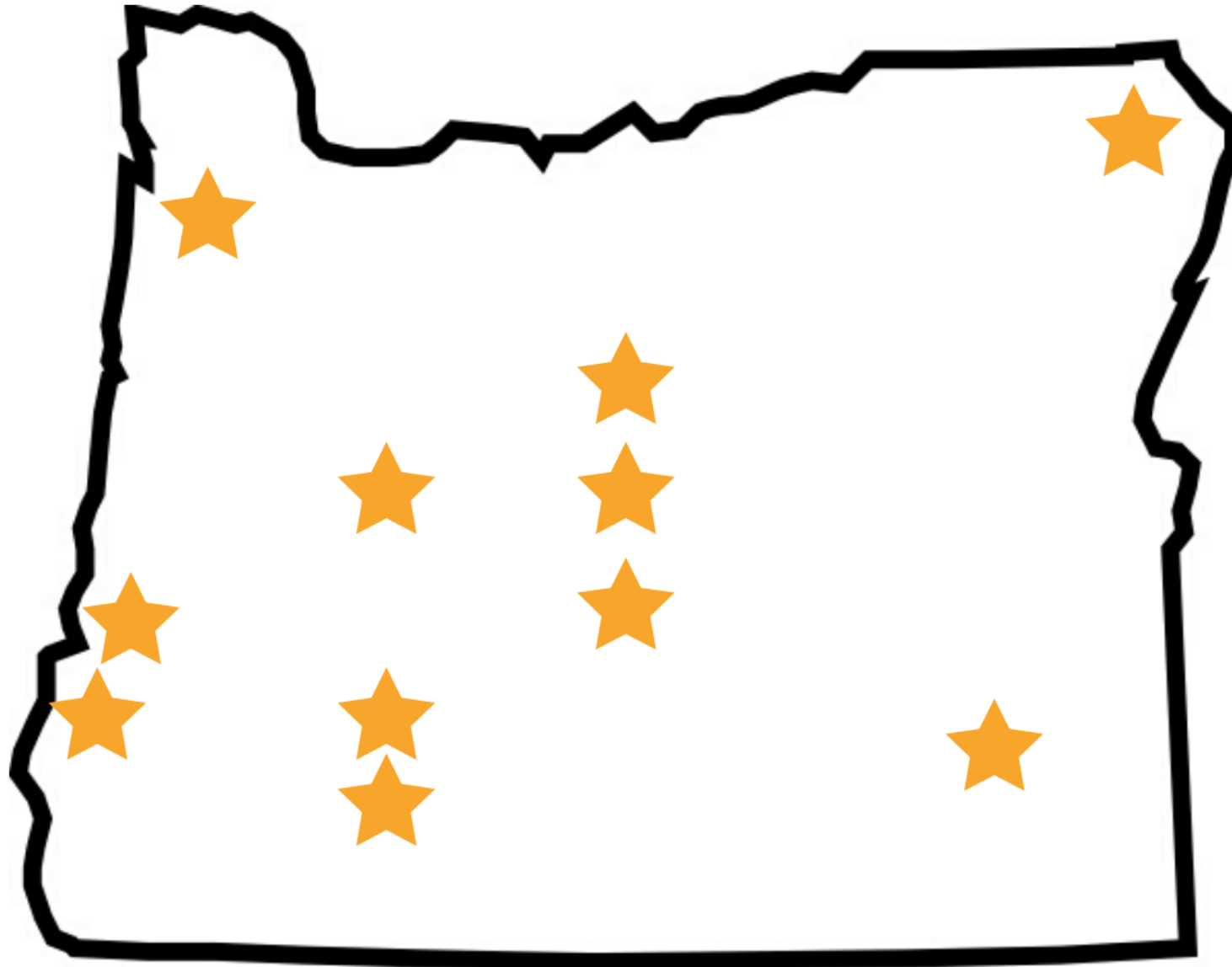


BUILDING AN INFLUENCER NETWORK

Oregon's Community Fishing Ambassador
Program

Oregon Fishing Ambassadors



Recruitment



Relationship building



Swag



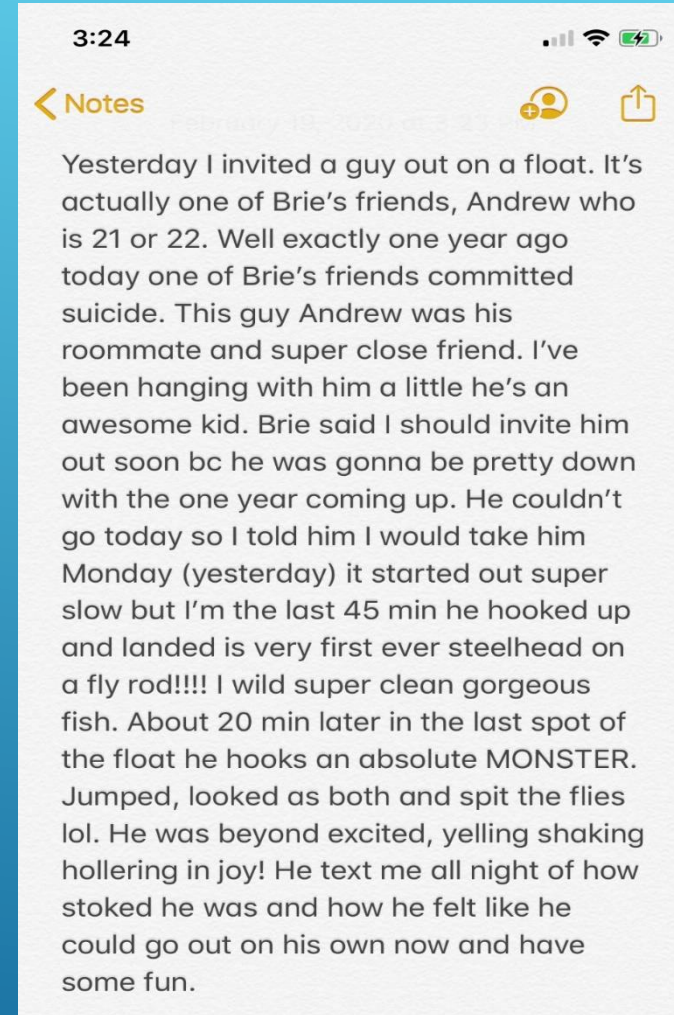
Make a connection with local fish biologists



Loaner Gear



Fishing Stories



More Fish Stories



MEET THE CREW



WHO ARE THEY?



Sara Lichtertz is a fishing writer



Montana Pagano is a fish biologist for the Nez Perce Tribe



Chris Clogston a Sales rep for a trucking company



Luis Alva is a mill worker and photographer



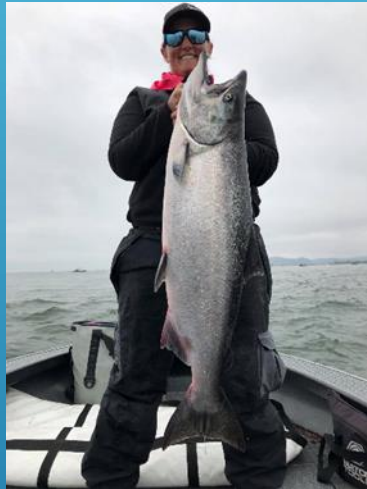
Shawn Horrell is a woodshop teacher at a high school in Burns, Oregon

Authentic

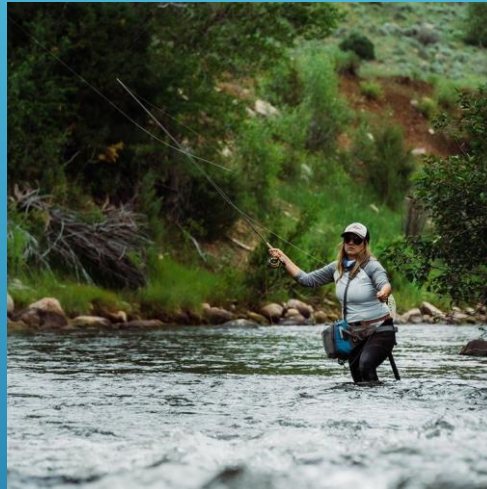
AUTHENTICITY IS A KEY TO ENGAGEMENT



