent colors. It's been scientifically proven that fish are attracted to UV enhanced products and this technology has not been available on our fly hooks until now. The B10S Stinger is beneficial in both freshwater and saltwater fly pattern applications. The 1X strong wire gives you that extra confidence to land a monster and is especially effective in articulating fly hook patterns.

Available in Chartreuse, Red, Pink and UV in sizes 4, 2, 1, 1/0 and 2/0.

### Presenting at the IFTD trade show

**Dr. Bob Sousa, Ret. USFWS, will be presenting at 12:15pm, Thurs, Oct. 17th** on "Catch Rate Variability of UV-Reflective Fishing Lures Among Near Shore Coastal Predatory Fish."

Dr. Sousa will also be available in the Gamakatsu booth following his keynote to answer questions about UV-Reflective Lures and Gamakatsu's fluorescent offerings in the B10S Stinger and Octopus Hooks.



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comfortable and light, yet durable. The elastic cuffs prevents these pants from riding up when wearing waders on a rainy day and keep your pants from

dragging the ground on warm days.  
-J. Nickens

### Filson Alagnak Short Sleeve Shirt

Nothing beats a comfortable, lightweight fishing shirt. The breathability of this shirt is unamthced and . It seems that everyday I almost forget I am



wearing this shirt. And, it doesn't smell too bad after 4 days in a row!  
J. Nickens

### Patagonia Down Shirt

The perfect weight for those 50 degree rainy days. Throw this on under your raincoat and you'll be warm for the day. And the best



part about it, no one will know you haven't washed it in two months!  
J. Nickens

## NEWS

### 2020 Virginia Fly Fishing & Wine Festival

*from tying bench to fishing hole...  
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PEAK Rod Transport System  
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**20TH ANNUAL  
VIRGINIA FLY FISHING  
& WINE FESTIVAL**

January 11-12, 2020  
www.vaflyfishingfestival.com

On January 11-12, 2020, the Annual Virginia Fly Fishing & Wine Festival will celebrate its 20th anniversary, drawing anglers from throughout Virginia and the Mid-Atlantic, Ohio, Georgia, South Carolina, and even Vermont. Held at the Meadow Event Park, just 15 miles north of Richmond on the site of the state fairgrounds, the Virginia Fly Fishing

*continued on next page...*





20<sup>th</sup> Annual  
**Virginia  
Fly Fishing**  
& WINE FESTIVAL  
January 11-12, 2020  
Doswell, Virginia

[www.vaflyfishingfestival.com](http://www.vaflyfishingfestival.com)

4<sup>th</sup> Annual  
**Texas  
Fly Fishing**  
& BREW FESTIVAL  
March 21-22, 2020  
Plano, Texas

[www.txflyfishingfestival.com](http://www.txflyfishingfestival.com)

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& Wine Festival is the first event of its kind in the country to combine fly fishing and wine tasting. Fly fishing manufacturers, lodges, guides, tourism agencies, wineries, and specialty food companies are among the more than 110 vendors who hail from all over the country. This year's festival sponsors include the Recreational Boating and Fishing Foundation, Temple Fork Outfitters, Green Top, American Angler, Harman's North Fork Cottages, Fly Tyer, Blue Ridge Outdoors, and Norvise.

The 2020 festival will feature several of the industry's most prominent anglers and authors. Noted speakers and fly tyers include Blane Chocklett, Tom Rosenbauer, Jessica Callihan, Jason Randall, Ed Jaworowski, Mac Brown, Kiki Galvin, Walt Cary, Tim O'Neill, Peter Stichter, Matt Reilly, Colby Trow and many more.

"We eagerly welcome beginners into the sport," says Festival Director Beau Beasley. At the same

time, he adds, "We offer specialty classes that experienced anglers won't find anywhere else." New this year for foodies, he says, "We're adding a 'Made in Virginia' specialty food section. We also plan to offer cooking classes."

Check out:

--Advanced Fly Casting and Understanding Advanced Techniques: Master Certified Casting Instructor Mac Brown

--Whiskey, Bourbon, & Bass Bugs: Lauren Riggelman of Silverback Distillery

--Mayflies & Microbrews: Entomologist Peter Stichter

--Other classes include Fly Tying for Children, and Getting Your Kids into Fly Fishing by Jess Westbrook founder of The Mayfly Project.

Admission to the festival includes free wine tastings for adults.

Visit [www.vaflyfishingfestival.org](http://www.vaflyfishingfestival.org).

## onX and TRCP Partner to Highlight Inaccessible State Lands

**6.35 MILLION ACRES OF STATE LAND—  
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VISITED NATIONAL PARKS COMBINED—  
HAVE NO PERMANENT LEGAL ACCESS**



More than 6.35 million acres of state lands are entirely landlocked by private lands, preventing legal access for outdoor recreation without permission from a neighboring landowner.

Throughout 2019, onX has been working with the Theodore Roosevelt Conservation Partnership (TRCP) to identify the extent of the landlocked problem and potential solutions of how to help make improvements. Last year, we teamed with TRCP to create the *Off Limits, But Within Reach* report on landlocked federal lands in 13 Western states, a report that was presented to the press, the public and to lawmakers in Washington, D.C.

This year's report builds upon that foundation, delving further into the topic of landlocked lands—this time quantifying the number of state lands that are landlocked in 11 Western states. By helping to identify collaborative, positive and proven solutions with the help of state

*continued on next page...*


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agencies and private landowners, onX and TRCP hope this report will help clarify opportunities to increase access for hunters and anglers throughout the West.

