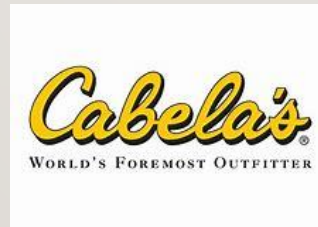


NEW ANGLER EXPERIENCE PILOT CABELA'S LAVISTA, NEBRASKA

IN PARTNERSHIP WITH:



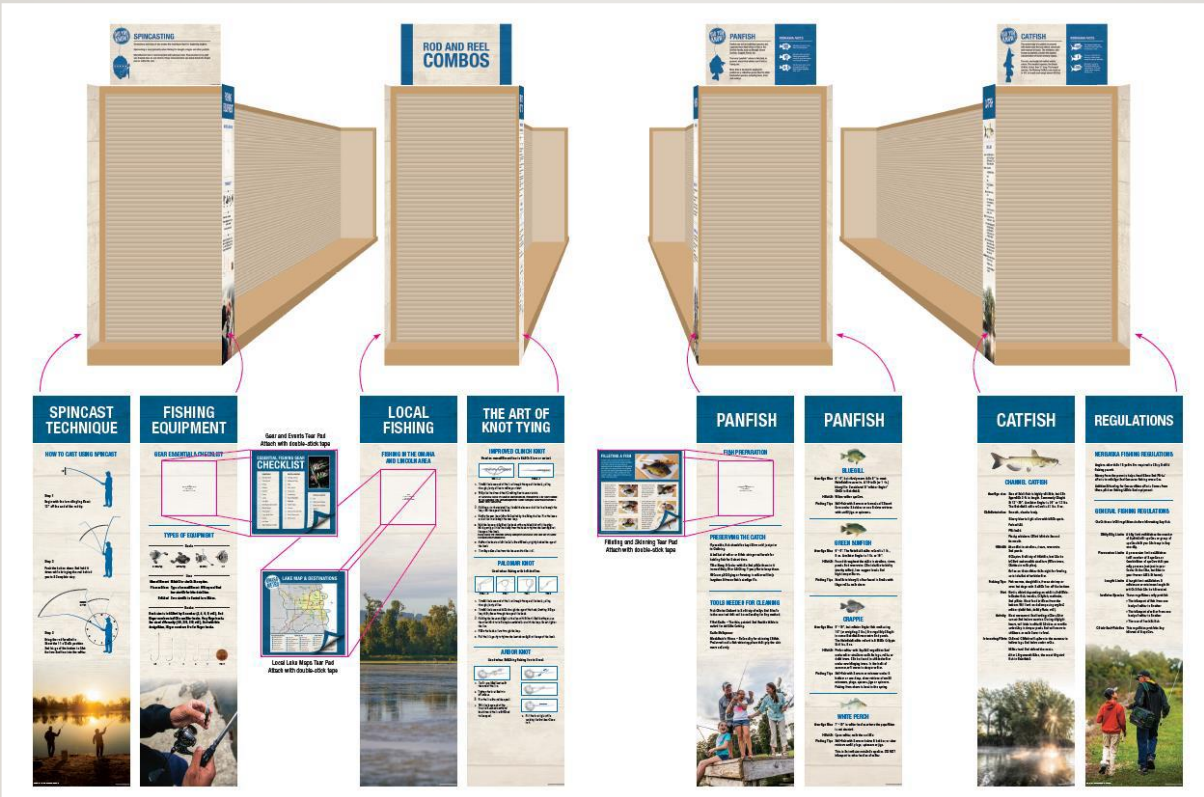
GOALS

- Pilot a shopping experience at Cabela's store in La Vista, NE for new anglers that is:
 - Not intimidating
 - Educational
 - Engaging
- Generate more product sales
- Create more participation in Family Fishing Events/other R3 programs
- Increase fishing license sales

PROGRAM COMPONENTS

- **Training:** Education for store employees
- **Merchandise:** Create an area in the fishing department that caters to beginners
- **Educational Resources & Events:** Provide new anglers the tools to “go learn” through resources offered at Cabela’s and the NE Game & Parks Commission

