BUILDING AN INFLUENCER NETWORK

Oregon's Community Fishing Ambassador Program

Oregon Fishing Ambassadors





Recruitment

Relationship building

Swag







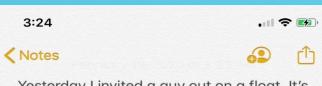
Make a connection with local fish biologists



Loaner Gear



Fishing Stories



Yesterday I invited a guy out on a float. It's actually one of Brie's friends, Andrew who is 21 or 22. Well exactly one year ago today one of Brie's friends committed suicide. This guy Andrew was his roommate and super close friend. I've been hanging with him a little he's an awesome kid. Brie said I should invite him out soon be he was gonna be pretty down with the one year coming up. He couldn't go today so I told him I would take him Monday (yesterday) it started out super slow but I'm the last 45 min he hooked up and landed is very first ever steelhead on a fly rod!!!! I wild super clean gorgeous fish. About 20 min later in the last spot of the float he hooks an absolute MONSTER. Jumped, looked as both and spit the flies lol. He was beyond excited, yelling shaking hollering in joy! He text me all night of how stoked he was and how he felt like he could go out on his own now and have some fun.

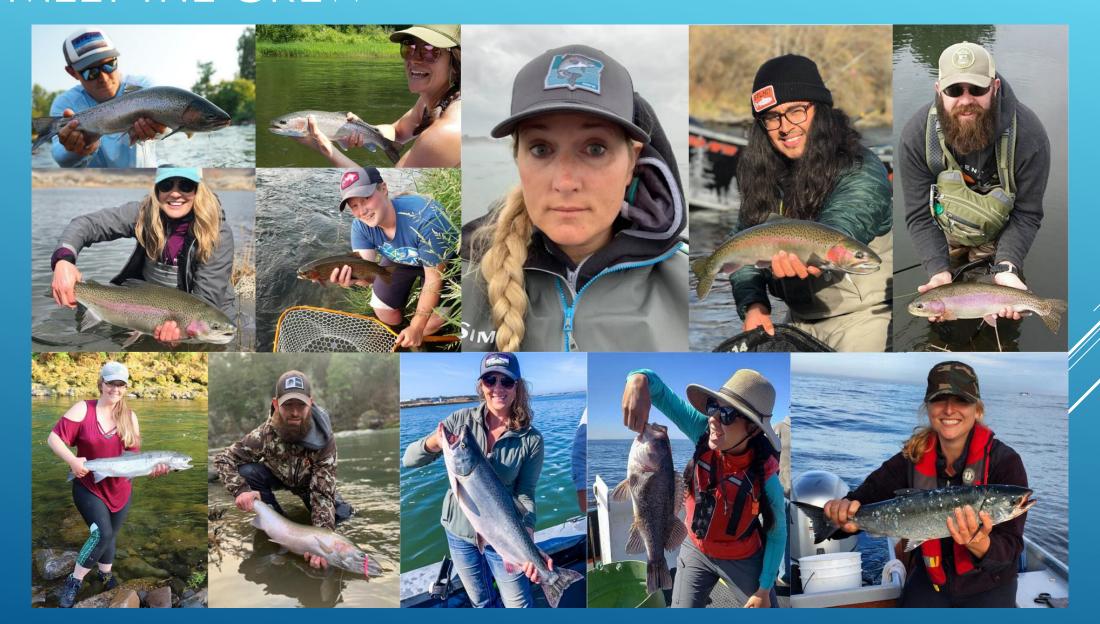
More Fish Stories







MEET THE CREW



WHO ARE THEY?



Sara Ichtertz is a fishing writer



Montana
Pagano is
a fish
biologist for
the Nez
Perce Tribe



Chris Clogston a Sales rep for a trucking company



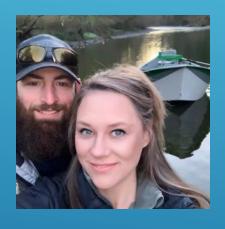
Luis Alva is a mill worker and photographer



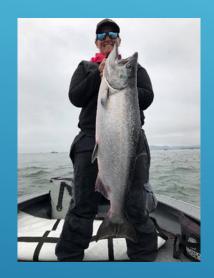
Shawn Horrell is a woodshop teacher at a high school in Burns, Oregon

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'Briefis of 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

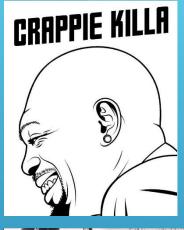
Natalie Wilson is a fish biologist for the Coquille Tribe in SW Oregon

Emily and Natalie run Mediocre Fly Fishing, which is a fun, selfdeprecating Attempt to make fly fishing less pretentious Halina Kowalsk does horse therapy and Hygge

NEXT STEPS - DIVERSIFY







LUIS ALVA®ADO









Tracy Nguyen Chung Brown Folks Fishing

Dishaun Berry Get Hooked

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

Luis Alvarado, photography, documentary filmmaking