



# Hook, Line, and Sinker

*The Official Newsletter of The New Ulm Area Sport Fishermen*

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## The Catch, Not the Keep

Teach people that the thrill of fishing is in catching fish, regardless of their size.

That's the message that Norville Prosser, vice president of the Sport Fishing Institute, strives to convey to the tackle industry. SFI is a non-profit group in Washington, D.C., that works to protect and promote sports fishing interests.

"We've asked the industry to refrain from emphasizing the catch of large fish," says Prosser. "We think it's in the best interest of all sport fishing to focus on the thrill of the catch, and not the keep. Naturally, we don't want to oversell that, because the panfish is a harvestable crop and shouldn't be wasted. But there is so much emphasis out there now on the large predator fish, anglers are losing interest because of the growing difficulty of catching them."

Prosser isn't asking retailers to ignore popular bass, walleye, or other big fish markets. He is, however, pointing out that emphasis on the more prolific species and the fun of the catch is the stimulus the tackle market needs for necessary growth.

During the past decade, the number of fishing participants showed a steady increase. However, the level of angler participation has leveled off the past two years, says Prosser.

Prosser explains there are several reasons for the decline, but a reduction in the development of new public fishing

waters is a big one. During the reservoir construction era of the '60s, the United States gained public fishing waters at a rate of 240,000 acres a year. Today's average is 39,000. An SFI survey shows that 80% of all fishing activity is on public waters.

"Competition for fishing waters has become intense," he explains. "Look around your local lakes during a summer weekend and you'll see what I mean. That's a lot of pressure on our popular predator fish like bass and walleye. It's affected the success rate of each angler."

SFI is pushing Washington to improve public access to waters on federal land. On the local level, retailers can play a role by making customers more aware of under-fished waters and how to get the most enjoyment from them.

Prosser says dealers who make customers aware of the thrill of ultra-light tackle, the importance of catch-and-release, and the fun of hooking a variety of fish will attract ne participants and keep them fishing. If you match the tackle to the size of the most prolific fish, new anglers are likely to catch more fish.

"That's especially true when introducing fishing to youngsters and novices," he says. "We should be providing them the best opportunity for success. Fishing doesn't hook a youngster, catching does."

That attitude is borne out in SFI research that shows catching fish is the

No. 1 priority of anglers.

"Smaller bag limits and bigger size limits are forcing people to make the most of catch-and-release concepts," explains Tony Fedler, director of SFI economics. "They're scaling down tackle so the smaller fish play bigger. So what if they can't keep fish? They can catch fish all day as long as they keep releasing them."

Fedler says the renewed interest in panfish is a good indication how attitudes are changing.

"A few years ago, the pan-fisherman was considered a second-class angler," says Fedler. "Not today. With the visibility of pan-fishing in the media now, panfish anglers are gaining respect. People are rediscovering the flavor of perch, crappie, and catfish. Best of all, they're discovering they're fun to catch."

The fun of fishing is what more retailers need to "sell," and using ultralight tackle is a fun way to fish, points out Chip Powell, vice president of Mason Tackle.

"Sometimes all a dealer has to do is remind customers that they don't need 10-pound-test line to catch bluegills, that catching bluegills on light tackle is more fun," adds Powell, "The important thing is to have a positive approach and enthusiastic attitude. That's how to win more customers, which in turn increases a retailer's profits."

The Above article was reprinted from Fishing Tackle Retailer Magazine, January 1991.



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## Editorial

**First Aid.** Many of us give very little thought to being prepared for an outdoor emergency. No matter how short your trip or how close to home you are, it's a good idea to be prepared. It doesn't take a lot of time, energy, or cash to put together an emergency first aid kit that you can take with you wherever you plan on going. All you need are a few bandaids, some gauze and tape, burn cream and a small tube of antibiotic. It doesn't sound like much, but it can make the difference between enjoying your fishing trip or going home early. Next time you are planning some kind of outdoor activity be sure to take along a small first aid kit.