From the report:

*America's public outdoor recreation opportunities aren't always found on national forests, national wildlife refuges or BLM lands. In fact, the lands held and managed by individual states in the West offer some of the nation's finest hunting and fishing opportunities. More than 49 million acres of these lands—including state trust lands, state forests, wildlife management areas and state parks—across 11 Western states comprise a unique public lands legacy shaped by a complicated past.*

*Some are entirely surrounded, or "landlocked," by private lands and therefore inaccessible to sportsmen and women without permission from a neighboring landowner.*

*Public land access is the engine that drives an outdoor recreation economy worth more than \$887 billion in annual consumer spending. Nearly three-quarters of Western hunters depend on public lands for some or all of their access. Modern smartphone and handheld GPS technologies offer new opportunities to discover public access to isolated and unmarked pieces of public ground.*

*By allowing today's sportsmen and women to know exactly where they stand on the landscape—and to discern property boundaries unidentified by fencing, signage*

*or stakes—this technology enables hunters and anglers to capitalize on previously hard-to-identify opportunities. Knowing where a piece of public ground intersects with a public road, or how to reach a larger parcel by traveling through a narrow strip of accessible public land, can open a world of possibilities without the risk of trespassing on privately owned land.*

*Because of the West's unique history, state trust lands—much like BLM lands—are often scattered among private holdings, undeveloped without parking areas or trailheads and are seemingly tailor-made for these types of recreation opportunities. But in many cases these lands lie untouched by public roadways or adjacent public lands, and lack easements that would allow travel to them, leaving them "landlocked" and off-limits to the public.*

**New Trout Fishing Challenge Kicks Off in 12 Western States**



Deep in the West, under a secret rock in a cool stream, lies a prize worth finding.

*continued on next page...*





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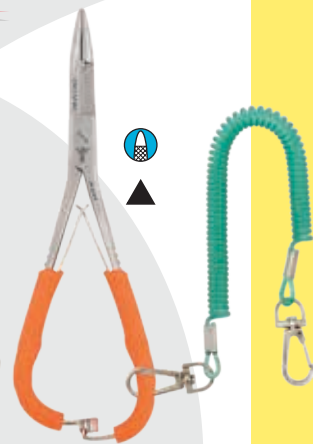
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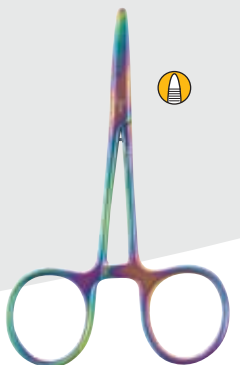


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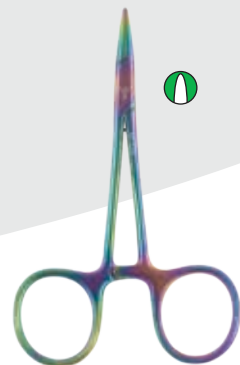


SH45PR  
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Prism Arrow  
Scissor



C5PR  
5" Standard Clamp



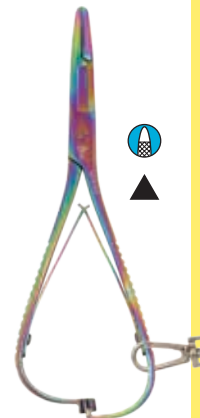
CX5PR  
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The team at WNTI spent more than three years developing this special program with fish and wildlife state agencies, to carefully select the locations and trout species you can catch responsibly throughout the 12 participating states.

The 12 states where these beautiful fish can be found are Alaska, Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming. The state

fish and wildlife agencies in each of the 12 states are partnering on the effort, along with the U.S. Forest Service, the federal Bureau of Land Management and Trout Unlimited.

Get guidance, maps, and rewards by signing up each participant at \$25 per person 18+ (free for 17 and under) for the program. The vast majority (92%) of the fee will help save the trout you love for generations to come. It's a wonderful opportunity to help conserve these beautiful species, in beautiful places, at your own pace.

Learn more, and register to play, at [WesternNativeTroutChallenge.org](http://WesternNativeTroutChallenge.org)

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Photo: Copi Voita



A Daiichi fishing reel and the handle of a fishing rod are positioned in the foreground. The background features a scenic view of a river flowing through a mountainous landscape under a cloudy sky. A magnifying glass is placed over the word 'GET' in the title.

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A tan and brown Chota Outdoor Gear boot is shown next to a close-up of its black rubber sole, which is embedded with metal studs. The sole has the text 'BOOTS WITH SOLE' printed on it.

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## FEATURE

# PATH TO EQUALITY:

**Will women ever make up 50 percent of anglers? Orvis thinks so.**

*Written by Christine Peterson*



I'm standing in the lobby of the Holiday Inn waiting to spend the day floating and fishing the Bitterroot River near Missoula, Montana. It's the end of April and sleeting outside—that pleasant mixture of not-quite snow and not-quite rain.

The gathering of sweat pant, GORE-TEX, beanie-clad anglers are part of the annual Orvis Guide Rendezvous. The company's media rep asked me to come along, in part for this story about the state of women in fly fishing. Bringing more women into the sport is one of Orvis' new focuses. The company launched a massive campaign in 2017 called 50/50 On the Water—ambitiously

advocating for half of all anglers to be men and half women by 2020.

By the looks of the Holiday Inn's lobby this morning, at least as far as guides are concerned, Orvis has a ways to go. Of almost 20 people, I count less than a handful of women, give or take a couple.

