

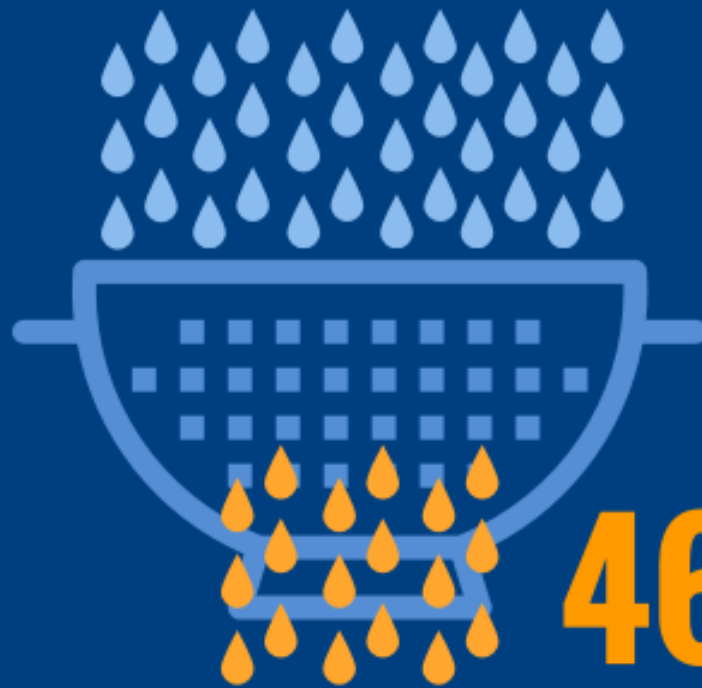
RBFF State Marketing Workshop

**Mike Nussman
President and CEO**





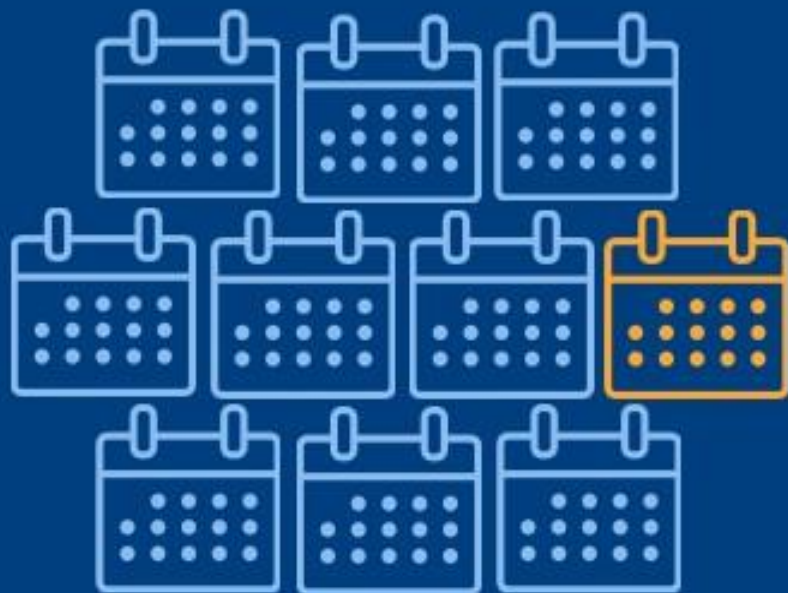
Nearly half of all anglers that fished
this year **will not** fish next year



46%



Anglers purchasing licenses
only **once** in ten years



49%



**Typical anglers
purchased a fishing
license 2.1 of 5 years**



We need to fix the leaks!



ASA does not endorse the use of Flex Seal™ or other similar sealant products for angler retention. This is an analogy.





**Thank you and have a great
meeting!**

**Our sport's future
depends on it.**