FOUR ENDCAPS IN THE FISHING DEPARTMENT





SPINCASTING

FISHING GEAR CHECKLIST



ESSENTIAL EQUIPMENT

- Rod and Reel
- Fishing Line
- Tackle Box
- Hooks
- Sinkers
- Bobbers
- Swivels
- Lures
- Live Bait
- Bait Container
- Long-Nose Pliers
- Tape Measure
- Fillet Knife
- Line Clipper/Pocket Knife
- Chingee or Bucket

OTHER ESSENTIALS

- Fishing License (if required)
- Nebraska Fishing Guide/Regulations
- First-Aid Kit
- Sunscreen
- Lip Balm with Sunscreen
- Toilet Tissue or Wet Wipes
- Brimmed Hat

NICE TO HAVE

- Insect Repellent
- Sunglasses (polarized preferred)
- Fishing Net
- Rain Jacket
- Cooler (for fish and drinks)
- Hand Towel
- Multitool

SPINCAST TECHNIQUE

HOW TO CAST USING SPINCAST



Step 1
Begin with the lure dangling about 12' off the end of the rod tip.



Step 2
Push the button down and hold it down while bringing the rod behind you to a complete stop.



Step 3
Bring the rod forward to about the 11 o'clock position and let go of the button to cast the lure and line into the water.

DO YOU KNOW? SPINCASTING

Check out our new fishing rods. The new reel is designed to improve your spinning technique and make it easier to use. The new reel is designed to improve your spinning technique and make it easier to use.



FISHING EQUIPMENT

GEAR ESSENTIALS CHECKLIST

FISHING GEAR CHECKLIST

TYPES OF EQUIPMENT

Reels



Line

Mono-filament: Elastic for shock absorption.

Fluorocarbon: Type of mono-filament. Waterproof and low stretch for bite detection.

Braided: Zero stretch to control lure action.

Hooks

Hook size is indicated by a number (2, 4, 6, 8, etc.), and larger numbers indicate smaller hooks. Very large hooks are sized differently (1.0, 2.0, 3.0, etc.), and with this designation, larger numbers are for larger hooks.

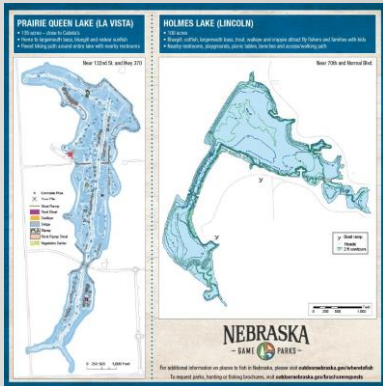
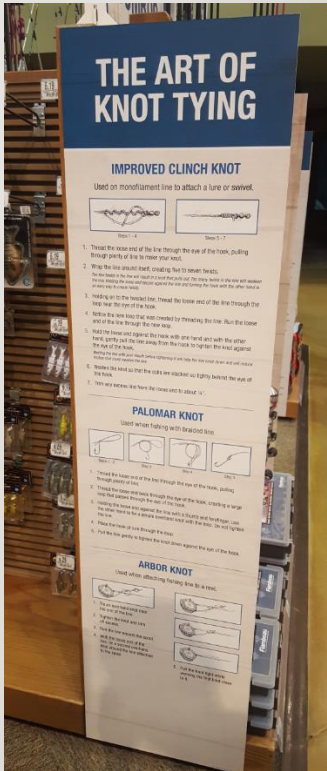
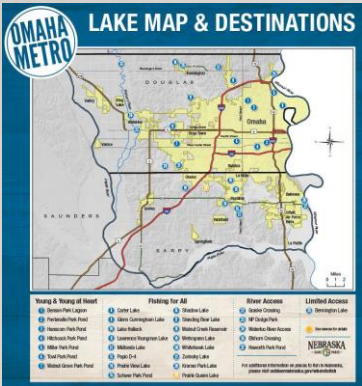