This isn't a criticism of Orvis. They're making a legitimate and noticeable effort to bring women into fly fishing. They're making the gear. They have a plan. But can an outdoor pursuit that until recently most companies didn't even bother making gear for women ever become be split equally by gender?

Orvis thinks so.

"The number of women has been growing slowly on its own, but we wanted to get it there faster," said Chrissy Atkins, Orvis' digital merchandizing manager and one of the co-founders of 50/50. "Getting to 50 percent by 2020 was super unrealistic, but it gave us a North Star."

According to the Recreational Boating and Fishing Foundation, 70.4 percent of anglers in the U.S. were men and 29.6 were women in 2018, a slight drop from 2015 when 31.4 percent of fly fishers were women. The special reports analyze demographics of fishing by interviewing thousands of people across the country. Despite the slight drop in fly fishing, last year's overall number of female participants in fresh and saltwater fishing were an all-time high.

But ask women in the field if a 70-30 split feels accurate, and expect varying responses.

I only occasionally see other women fishing on my home waters in Wyoming. Most fly shops are

*continued on next page...*



## TU is Offering More Women-Specific Destination Fly-Fishing Trips



Last summer, 14 women from across the country, including six women from TU's Board of Trustees and a number of chapter and state-level volunteer leaders, came together to fish in Paradise Valley, Mont.


These were long days involving high-altitude, mid-summer sun, long hikes, and picky fish. Every day, these women — these leaders of Trout Unlimited — came back together so totally refreshed and ready to do it again.

They came together over meals and shared fish stories, laughed, and explored opportunities for bringing new people to our table. Literally. These women solicited a half dozen new members just at cocktail hour one night.

After a day fishing, we weren't stuck on problems, we were finding opportunity and pausing to celebrate how far we've come. One such success was represented around that dinner table. Over five years, we've doubled the number of women who serve in an elected capacity for TU from the chapter level on up through our Board of Trustees. Doubled. That's a giant step in the right direction.

We also paused to celebrate one of the reasons we came together.

Orvis and Hubbard's Yellowstone Lodge donated their commission from this trip to TU's STREAM Girls Program in partnership with the Girls Scouts. STREAM Girls is about breaking down barriers and providing support in two male-dominated arenas: STEM-related careers and the sport of fly fishing. This program is growing like crazy, impacting significant numbers of young women across the country and building that next generation of coldwater conservation stewards. What an accomplishment. I drove home from that trip in silence. No radio, nothing. I just reveled in that camaraderie and in that optimism.

*-Beverly Smith, Vice President, Volunteer Operations for Trout Unlimited* 


## Up Next... Orvis and TU Host Trip to Carrileufu River Lodge in Argentina

(If you know of any interested prospects, please have them contact Orvis Travel at 800-547-4322)

**FEBRUARY 1 - 8, 2020 \$5,600 per angler, double occupancy (shared room and shared guide)**

Carrileufu River Lodge is situated in the middle of a complex network of lakes and rivers located between the snowcapped Andes and the arid steppes of Chubut Province. This area provides anglers with ideal access to some of the best fly fishing in Patagonia. Located on the border

of Los Alerces National Park, near the town of Cholila, there is access to both the Carrileufu and Rivadavia Rivers. Los Alerces, founded in 1937, was one of the first national parks in South America and boasts numerous mountain lakes and rivers with wild trout. You will float and wade in gin clear water with strong trout populations. Situated in central Patagonia,

about 45 degrees South, this area is known for its beauty and extremely successful trout introduction. From the lodge, you and expert guides will explore the region, stalk large brown trout on crystal-clear spring creeks, float the world-famous Rio Rivadavia, fish the nearby Carrileufu, or even take a three-day wilderness float on the seldom-fished, remote, Rio Chubut. 





## FEATURE

staffed with men, and river guides are largely male. But Wyoming is arguably a small piece of the fly-fishing pie.

So I called Mia Sheppard, a competitive spey caster, guide, outfitter and business owner in Maupin, Oregon. Does she think women make up a third of all anglers? Not a chance.

Sheppard started fly fishing in 1996 and rarely saw any women on rivers. When she and her husband bought Little Creek Outfitters in 2003, females amounted to about 1 percent of her business, and they were generally tagging along with husbands. It's grown in recent years. She's getting more phone calls from women who want to learn to spey cast and catch a steelhead, largely as part of a new business she started offering kids camps, stand-up paddle boarding, yoga and rafting in addition to fishing. But women are still less than 10 percent of her angling clients.

The most telling figure, in her mind, is how many women carry one of the more than 80 Bureau of Land Management special recreation permits on the lower 100 miles of nationally-known Deschutes River in Oregon.

"It's one, and it's me," she said.

"There's more women on the water now, but not that many. It's like, 'Oh there's all these women getting into fishing.' But I don't see them out there."

Take a broader look at the fishing industry though, and the numbers feel more accurate, said Hilary Hutcheson, an avid angler, fly shop owner, guide and brand ambassador to companies from Yeti to Orvis.

Hutcheson started cleaning boats, babysitting and doing lawn care at a rafting company in Montana when she was 15. Not long after, she started guiding white water trips and fly fishing.

"There were a bunch of us, a lot of women when I was first starting," she said. The owners were male and female, and all of them said, "You can do it."

Hutcheson is now one of four female guides out of 12. She's also raising two teenage daughters who fish and row. She believes the female angler numbers are encouraging, showing an improvement she's seen on the water. More women are working not only in fishing, but fishing-related photography, writing, instructing, conservation and biology. Hutcheson was one of the earliest participants in Orvis' 50/50 campaign. It isn't pushing for exact numbers, she said, but serving as a rallying cry.

