



**AMERICAN
SPORTFISHING
ASSOCIATION**

RBFF State Marketing Workshop

Mary Beth Long, VP of Communications

February 28, 2023



The Associated Fishing Tackle Manufacturers
Washington D. C.
June 30, 1933



THE ORIGINAL AFTM -How many of these faces do you remember? Organization Meeting of the Associated Fishing Tackle Manufacturers, June 30, 1933, Washington, D.C. (Asterisk indicates deceased) *Charles Krenrich, Cortland Line Company; *Charles Heddon, James Heddon's Sons; *William Shakespeare, Jr., Shakespeare Company; *A.J. Crandall, Ashaway Line & Twine Company; *E. A. Pflueger, Enterprise Mfg. Company; *Karl Kinneer, American Fork & Hoe Co. (Now True Temper Corporation); E. D. Ibbotson, Horrocks-Ibbotson Company. Second Row: Stenographer; *Edward McMahan, Bronson Reel Company; Julian Crandall, Ashaway Line & Twine Company; *J. Howard Butts, Rome Specialty Company; E.P. Hoyle, Richardson Rod & Reel Company (Now of Cortland Line Company); R.H. Balch, Horrocks-Ibbotson Company; Paul Johnson, Ocean City Mfg. Company. Third Row: *Edward McMahon Jr., Bronson Reel Company; Paul B. Kelly, Newton Line Company; A.R. Benson W. W. Mildrum Jewel Company; *L.W. Griffiths, Enterprise Mfg. Company; *H.C. Kans, Tennessee Line & Twine Company; Dwight Wyre, Marathon Bait Company. Fourth Row: William Harrison, Shakespeare Company; Oscar Weber, Weber Lifelike Fly Company; James Dix, Bevin-Wilcox Company; *W. B. Pirmie, Montague Rod & Reel Company; *Carl Heinzarling, Creek Chub Bait Company; *George M. Schulthess, Creek Chub Bait Company. Fifth Row: *W. E. Gallup, Bevin-Wilcox Company; *Edward O'Connell, Newton Line Company; *C.P. Brown, Brown Silk Braid Company; *Harold Meyer, W. H. Meyer & Son; *Orville Cullerton, W.J. Jamison Company; *Harry Gephart, Gephart Mfg. Company. Back Row: H.W. Whittemore, H.A. Whittemore & Company; *Ed Simon, Ed Simon Company; *John McDonald, San Francisco, California; *C.R. Riley, Horton Mfg. Company; *David Comstock, U.S. Line Company; *L.H. Kimbrough, Ideal Fishing Float Company; C.T. Treadway, Horton Mfg. Company. Also present but not in picture: R. F. Smith, Cortland Line Company; *John Dittenheffer, Cortland Line Company; *Earl Angell, B.F. Gladding & Company; Ivar Hennings, South Bend Bait Co. (Now South Bend Tackle Company, Inc.); *Fred Arbogast, Fred Arbogast & Company, Inc.; *S. A. Jones, Norwich Line Company.



BUILDING THE SPORTFISHING COMMUNITY





ADVOCACY

YOUR VOICE. AMPLIFIED.



COMMUNITY

WE ARE BETTER TOGETHER



EDUCATION

Leading the Way FORWARD



CURRENT ISSUES

ASA's dedicated Government Affairs Team advocates on behalf of our nation's fisheries, keeping more anglers on the water.



Boat Speed Restrictions Could Affect Atlantic Coast Anglers

Proposed boat speed restrictions could have dire consequences for East Coast anglers.

[FULL DETAILS >>](#)



Proposed Bottom Fishing Ban

Feds want to close bottom fishing in the South Atlantic.

[FULL DETAILS >>](#)



Protecting Access for Hunters and Anglers Act

Anglers and hunters are America's original conservationists. The nation depends on their continued ability to fish and hunt to maintain public lands.

[FULL DETAILS >>](#)



Youth Coastal Fishing Program Act

This program would improve equitable access to nature by providing youth with experiences on the water and interacting first-hand with the marine environment.