NEBRASKA SAME PARKS 2018 EVENTS Cabela's

City	Date	Location	Time	Event
Omaha Metro	Thursday, May 24	Holbrook Lake (Papillion)	6-8 PM	Family Fishing Night
	Wednesday, June 6	Benson Park Lagoon (Omaha)	6-8 PM	Family Fishing Night
	Tuesday, June 12	Walnut Creek Lake (Papillion)	6-8 PM	Family Fishing Night
	Thursday, June 21	Saw Lake (Omaha)	6-8 PM	Family Fishing Night
	Wednesday, June 27	Prairie State Lake (La Vista)	6-8 PM	Family Fishing Night
	Thursday, June 28	Carver Lake (Omaha)	6-8 PM	Family Fishing Night
	Thursday, July 12	Holbrook Lake (Papillion)	6-8 PM	Family Fishing Night
	Tuesday, July 17	Conroy Lake (Omaha)	6-8 PM	Family Fishing Night
	Wednesday, July 25	Benson Park Lagoon (Omaha)	6-8 PM	Family Fishing Night
	Tuesday, July 31	Prarie Queen Lake (La Vista)	6-8 PM	Family Fishing Night
Lincoln Metro	Tuesday, May 22	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night
	Thursday, June 7	Oak Lake (Lincoln)	6-8 PM	Family Fishing Night
	Wednesday, June 13	Boylston Lake (Lincoln)	6-8 PM	Family Fishing Night
	Tuesday, June 19	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night
	Saturday, June 23	Bronckhorst Oak Lake - Lechus Point (Lincoln)	8 AM - 1 PM	Cape in Name
	Saturday, June 30	Bronckhorst Oak Lake (Lincoln)	8 AM - 1 PM	White Perch Tournament
	Tuesday, July 10	Oak Lake (Lincoln)	6-8 PM	Family Fishing Night
	Wednesday, July 18	Boylston Lake (Lincoln)	6-8 PM	Family Fishing Night
Thursday, Aug 2	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night	

For additional fishing event information in Nebraska, please call www.nebraskaparks.com/fishing

ROD AND REEL COMBOS



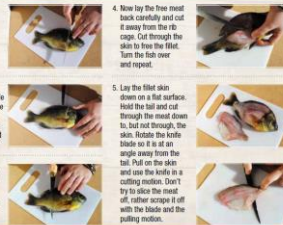
PANFISH

FILLETING A FISH

To fillet a fish is to remove the flesh from the carcass and skin with as little of the bones left as possible. A fish fillet is perfect for frying, baking or sautéing and can be consumed with skin on or without. Any species of fish can be filleted, but some fish species allow for better fillets than others. Species that are commonly used for fillets include bluegill, crappie, yellow perch, white bass and catfish make good fillets.



- To start a fillet, cut diagonally from the top of the back to the belly, behind the pectoral and pelvic fins, do not cut the backbone.
- Next, cut along the backbone on one side of the dorsal fin. Slice at an angle without cutting the rib cage to a point just behind the anal opening.
- Then slice along the edge of the anal fin with the blade flat against the backbone. Continue to slice to the tail.
- Now lay the free meat back carefully and cut it away from the rib cage. Cut through the skin to free the fillet. Turn the fish over and repeat.
- Lay the fillet skin down on a flat surface. Hold the tail and cut through the meat down to, but not through, the skin. Rotate the knife blade so it is at an angle away from the tail. Pull on the skin and the fillet is a cutting motion. Don't try to slice the meat off, rather scrape it off with the blade and the pulling motion.



PANFISH

FISH PREPARATION

SKINNING A FISH

SCALING

COOKING

PRESERVING THE CATCH

If possible, fish should be kept alive until just prior to cleaning. A bucket of water or a fish aerator will work for holding fish for a short time. Take along a cooler with ice and place them in it immediately after catching if you plan to keep them. Vacuum packaging or freezing in water will help lengthen a frozen fish's storage life.

TOOLS NEEDED FOR CLEANING

Fish can be cleaned in a variety of ways and a knife is the one tool that will be necessary for any method. **Yellow Perch** - This fish, spotted and flakey needs to be cleaned for certain cutting. **North Shinerhead** - Macramé's Pleura - Necessary for skinning catfish. Panther head fish - Macramé's pleura that grip the skin more securely.