"It was a no duh. It was puppies are cute and the Beetles are popular—of course we should have as many men as women," she said. "The first is how can we protect the resource together. That's the spirit of 50/50—reminding us to evolve together."

Like Simms and Patagonia, Orvis has been working on producing more fishing gear for women—waders

that actually fit over hips, chests that accommodate varying sizes and, in the case of Patagonia, adjustments for bathroom ease. But in 2015, Orvis decided it needed to actively recruit more women.

So it gathered more than 70 women from across the country and started looking at barriers to entry. After more sessions, they ended up with a few focus points, and in July 2017 launched at the International Fly Fishing Trade Show.

Atkins is proud of Orvis for making the effort. But the company won't succeed on its own.

"It's not Simms, Patagonia, Orvis. It's about how to bring women in because we all benefit," she said. "It's about building more relationships."

And it starts with imagery, she said. Open most fishing catalogues and the number of male models will far outnumber the females.

"If you don't see yourself. You can't imagine that's for you."

Companies need to show women of all body types, ages and ethnicities from different parts of the country, fishing with other women or with their families. Social media can help by connecting women anglers with one another through groups like United Women On the Fly and by simply highlighting more female fly fishers.

*continued on next page...*



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# FEATURE



More imagery also raises awareness that women really do fish and deserve respect, said Kayla Roys, Trout Unlimited's southeast Alaska outreach coordinator who spent years working for Alaska Fly Fishing Goods in Juneau, Alaska. Her biggest issue is being taken seriously as a female angler.

"The first summer working (at the shop) at least once a day, I was asked by a customer, 'Do you fly fish or do you just work here?' One day I remember a guy asked me three times, 'Do you actually fly fish? Does your husband own the shop? This must be a family business.'"

Gear can also be a hurdle. Brands have, in the past, been notoriously bad about policies akin to "pink it and shrink it," which essentially took the men's clothes and made them smaller and more colorful. But Hutcheson, who owns a fly shop, struggles stocking full lines of women's gear because it tends to sit on shelves.

That's one of the reasons Sheppard said we need to start early, and at a societal level. She runs a camp for kids ages 11 to 17, and found many of the girls may be more reluctant than the boys to get dirty or touch fish. Too often they're conditioned to want to play with dolls while boys go fishing.

"We need to spark their interest during those influential years," she said. "The industry I don't think at all recognizes that."

Brands have only very recently started showing kids and families in the field. And those images are what prospective anglers need to see. Numbers, at least in part, support that notion.

Almost 78 percent of all adult anglers in 2018 began fishing as children.


"After the age of 12," the boating and fishing survey concludes, "it was

much less likely for a person to try fishing."

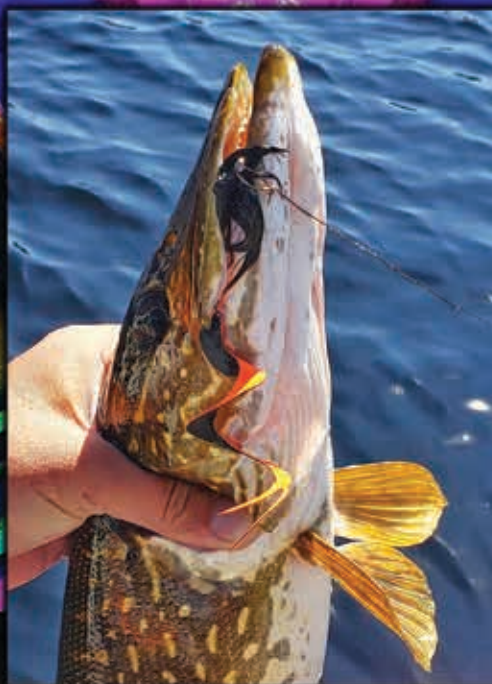
Back on the Bitterroot, we stop for lunch on a gravel bar. The skies swirl with wisps of clouds as sun pokes through. Men and women gather, eating grilled salmon burgers and chips.

We mingle, all part of the same float, the same trip. But then I realize how we'd gravitated, Atkins, a female media rep and I huddle together talking about the fish we reeled in and a nearby plover nest camouflaged in the rocks. The dozen or so men stand around a makeshift table. A few cast lines in the water.

Maybe creating more space for women to fish together is the answer. Or maybe Atkins is right that women need to see more of themselves represented in the industry. Sheppard's point rings true about changing traditional roles for girls and boys. We break the huddle when we realize how we naturally segregated ourselves, then return to the food and eventually our boats.

Even if the numbers do seem a bit inflated, more women are joining the sport. Two decades ago, it's possible no women would have been on the river that day. Maybe in another two decades, when my young daughter is in her early 20s, equality in fishing will be nothing more than a conversation of her mother's generation. 





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## FEATURE

# WHERE WE REALLY STAND ON PEBBLE MINE

*Written by Chris Hunt*



*Bristol Bay Alaska is home to the most prolific salmon fishery in the world.*

Greed is an incredible motivator, says one of the country's leading conservationists, and that's why the proposed Pebble Mine is still a threat to one of the most productive native salmon and trout fisheries on the planet.

"More than 10 years ago, I was sure that the people proposing the Pebble Mine were using it as some kind of smokescreen, that this horrible idea was conceived to grab the attention of the conservation community, while something bad was in the works somewhere else," says Chris Wood, the president and CEO of Trout Unlimited. "It was just inconceivable that someone—anyone— would be this greedy

... that they would put the most important salmon rivers on earth in such peril.

"I was wrong."

