

**HELLO**  
**I AM...**

**AN EXPERT**

# BE AN EXPERT

It doesn't matter what segment of the industry you represent: manufacturer, retailer, guide, or wildlife agency, anglers look to you for the best information and guidance; from everything to the latest gear to the latest bite.

Don't forget to share other important information anglers need, like the need to buy a license. Remind them what their license purchase accomplishes when it comes to conservation of our resources. Most anglers don't know that their license fees go directly back into our waterways. You can help make them proud of that investment.

## R3 TIP

Work with your local fish and wildlife agency on the how-to and where-to information in your area. They have fishing access maps, events, and stocking schedules that you don't have to make yourself. Just share them.



### IDEAS BEST SUITED FOR:

- Government Agencies
- Guides
- Manufacturers
- Media
- Non-Governmental Organizations
- Retailers

For more information on the 60 in 60 initiative, visit [www.rbff.org/60in60](http://www.rbff.org/60in60)