PANFISH



BLUEGILL

Average Size 6" - 9", but rarely more than 8" in most Nebraska reservoirs. A 10-inch (or 1-lb) bluegill is considered a "master angler" catch in Nebraska.

Habitat Warm-water species.

Fishing Tips Still-fish with a worm or kernels of corned corn under a bobber or use a slow retrieve with small jigs or spinners.



GREEN SUNFISH

Average Size 12" - 18". The Nebraska state record is 1 lb. 10.0 oz. A master angler is 1 lb. or 14".

Habitat Found throughout the state in streams, ponds, creeks and reservoirs. Can tolerate turbidity, oxygen levels, low oxygen levels and high temperatures.

Fishing Tips Similar to bluegill, often found in areas with large rocks near shore.



CRAPPIE

Average Size 10" - 12", but smaller species fish measuring in some Nebraska reservoirs and ponds. The Nebraska state record is a Black Crappie or Blue Crappie.

Habitat Freshwater with aquatic vegetation and underwater structure such as logs, rocks or other cover. Crappie are found in shallow water. Crappie can be found in shallow water. Crappie can be found in shallow water.

Fishing Tips Still fish with a worm or minnow under a bobber, use drop, slow retrieve or small retrieve, with various jigs or spinners. Fishing tips: Minnow or worm in the spring.



WHITE PERCH

Average Size 7" - 10" in most bodies within the population.

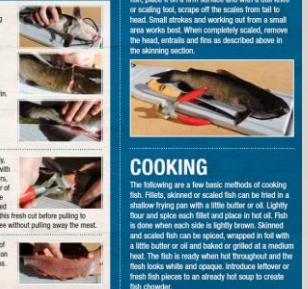
Habitat Open water, shallow water.

Fishing Tips Still fish with a worm, minnow or small retrieve, with various jigs or spinners. Fishing tips: Minnow or worm in the spring.

SKINNING A FISH

Skinning a fish serves the purpose of removing the skin and scales while leaving the carcass whole. Whole fish carcasses are best suited for baking or frying. This is often done on catfish, which do not have scales, but can be accomplished on any fish. Scales do not need to be removed before skinning.

- To skin and clean a catfish, start by making cuts just through the skin along the back from head to tail and on both sides of the dorsal fin, around the body behind the head and pectoral fins, and both sides of the anal fin.
- With the fish on its belly, firmly grasp the head with one hand and with pliers, pull on the loose corner of skin on the top near the head. The skin may need to be loosened along the fish out before pulling to make the skin come free without pulling away the meat.
- The fish is ready when the head is through and the fish comes whole and open. Introduce hot water or fresh fish pieces to an already hot soup to create fish chowder.



SCALING

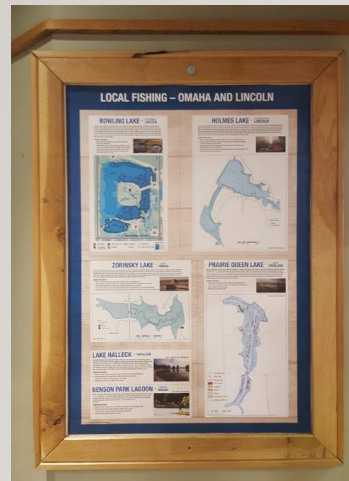
Removing the scales of a fish is easy, but can be a bit of a mess. Scaled fish such as sunfish, crappie and white bass are perfect for grilling or baking. The skin serves to prevent excessive moisture loss and damage to the meat while cooking. To scale a fish, place it on a firm surface and with a dull knife or scaling tool, scrape off the scales from tail to head. Small strokes and working out from a small area works best. When completely scaled, remove the head, entrails and fins as described above in the skinning section.