Indeed, it might seem as if we've gone "back to the future" where Pebble Mine is concerned. A decade ago, the fly-fishing industry was actively working with the commercial fishing industry, native communities, TU and other conservation groups to beat back the idea of siting perhaps the globe's largest open-pit mine in the headwaters of the Bristol Bay drainage in southwest Alaska. And, even the most cynical among the broad coalition of anti-mine partners would have conceded that progress

in preventing Pebble from becoming a reality was being made in steady increments.

During the Obama administration, the proposed mine was dealt what many considered a death knell—the Pebble Partnership, despite being cajoled and pressured—never submitted an actual permit application to construct the mine.

The Environmental Protection Agency (EPA) took a proactive approach, using science to determine that industrial-scale mining in the Bristol Bay watershed was too risky to the intact ecosystem—as well as a thriving fisheries economy and a traditional subsistence culture. Investors bailed on the mine's foreign conglomerate, leaving it cash-starved. Corporations like Tiffany and Co. vowed not to use the metals sourced from the proposed mine in its products, should Pebble ever be built. Alaskans, particularly those who lived in the watershed, adamantly and overwhelmingly opposed the mine. Throughout America, everyday citizens chimed in to stand against Pebble. But EPA never completed the task, never twisted the dagger, and a subsequent lawsuit by the Pebble Partnership pushed the proactive approach even further off the table.





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Then, there was an election. And everything changed.

This was the moment the Pebble Partnership was waiting for. A friendlier political environment in Washington, despite the continued opposition from the majority of Alaskans, spurred Pebble into finally filing for its permit. The administration change has resulted in a change atop the EPA, where science is now taking a back seat to politics on this issue. New life has been breathed into perhaps the worst possible proposal for wild salmon and native rainbow trout the world has ever seen.

"Pebble sat on its hands for over a decade in a cynical attempt to wear down the fishing industry, sportsmen

and the tribes," Wood says. "They waited, and waited. Then the politics changed. And here we are."

But Wood cautions against "being afraid of politics."

"That's how we'll win this," he says. "It would be political suicide for any elected official to go against the will of the people of Alaska and allow Pebble to become a reality."

Sportsmen and women, a notoriously slow-to-anger, slow-to-engage—yet quite potent (and largely conservative) — constituency, have made it clear that Pebble puts in peril too much, Wood says, and they need to remain engaged. There can't be fatigue when it comes to this issue, he says.

"Every significant environmental win in memory has taken time," he says. "The Wilderness Act took 20 years. The Clean Water Act took 20 years. This could take 20 years, too."

It may seem like the effort to beat back Pebble is spinning its wheels, but Wood promises that TU won't give up.

"We (TU) don't use the threat of litigation loosely," he says, noting that going to court is actually a rarity for the conservation group. "But this is the one place where we would use every tool at our disposal to protect."

The Bristol Bay watershed provides half of the world's harvested sockeye

*continued on next page...*





## FEATURE

salmon, and it's also home to the most robust chinook salmon fishery in Alaska.

"It's also the place where someone can catch a 30-inch rainbow trout—the fish of a lifetime," Wood noted.

In 2018, a record 60 million sockeye salmon returned to the waters of Bristol Bay. This season's return was almost as good, falling just short of that record. In all, the fishery provides some 14,000 American jobs and contributes \$1.6 billion to the regional economy every single year.

Why put that in peril for some finite heavy metals mine that will produce so much waste that an earthen dam will be needed to hold back millions of gallons of toxic mine tailings in perpetuity?

"Greed," Wood says. "This mine would be the most irresponsible and selfish act imaginable when it comes to the health of Alaska's salmon. But greed is powerful. Very powerful."

TU isn't the only organization battling the proposal. The Sportsmen's Alliance for Alaska has long pushed alongside TU and other conservation groups and commercial fishing interests to protect Bristol Bay from Pebble Mine. The newly minted Bristol Bay Defense Fund is seeking money to up the heat on the Pebble Partnership and, in its words, assemble "a team of lawyers, scientists, government affairs specialist and experts in the federal permitting process" in order to help stop Pebble from becoming a reality.

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## **Greed is an incredible motivator, says one of the country's leading conservationists, and that's why the proposed Pebble Mine is still a threat to one of the most productive native salmon and trout fisheries on the planet.**

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TU remains a workhorse in the fight against the mine, both on the ground in Bristol Bay, and in the halls of government, both in Juneau and in D.C.

Steve Moyer, vice president in charge of government affairs for TU (he's been with TU since 1992), is one of the country's most astute conservationists when it comes to politics and how it plays out in real life, on the ground.

"We will be relentless and use all of the options available to us to stop the mine. We made incredible progress with the 404(c) designation (the preemptive EPA designation that would have banned industrial-scale mining in the region during the Obama administration), but we all knew that it was a major challenge to complete."

Many in the GOP, Moyer notes, opposed the idea of the 404(c) designation, not because of the impact it had on the Pebble proposal, but because of the precedent it sent for other industries that Republican lawmakers support. "It was a tough shot, but everything that has happened since

then—especially the wasteful, pell mell Draft Environmental Impact Statement process run by the Corps of Engineers that has been sharply criticized by TU, fishermen and every agency (including the EPA, ironically) — has proven how right the early 404(c) was."

"So now it's a wide open brawl," Moyer says. "It's time to 'cowboy up' and stand together as the Band of Brothers and Sisters we've all become."

In order to move forward, Pebble will have to overcome significant hurdles, and not just the regulatory challenges a mine of such scope faces. There is a sophisticated and highly organized network of unlikely partners—interests that are often at odds — that stand in the mine's way.