Jason Zick and Suzy Pokorny met fishing and are engaged



Kristin Bishop is a nurse and hospital manager



Carla Gibson is an Operating Room coordinator



Jenny O'Brien is a Marketing director for a tech company

AND A MAYBE A DASH OF HUMOR



Emily Zamarripa is a biology student at OSU currently studying and catching fish



Natalie Wilson is a fish biologist for the Coquille Tribe in SW Oregon



Emily and Natalie run Mediocre Fly Fishing, which is a fun, self-deprecating Attempt to make fly fishing less pretentious



Halina Kowalski does horse therapy and Hygge

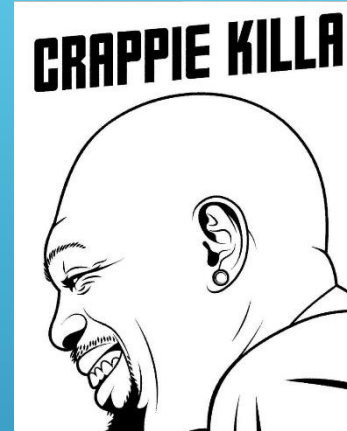
NEXT STEPS - DIVERSIFY



Tracy Nguyen Chung
Brown Folks Fishing



Dishaun Berry
Get Hooked



Keevin Collier Sr.
Crappie Killa TV show
and N.O.D.R.

LUIS ALVA[®]ADO 



Luis Alvarado, photography,
documentary filmmaking