COOKING

The following are a few basic methods of cooking fish. Fillets, skinned or scaled fish can be fried in a shallow frying pan with a little butter or oil. Lightly flour and slice each fillet and place in hot oil. Fish is done when each side is lightly brown. Skinned and scaled fish can be baked, wrapped in foil with a little butter or oil and baked or grilled in a medium heat. The fish is ready when hot throughout and the flesh comes whole and open. Introduce hot water or fresh fish pieces to an already hot soup to create fish chowder.

CATFISH



CATFISH

CHANNEL CATFISH

Average size: Size of adult fish is highly variable, but can approach 3 ft in length. Commonly caught at 12"-20". A master angler is 20" or 12 lbs. The Nebraska state record is 41 lbs, 8 oz.

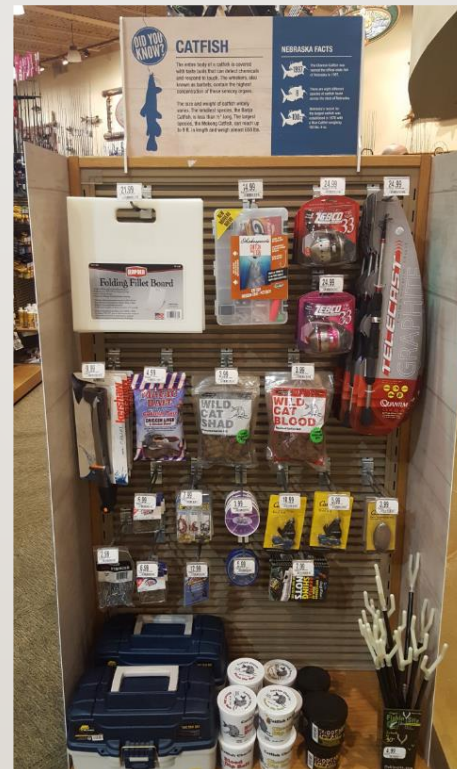
Characteristics: Sleek, slender body. Silvery blue to light olive with black spots. Forked tail. Flat head. Fleisty when caught called barbeque around its mouth.

Habitat: Abundant in streams, rivers, reservoirs and ponds. Occupies a variety of habitats, but can be located underneath structures, fallen trees, cavities in rock crevices. Prefers to forage rather than sit for feeding, so is tolerant of turbid water.

Fishing Tips: Fish occurs throughout, known to swim or rise not deep with a strike one of the bottom. Diet is varied depending on what is available. Includes fish, insects, crayfish, mollusks and plants. Must feed to three times from the bottom (great fish, dead plants, etc.).

Activity: Most movement and feeding occurs after hours but fish are not active during daylight hours. Will feed on artificial baits or worms in streams or near shore to feed.

Warning Facts: Channel Catfish will season the summer in fall. Use and Nova center creek. Move first and other river. After appropriate time, the most targeted fish in Nebraska.



REGULATIONS

NEBRASKA FISHING REGULATIONS

Anglers older than 15 years are required to carry a valid fishing permit. Money from the permits helps fund Game and Parks' efforts to manage and conserve fishing resources. Additional funding for conservation efforts comes from taxes paid on fishing tackle and equipment.

GENERAL FISHING REGULATIONS

Check these local regulations before harvesting any fish.

Daily Bag Limits: A bag limit establishes the number of a particular species or group of species that you can keep in any one day.

Possession Limits: A possession limit establishes total number of a species or combination of species that you may possess (and just in your cooler at the lake, but also in your freezer back at home).

Length Limits: A length limit establishes a minimum or maximum length at which a fish can be harvested.

Invasive Species: These regulations may prohibit a fish harvest of fish from one body of water to another.

Catch and Release: The regulations prohibit any harvest of a species.