First, there are the native tribes and the communities of Bristol Bay that stand in opposition to the mine. Then, there's TU and its conservation partners. TU has been on the front lines of this battle for the better part of 15 years. Finally, both commercial and sport-fishing interests—two constituencies that



often stand opposed to one another — have planted a collective flag in opposition to the mine.

There's too much at stake, Moyer says, and it's not just the salmon and trout he's talking about. It's about the people ... the partners TU has forged into a tight alliance standing against the mine.

"When I get grumpy about the state of affairs on Pebble, I think about I think about Brian Kraft's family (owners and operators of Alaska Sportsmen's Lodge) and the dozens and dozens of families that own or operate businesses in Bristol Bay," Moyer continued. "The mine hangs over their heads every single day.

"When they call for help, what are we going to say?" Moyer asks.

"No, sorry, I have an important hair appointment? We're with the lodges and the tribes, until the end of this fight. Every single day."

And, the partners in the fight aren't just from Alaska.

"The more you fish around the world, the more you realize just how special that part of Alaska is," says Pat Vermillion, part-owner of Sweetwater Travel based in Livingston, Mont. His company sends about 400 anglers to Alaska every year, and, in the process, about \$2.5 million to the region. Additionally, Sweetwater raises between \$40,000 and \$60,000 every year for work done by TU's Alaska Program to keep Pebble at bay. "We can't stop fighting. This is one

of the last stands for wild salmon."

But Vermillion admits to being frustrated by the continued threat, and acknowledges that there is some skepticism in the industry. But, as he notes, his work is almost 100 percent centered around sending anglers to three lodges in the Bristol Bay region, and while it may seem like an uphill battle all over again, he and Sweetwater aren't about to quit.

"It may seem like we're back to the drawing board," says Nelli Williams, director of TU's Alaska Program.

"But that's just not the case. If we hadn't been here at the beginning, years ago, and if we hadn't worked with the tribes, the fishing industry, the lodges, chefs and anglers who come here to fish, we'd be looking at a hole in the ground right now in the heart of America's salmon country."

There's actually a lot to celebrate, Williams notes.

"Together we've taken Pebble from being a sure thing to a project that faces massive opposition and significant hurdles. Science isn't on their side; neither is public opinion. Even most investors see this mine as extremely risky. Every time we have a public comment period, the opposition is overwhelming, and it just pushes them closer to the cliff. Honestly, there's not much life left in them.

"We just need to stay the course and double down."




Efforts to contact the Pebble Partnership for comments were unsuccessful.

With sound science, a passionate opposition and the understanding that so much is at stake in this fight, Williams believes staying the course will result in a win for all opposed to the mine.

Among the biggest challenges?

"There's a lot of gold out there," Moyer admits. "That's the reason that Pebble is still there, still breathing. But we know what's at stake, and we're in it for the long haul. It's a colossal battle. But we're going to win."

Wood went a step further.

"We'll be the ones," he said, "standing in front of the bulldozers if, Heaven help us, it ever comes to that." 