[FULL DETAILS >>](#)



AMERICAN
SPORTFISHING
ASSOCIATION

ADVOCACY ▾

EDUCATION ▾

COMMUNITY ▾

ABOUT US ▾

JOIN ASA



Building the Sportfishing Community.

Every day, we stand together with over 900 organizations that have a vested interest in the health, growth and expansion of the sportfishing industry.



Legislation to Expand Florida's Coral Reefs Reintroduced In Congress



ASMFC Delays Action on Striped Bass Commercial Quota Transfers



Bristol Bay Mine Veto: A Win for Fish and Anglers



EPA Finalizes Safeguards for Bristol Bay

ALL NEWS >

SAMPLE DATA

An Increase in Numbers

Download the full report to find out which factors drove that growth and which factors negatively impacted the independent tackle retailers.



17%

Overall fishing tackle sales at independent retailers



15.8%

Durable fishing goods sales



16%

Consumable fishing goods sales



10.4%

Soft goods and technical apparel sale

Download Full Report

ASA Members, enter your information below to request a PDF of the full report.

First Name

Last Name

Email

Company

You may also find these interesting...



2022 Special Report



Outdoor Recreation



Participate!



FISHING SHARE THE FUN

VIDEOS TO SHARE



Get on Board!

LINK

<https://www.youtube.com/watch?v=ZyGLdwGkuOk>

EMBED CODE

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<style>.embed-container { position: relative; padding-bottom: 56.25%; height: 0; overflow: hidden; max-width: 100%; } .embed-container iframe, .embed-container object, .embed-container embed { position: absolute; top: 0; left: 0; width: 100%; height: 100%; }</style>
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<div class="embed-container"><iframe src="https://www.youtube.com/embed/ZyGLdwGkuOk" frameborder="0" allowfullscreen="allowfullscreen"></iframe></div>
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Where to Fish in Lakes and Ponds

Fishing Gear Checklist

PDF

PROMOTIONAL MATERIALS

SOCIAL MEDIA ASSETS

Social Media Toolkit

PDF

Facebook Banner

Right-click to Download

Instagram Banner

Right-click to Download

Twitter Banner

Right-click to Download

Your Guide to Taking a Friend Fishing

ONLINE STORE



TackleDirect ProStaff
Adrian Avena

#fishing #heritage #future
National Fishing and Boating Week 2022 | Take Someone
2,307 views Jun 1, 2022 Adrian Avena and all of us at TackleDirect encourage...

Grady-White Boats
May 23 · 🌐
Over the last two years, thousands of new anglers hit the water for the first time. What can you do to make sure these folks keep fishing? Take part in National Fishing and Boating Week, June 4-12, 2022. We can think of no better time to take a friend fishing and boating, and sharing the #GradyLife.
Get started at <https://www.takemefishing.org/>

Waypoint TV
June 9 at 4:01 PM · 🌐
There is no better time to #TakeAFriendFishing than during National Fishing and Boating Week, June 4-12.
Be sure to get out on the water and bring your loved ones out to enjoy all the outdoors has to offer 🎣 🚤 🌊
#ShowMeYourFish
#F... See more



YOUTUBE.COM
Get on Board! Take Me Fishing 2022 Ad :30
The Recreational Boating & Fishing Foundation (RBFF) with its Take Me Fishing™ brand is enco...
Like Comment Share



1 Share
Comment Share



Berkley Fishing
June 6 · 🌐
National Fishing and Boating Week is this week! And there's no better time to #TakeAFriendFishing. Who's looking to get on the water this week?
#ShowMeYourFish #FishingShareTheFun

Jimmy Houston Outdoors
May 28 · 🌐
Fishing with lures can be just as effective as bait, but newbies will need to learn how to fish with a lure to give it bait-like action. 🎣 Here are three tips on how to teach anyone to fish with lures: <https://bit.ly/3yAxjSi>
#takemefishing #angler #anglers #fishing #fish #fishingtackle #howtofisch #fishingtec...
#TheWaterIsOpen #GetYourFishOn #lures #fishingwithlures #FishingShareTheFun
#BuildingTheSportfishingCommunity
#TakeAFriendFishing
#FishingGearGuide #FishingIsS... See more