BOWLING LAKE • NORTHWEST LINCOLN

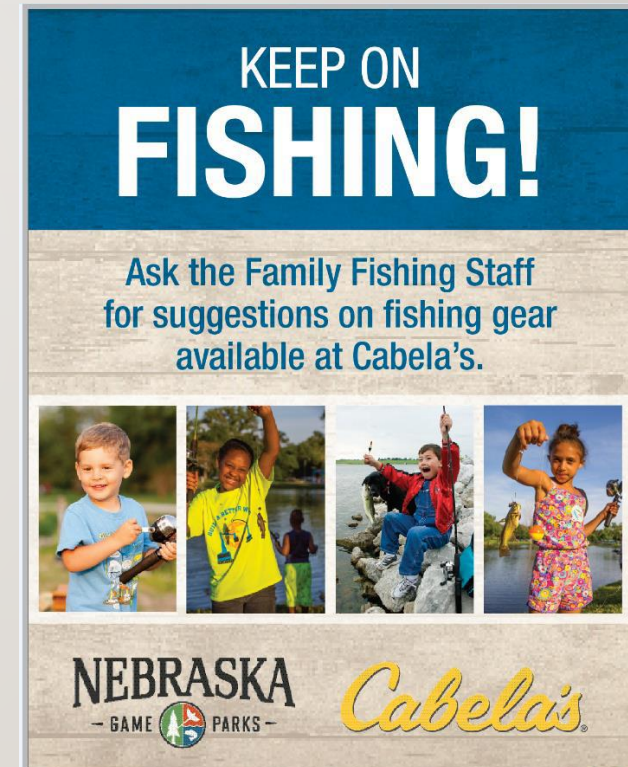
This lake was created in the 1950s by the U.S. Air Force when they were building runways, so the story goes (there are several). This donut-shaped lake has an island in the middle and a smaller donut-hole pond off to the south side. It offers a lot of accessible shoreline to fish for trout, bass, bluegill, redbreast sunfish and catfish. Trout are stocked in the small south pond in fall and spring to make fishing for them a little easier. There is a limited mobility fishing path on the east side of the lake pond. On the east side of the big lake, there are fishing docks that make fishing accessible to handicapped and limited mobility persons. The local kids think they have a secret for the catfish at Bowling - baiting, or stick bait from the south shore fishing jetties at sunset in July and August.

Additional Information:

- Nearby restaurants, playgrounds, picnic tables and benches and access-walking path.
- Stocked regularly with channel catfish and rainbow trout. Has a healthy self-replacing population of bluegill, bass and crappie.
- This is a low-use park and you will find peace and quiet here, except for the occasional plane taking off or landing. A great place that is almost out of town.

FAMILY FISHING EVENTS

- NE Game and Parks hosted 20 events in the Omaha/Lincoln Metro attracting approximately 3,000 people
- Events marketed through NE Game & Parks marketing channels
 - Social, e-mail, website, fliers, etc.
- Cabela's La Vista promoted on their local Facebook page
- Staff at events registered attendees and capture e-mail for post-event survey



FREE TACKLE BOX!

- Flier and coupon distributed to event attendees by NE Game and Parks staff
- Other family fishing events offered for families to learn
- Empty tackle box offer at Cabela's store in La Vista, NE (starting with 100)
- Goal – get participants to take next step and spur tackle sales
- Boxes contained educational materials from NE Game and Parks



Cabela's
FREE TACKLE BOX
Redeem this coupon at the Customer Service counter in the La Vista Cabela's Retail Store and receive a FREE Plano 3-Tray tackle box.

While supplies last. Accessories not included. No purchase necessary. Limit one tackle box per family. Offer expires 8/1/2018. No cash value and no substitutions. Only valid at Cabela's Retail in La Vista, Nebraska.

In partnership with:
NEBRASKA GAME AND PARKS



2018 EVENTS NEBRASKA GAME AND PARKS Cabela's

Omaha Metro

Date	Location	Time	Event
Thurs., May 24	Halleck Lake (Papillion)	6-8 PM	Family Fishing Night
Wed., June 6	Benson Park Lagoon (Omaha)	6-8 PM	Family Fishing Night
Tues., June 12	Walnut Creek Lake (Papillion)	6-8 PM	Family Fishing Night
Thurs., June 21	Towl Lake (Omaha)	6-8 PM	Family Fishing Night
Wed., June 27	Prairie Queen Lake (La Vista)	6-8 PM	Family Fishing Night
Thurs., June 28	Carter Lake (Omaha)	6-8 PM	Family Fishing Night
Thurs., July 12	Halleck Lake (Papillion)	6-8 PM	Family Fishing Night
Tues., July 17	Zorinsky Lake (Omaha)	6-8 PM	Family Fishing Night
Wed., July 25	Benson Park Lagoon (Omaha)	6-8 PM	Family Fishing Night
Tues., July 31	Prairie Queen Lake (La Vista)	6-8 PM	Family Fishing Night

