

Dear Sport Fishing Advocate,

Again in 2010, our Columbia River Spring Chinook fishery is national news! It's one of the few hot spots countrywide and we can thank the efforts of the Northwest Sportfishing Industry Association (NSIA) and their partners for the turnaround of tackle and boat sales.

In fact, we now enjoy 7+ months of very good fishing on the Columbia below Bonneville Dam and system-wide (the Columbia Basin encompasses three states!), nearly year-around fishing opportunity for salmon and steelhead. When sturgeon are added to the equation, world-class fishing opportunity is available from January through December.

It's no accident that your bottom line has benefited from consistent fishing sustained by Columbia Basin runs. It's taken time, lots of effort and persistence to get here.

We write to share the good news that if NSIA had not been at the table as the voice of industry, jobs, tourism and rural development we very well may have lost these important fishing opportunities. Enormous government infrastructures stand ready to steal the gains we've worked so hard to achieve in the Columbia Basin.

The spring Chinook season has lit a fire under the first quarter of 2010 for tackle manufacturers, retailers, boat dealers, magazines, guides, rod and reel producers, bait companies. These benefits are reaped by our industry and all the ancillary businesses that depend on our successes, too. And there is more to look forward to throughout this year. We expect a full summer Chinook season, while summer steelhead will return in the hundreds of thousands. A bumper crop of Chinook will pass through Buoy 10, then go on to provide fisheries in hundreds of miles of river from August through October.

In short, thanks to hard work and persistence, 2010 will be a fantastic year for the Sportfishing industry.

Region wide, there's so much more-here are *just a few highlights* :

- Years of NSIA efforts opened up selective Coho fisheries around the NW.
- Selective sport fishery for Puget Sound Chinook is now a reality.
- After decades of work, the Savage Rapids Dam on the Rogue and Marmot dam on the Sandy are no longer limiting salmon and steelhead populations.
- Each year, we work to ensure that hatcheries are funded. Our most recent efforts have been on Mitchell Act Hatcheries and two new facilities in Washington: Lake

Washington Sockeye and supporting efforts of the new hatchery being built by the Colville Indian Nation in eastern Washington.

- NSIA is in the lead to resolve the issues surrounding gillnets in the mainstem Columbia River.

What about 2011, 2012 and beyond?

NSIA needs your voice so we can assure the future of fish and fishing in the northwest. NSIA needs your membership so you can be counted among the hundreds of businesses that support full seasons for salmon and steelhead.

Share the news...it's good for a change. And if you need further evidence that NSIA is working for you and that *fish mean business* --- just talk to one of our members. They're all pretty busy right now, but we're sure they're never too busy to support NSIA. How about you?

To our valued NSIA members...thank you! It's your voice, diligence and support that have landed these opportunities and been instrumental in winning historic results we can all be proud of.

To non-members --- you're welcome aboard anytime --- there's always room for people with vision, passion and commitment to the sport and our valued resources.

We'll see you on the water...where the action is!

Signed,



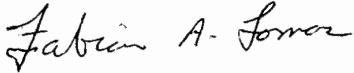
Dan Parnel
Leisure Sales



Buzz Ramsey
Wordens Lures



Derick Cole
Maurice Sporting Goods



Fabian Lomas,
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Ron Hiller
Tom Posey, Co.



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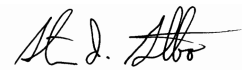
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Mark Spada
Yakima Bait



Steve Grutbo
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