Get Reel Bass Fishing and 569 others
21 Comments 23 Shares
Like Comment Share



Humminbird
June 4 · 🌐
Happy National Fishing and Boating Week! Carve out some time to get out on the water with friends and family to celebrate recreational fishing and boating. What are some memories you've made while out on the water?
The American Sportfishing Association | Keep America Fishing | #FishingShareTheFun #Fishing #Humminbird #TakeAFriendFishing #KeepAmericaFishing #NationalFishingAndBoatingWeek

Travis Owens · 2nd
Vice President, NA Customer Experience & GM Fin-Nor/Van...
Reshared from American Sportfishing Association · 1mo · 🌐
... way to engage and educate new anglers into the sport.



5 Comments 1 Share



17
Like Comment Share Send

SHARING THE FUN



Companies, Organizations and Personalities Who Helped Share the Fun

- Grady-White Boats
- ODUMagazine
- Bassmaster
- Simms
- FishBrain
- Okuma
- Angling Women
- Aventura Fishing
- Favorite Fishing
- St. Croix Rod
- Bullet Weights
- Don Joaquin River Lodge
- AFTCO
- Maxima Fishing Line
- Berkley Fishing
- Ugly Stik
- Chasin' the Sun TV
- Major League Fishing
- Big Bite Baits
- Jimmy Houston Outdoors
- Snookiefishing
- FishTalk Magazine
- Rapala
- CaptLadyBugg
- Engel Coolers
- Rivers and Feathers
- Freedom Boat Club
- Minn Kota Motors
- Cannon Down Riggers
- Keep Florida Fishing
- Humminbird Fishing
- Bassfishinnva
- Major League Fishing
- Berkely Fishing
- PA Fish and Boat
- KVOE Radio
- Tackle Direct
- Outdoor Kids
- Blade-Outdoors
- Yakima Bait
- T. Johnson Fishing
- Sportmaster Bait and Tackle
- Stardust Sportfishing
- Bruce Callis
- Flyfish Europe
- MLF5
- Get Fishing
- Angling Trades Association
- Angling Trust
- Lisa Karpetz Roper
- Ali Hamidi Angler
- Reuben Heaton
- Patriot Fishing Charters
- Dena Vick
- Don Joaquin River Lodge
- Pechmann Fishing Ed Center
- Fishing Trends
- Dan Amundson
- Gunpowder

FISHING SHARE THE FUN 2023 SCHEDULE

MAY 1	MAY 8	MAY 15	MAY 22	MAY 29	JUNE 3
<p>GET STARTED</p> <p>Teasers/ "SAVE THE DATE"</p> 	<p>WEEK 1: Help Someone Get Started</p>	<p>WEEK 2: Where to Fish/ What to Bring</p>	<p>WEEK 3: Take a Friend Fishing/ Expand Your Reach</p>	<p>WEEK 4: Re-Engage Anglers/ Encourage a Friend to Give it Another Try</p>	<p>WEEK 5: National Fishing and Boating Week Celebration June 3-11: Get out there, Go fishing and SHARE THE FUN</p>

New This Year!

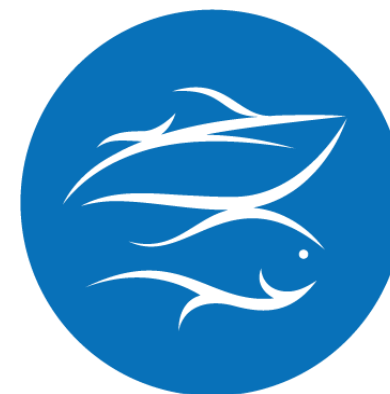
- ✓ More Customizable Graphics
- ✓ Photo Competition
- ✓ More Participation, State DNRs!

- ✓ Fishing Story Reels
- ✓ Event Tool Kit/Calendar

SAVE THE DATE & SHARE THE FUN!

For More Information:

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RECREATIONAL
BOATING & FISHING
FOUNDATION