Lincoln Metro

Date	Location	Time	Event
Tues., May 22	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night
Thurs., June 7	Oak Lake (Lincoln)	6-8 PM	Family Fishing Night
Wed., June 13	Bowling Lake (Lincoln)	6-8 PM	Family Fishing Night
Tues., June 19	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night
Sat., June 23	Branched Oak Lake Liebers Point (Lincoln)	8 AM - 1 PM	Carp-O-Rama
Sat., June 30	Branched Oak Lake (Lincoln)	8 AM - 1 PM	White Perch Tourney
Tues., July 10	Oak Lake (Lincoln)	6-8 PM	Family Fishing Night
Wed., July 18	Bowling Lake (Lincoln)	6-8 PM	Family Fishing Night
Thurs., Aug 2	Holmes Lake (Lincoln)	6-8 PM	Family Fishing Night

Photo courtesy of NEBRASKA Game and Parks

For additional fishing event information in Nebraska, please visit outdoornebraska.gov/fishingevents

FAMILIES FISHING

FAMILY FISHING PARTICIPANT REGISTRATION

Event Name: Helmus

Location:

Date: 09/22/18

Group Leader*:

Name (Last, First)	DOB	Gender (M/F)	Email (only required for leader)	Ethnicity
Tillingmaier Jill	7/24/81	F	mtj1724@gmail.com	<input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> Other
Tillingmaier Matt	01/20/75	M		<input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> Other
Tillingmaier Benj	05/11/12	F		<input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> Other

Participants:

*Leader is contact or spokesperson for the whole group

Coupon # 150 Survey



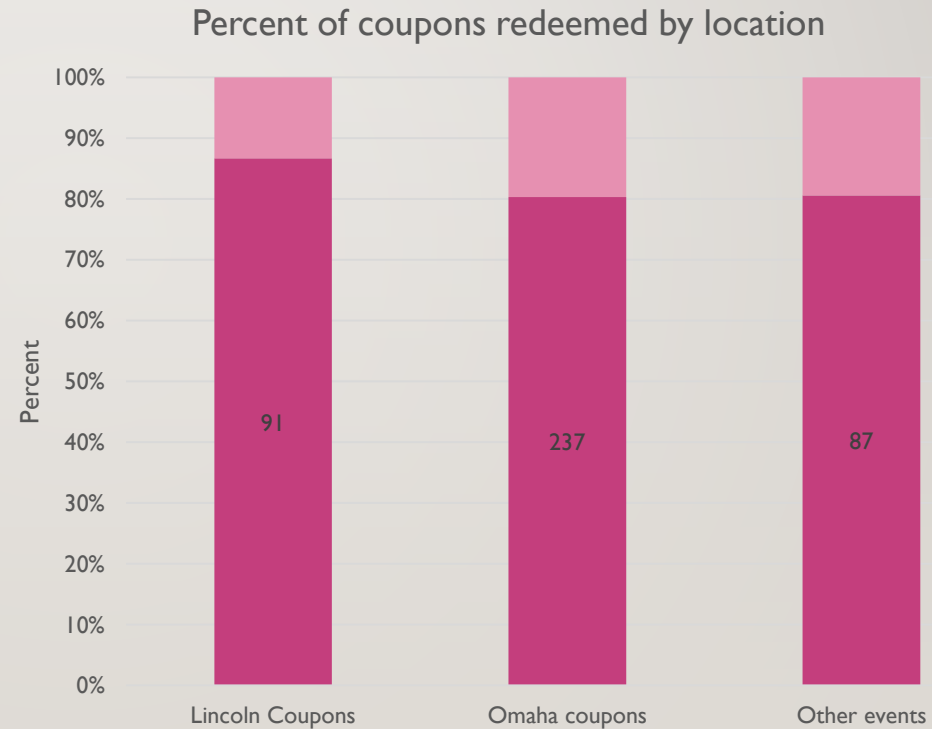
FAMILIES FISHING

- There were 19 Family Fishing Events in the Lincoln and Omaha areas with a total of 423 surveyed groups representing 1,282 participants
- 415 free tackle box coupons were handed out, 100 were redeemed