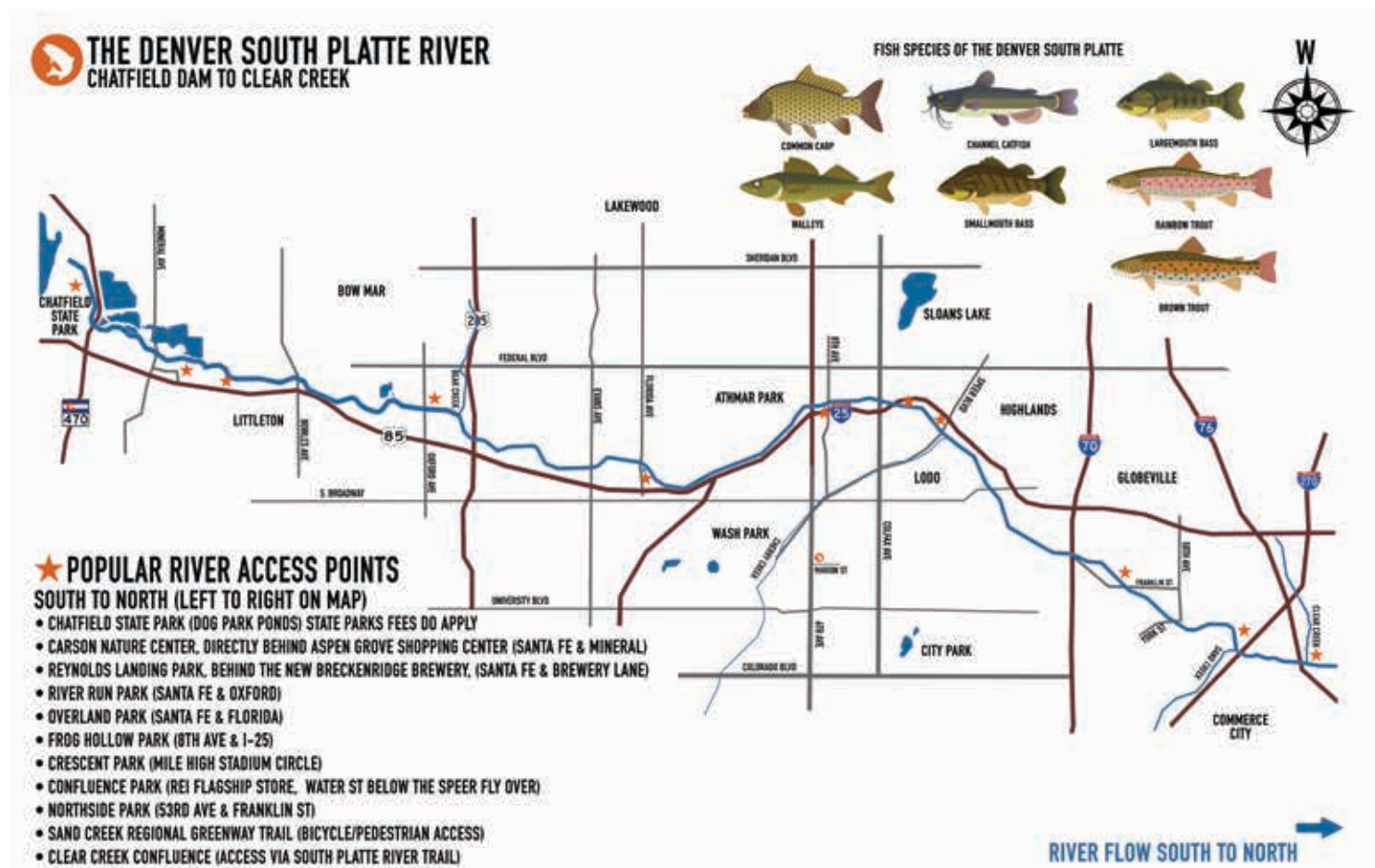


# FEATURE

## THE REST OF DENVER:

### The South Platte River Edition

Written by Will Rice



I hadn't waded the banks of Denver's South Platte River in four years but I knew where the fish were. Or at least... where they should be.

Old habits die hard and I was finally back on my home turf after a long time away. After being in another country chasing steelhead, salmon, bull trout, and sea-run cutthroat trout, I felt like a stranger in a strange land

walking what had been my home water for almost 20 years. Where had the fish gone?

As I continued along the bike path that hugs the river, I'd stop along bridges or elevated pedestrian foot paths and scan the water for the slow-moving tankers that in some cases could weigh 20+ pounds. But each time I came to one of my favorite

spots—and there are a quite a few on this section of the South Platte—I came up empty. The water was high and the visibility was low, a common challenge that can occur on this urban fishery during the spring and early summer. I finally moved to an area with a small tributary dumping in clear water. As I looked down from above, I finally found what I was looking for. An active pod of carp ranging from



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## FEATURE

8-20 pounds cruising, finning, tailing... and eating.

And just like riding a bike, things came back to me. Before long I was listening to the cackle of my reel as the fish I fed bull dogged my six weight and I watched him take line in fiery bursts.

Finding fish on Denver's South Platte River is not a difficult task, especially if you put in your time. But if you're coming to the Mile High City for a short visit and time is a limited and valued resource, this article might just be the edge you need if you want to explore one of the most challenging carp fisheries in the United States.

For any seasoned fly angler who enjoys stalking wary or wise fish in shallow salt waters or freshwater water flats, there are a number of reasons you might want to think about giving The Denver South Platte (or the DSP as it is affectionately known locally) a test drive. The river provides a sight fishing experience with big fish in moving water in a hyper-urban environment, all easily and quickly accessible from the Denver Convention Center. Make no mistake, this is as urban a fishery as you will find just about anywhere in the United States, and you should set your expectations accordingly. This is not Brad Pitt and *A River Runs Through It* type of experience—it's more like Mel Gibson and *Mad Max: Beyond the Thunderdome*.

Fly anglers used to think of carp strictly as a trash fish but things have changed. For many locals, carp have developed a cult-like following in D-Town.

"The urban DSP is the birthplace of carp on the fly. Barry Reynolds & Brad

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**Finding fish on Denver's South Platte River is not a difficult task, especially if you put in your time. But if you're coming to the Mile High City for a short visit and time is a limited and valued resource, this article might just be the edge you need if you want to explore one of the most challenging carp fisheries in the United States.**

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Befus pioneered the genre in the 80's, and it has served as the hub of the culture since," said Rick Mikesell who manages Trouts Fly Fishing not far from the river. "The diversity of the fishery, the major strides in stream improvement, and the abundance of public access makes it universally appealing. It is potentially fishable 365 days a year, and traffic contingent, less than 15 minutes from home or work for me, so always an option when fishing time is limited."

The range of the DSP spans from Chatfield Reservoir on the south side of town and careens north past I-270 with decent fishing all the way north to 120th Avenue. There are at least 10-15 well identified access points and the majority of this stretch can be traversed easily and efficiently by bike—or more slowly and deliberately on foot.

Also take note: fly fishing for carp in the South Platte River is not easy. Sight fishing to an actively feeding carp in a flowing river takes quite a bit of skill, a little bit of luck, clear

water conditions, and a fundamental understanding of this species' finicky behavior and quirks. If you've fished for carp before you have an advantage. Most likely you know how to spot a feeding fish vs. a cruising fish or a sunning fish, and this is probably half the battle.

"Often people come at a new fishing destination looking for the best 'spots'," said Mikesell when asked about strategy and tactics. "The Denver South Platte is highly counter to that mentality, especially for carp, as fish movement throughout the system is highly variable hour-by-hour, far beyond seasonality or condition dependent as we see in traditional trout scenarios. Carp are otherworldly efficient feeders, and will move constantly to find the best feeding opportunities. A flat that holds fish at 8am, may be completely vacant at noon."

Like most river fishing in Colorado, Mikesell also likes to keep an eye on the flows.