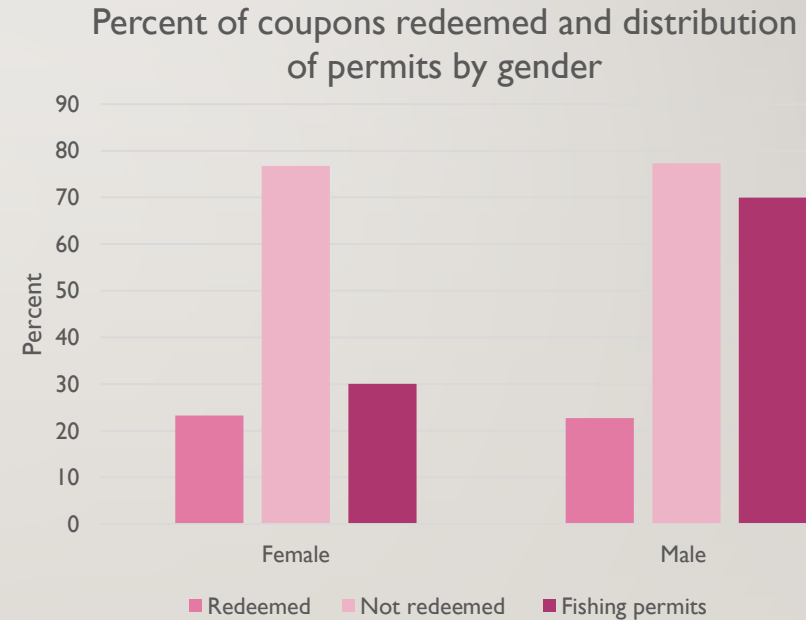
FAMILIES FISHING

- Leaders of the groups received coupons and redeemed them for a free tackle box, at a rate of 23.7% for all events, differently for Lincoln (91 coupons, 15.4%) vs Omaha (237 coupons, 24.5%) events



FAMILIES FISHING

- Leaders of family groups were represented equally by male and females
- Redemption of coupons at Cabela's in La-Vista was equally proportional for males and females compared to coupons received
- Permit bars are representative of the 2017 NE Fishing Permits Purchased



NEW ANGLER EXPERIENCE PILOT

- 24% of Family Fishing Participant leaders (person representing the family group) were directed to Cabela's
 - Represents 303 participants.
- Females were represented at a greater rate than normal participation as indicated by fishing permits.
- There was a difference in the percent of coupon redemption based on the distance from the store. The distance from Holmes Lake to Cabela's is 37 miles whereas Halleck Park is 5.2 miles. The higher return of coupons in Omaha events may be due to the closer proximity of the event venues to Cabela's.

NEW ANGLER EXPERIENCE PILOT

- NE Game and Parks event staff engagement to the program, and of Family Fishing Event participants to Cabela's and the program IS important.
 - Engaging the retailer and it's staff
 - Exciting participants about fishing and fishing gear
 - Directing participants to equipment resources
- Cabela's store and staff engagement to the program IS important.
 - Afford the space for equipment and information
 - Staff awareness and investment in customer needs

NEW ANGLER EXPERIENCE PILOT NEXT STEPS

- Analyze Participant Data
 - Gender, Age, Ethnicity, Group Relationships
 - Event Location Statistics
- Survey Participants
 - Establish protocols, methods and tools to survey participants.
- Determine Retailer Value
 - Create methods to validate observations of increased product interest and sales.
- Plans to continue

FAMILIES FISHING



In appreciation; Scott Wanetka, Alexis Vrana, Joey Evert, Bill Stockstill, Cabela's Sales and Customer Service Staff, Nebraska Game and Parks Volunteer Youth Fishing Instructors