"For Carp specifically, overall flow has little impact, however clarity is critical, as it is 100% sight fishing," he said. "Often during very high flows, you can find carp actively feeding on soft edges with just a little bit of edge clarity. As for other species like trout or smallmouth, lower flows will always be more favorable, as the trout and bass density is quite low and they will certainly concentrate as flows decrease. My favorite flow window for carp (at the Denver Gauge) is between 200 and 350 cfs, as it tends to be the best balance between fish concentration and available feeding structure."

If you're traveling to Denver and want to give sight fishing for carp a shot, this is what you need to bring with you.

"For the majority of the year, a fast action 6- or 7-wt fly rod, floating line, and reel with a high-quality drag will cover most fishing scenarios on the river," said Mikesell, the same advice he doles out to customers in the shop. "The quality of the reel mostly pertains to carp, as it is not uncommon to see backing during the summer months, and with the abundance of man-made structure, slowing them down can be critical. In almost all instances, I use 12-16-lb. fluorocarbon tippet when fishing for carp."

It's an urban fishery but low key and laid back from a gear perspective. Bring your wading boots, and steer clear of open toed wading shoes. Waders are optional. Throw a box of flies and spool of tippet in your pocket and head out the door.

As far as fly selection goes, you'll want to think just like a *Cyprinus carpio*.

"The primary forage in the river is crayfish and small baitfish. The high protein nature of the huge crayfish population makes the menu choice #1 for most of the river's residents," said Mikesell. "Streamer fishing for smallmouth, walleye and trout can also be highly effective, and an excellent way to cover water effectively. The most important factor to consider in carp flies is weight. As you are dealing with current, heavier flies are essential, as the feeding zone is so tight, that there is little luxury to wait for a fly to overcome the current and land in the substrate."

In some ways, sight fishing for carp with light tippet is not much different than fishing for bonefish or permit. You can find crawfish patterns online or speciality carp patterns in local shops here in Denver. But I've caught them on Crazy Charlies, black woolly buggers, Clouser minnows, stonebombs, bonefish sliders, swimming nymphs, the kwan, and even the kung fu crab pattern. For me, using a highly visible fly that I can see from the moment it hits the water to when the fish actually eats it is a key differentiator between success and failure.

Carp are a challenging species, but the river they inhabit in Denver has problems like few others in Colorado. Many metropolitan rivers across the country have similar challenges: water temperature, physical habitat, sediment deposition, and in Denver's case, trying to maintain a somewhat consistent stream flow with many downstream users and water right owners.

Denver Trout Unlimited has engaged with the community and various

*continued on next page...*

# THE LURE *of the* WEST

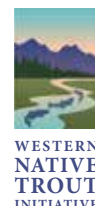
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# FEATURE



organizations to help improve the river.

"Our home river is probably unique among Trout Unlimited Chapters," said John Davenport, President of the Denver chapter of TU. "We start as a trout friendly tailwater and flow 30 miles through a city emerging as a wide shallow high plains warm water fishery. The transition makes for interesting fishing to 15 different species. The chapter has learned that if we focus on making it a healthy river we can get along with all competing interests."

The good news is that the South Platte River from Chatfield downstream through the City of Denver and even beyond has shown signs of improvement over the years and some species are thriving—like carp and smallmouth bass. This can be attested by statistics generated year-over-year by the Denver South Platte Pro/Am Carp Slam hosted by Denver Trout Unlimited with many local and national sponsors. Each year dozens of carp are caught as well as smallies


and trout—some browns and rainbows pushing 20"+ in length. The original Carp Slam was conceived by members of Denver Trout Unlimited to raise awareness about the river's challenges and to raise money for improvement projects intended to change and improve the South Platte as we know it today.

"DTU is in a unique and exciting place in water and habitat conservation," said Reid Baker, a DTU Board Member and the Operations Manager of the Pro/Am Carp Slam. "We are laser focused on an urban mixed-use fishery that encompasses three counties and supplies water to a metro population of almost 3 million people. This requires us to strike a collaborative balance with fellow conservation groups, anglers, general recreators, municipalities, Colorado Parks and Wildlife, Army Corp of Engineers and other regulatory agencies. Even developers-- which is not something usually thought to go hand and hand with conservation. Within the Denver angling community specifically, we seek to protect a fishery that has avid

gear and fly anglers-- some targeting trout, some exclusively focused on our world class carp – and others on bass or walleye. It's challenging at times but we're seeing awesome progress by being open to partnership and collaboration. At the end of the day if we keep the water quality, quantity and habitat in mind, everyone can win on some level."

And it seems this approach of collaboration, partnership, and community might just be working.

"Fly shops are very supportive of efforts to improve our mixed fishery. Trouts Fly Fishing and their clients have contributed over \$22,000 to enable environmental releases during low flow periods," said Davenport. "Local guide operations love putting clients on the DSP carp which take them into their backing. Their high mountain three weight won't cut it on a big DSP catfish, walleye, trout, bass, or carp. We have photographic and data proof that fish can and do grow large in our home river. A healthier river will increase their numbers and the opportunities for all those young anglers to hit the river and the fly shops."

With all of the challenges that Denver's South Platte inherently has, populations of fish continue to endure. And it's those hardy fish that lure anglers—both locals and visitors—to venture out for the first time stalk this water and the species that put this section of the river on the angling map. And many return again-and-again, seemingly hooked by the wily, challenging, and elusive nature of the DSP carp. 





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An aerial photograph of a river winding through a dense, green forest. The river is a deep blue color, contrasting with the vibrant green of the surrounding land. The forest appears to be a mix of deciduous and coniferous trees. The river has several bends and small islands within it.

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