Winter and ice fishing present another set of problems. There is the chance of breaking through the ice or getting caught in a storm. Never go out onto the ice without being sure that it is safe first. Always check the ice if you haven't been on the lake before. Take precautions. Snow storms don't sneak up on us anymore. With today's weather forecasting we have plenty of warning before a storm is about to hit. Don't be foolish, pay attention to the warnings. If you do get caught in a storm, stay put. Whether you are in your vehicle or on the lake, stay where you are. When you head for the lake this winter, or are going on a fishing trip, it is a good idea to have a winter survival kit in the vehicle with you. Remember, wherever you go this winter, go safely.

Any sentiments or opinions expressed by editor or contributors are not necessarily to views of the New Ulm Area Sport Fishermen.

The *Hook, Line, and Sinker* is published monthly by John and Chris Vorwerk for the New Ulm Area Sports Fishermen.

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## From the President

The New Ulm Area Sport Fishermen welcomes all the recent new members from our last membership drive. It was a great success. The winners of new jackets for their efforts were Jim Hulke and Mel Rosenau. Our membership has grown to over 90 members and looks to keep growing to over 100. The trip to Mille Lacs Lake should be a dandy as always, with the usual number of surprises and stories to bring home.

Fishing on Clear Lake has been good for a number of members. Big sunnies, and a few walleyes, and largemouth have supplied the action. Don't forget the house is out and all you need to use it is some time and a key which can be purchased from Mike Deinken for \$1.00. In February we look forward to meeting with the Clean Up Our River Environment (CURE) group from Montevideo. The Meeting will take place in Redwood Falls on our regular meeting night of February 25th. Fun, Music, and talk will highlight the evenings activities. We will leave as a group and will have designated drivers for the evening. If you wish to volunteer as a driver, please contact Mike Deinken at 359-9650.

This year's fishing contest is set for January 24th, a Sunday. Thank's to the Vike's for putting on the choke collar it should really help attendance. There will be a porta-potty for women as well as men, so spread it around.

### New Ulm Area Sports Fishermen

President ..... Scott Sparlin .... 359-2346  
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## Clear Lake Report

The Oxygen level at Clear Lake is 17.5 to 19.5 parts per million, which is excellent. Most areas of the lake have about 14 inches of ice. Be careful, there are some spots where the ice is considerably thinner. There have been some reports of some nice fish being caught. Usually between fifteen to twenty-five vehicles can be seen parked at various locations around the lake. On Sunday, January 3rd the club fish house was pulled onto the lake. It is set up and ready to go. Remember, if you go out to use the house please clean up when you leave. Don't forget to sign the book and report on how fishing was.

Aeration signs were put out the same day as the house. The signed area is much larger than we started with last year. Hopefully we won't have to move them out farther if the system needs to be operated. A big thanks to all the guys that helped with the house and the signs.

Some of you may have heard by now that our club has received another fish house for Clear Lake. Puhlmann Lumber was kind enough to donate the materials for another house to be built by our members. This will really come in handy since the club has grown considerably in the last few months. I would like to extend a big thank you to Hans Puhlmann for donating the materials for this house and all the support he has given us in the past. It would be nice if you members would also tell him how much you appreciate what he has done for the club. Once the new house is on the lake the key will be in the old house. When you use the new house be sure to return the key to the other house. Make sure you sign the book in the house in which you fished.

## Newsletter needs your help

As you know, we plan on expanding the newsletter by one page. To do this we need you as members to help us out. If you have an interesting story you would care to share with the rest of us I would appreciate you jotting it down and sending it to me. I need your help to fill this new page. If you have some information that you think is important to this club or to the quality of fishing in our area or the state, let me know about it. We will also take letters to the editor. If you have something you wish to complain about or an opinion you would like to share, don't be afraid to send it in. I am hoping to here from you.

Mike Deinken  
1022 N Spring  
New Ulm, MN

## Special Meeting

On January 21st at 7:30 PM there will be a special meeting held at the garage of Mike Deinken, 1022 N Spring St, in the alley. The purpose of this meeting is to organize work committees for the Fishing Contest. We need people to take care of registration, food, fish weighing and a raffle. We would like to get all the details of the this contest organized and taken care of that night. The more help we get the smoother this contest will run. I hope to see you there.

## Club Jackets

Recently some of our members placed orders for jackets. These have now been delivered. We had several extras printed and they are available to be purchased by members. They are winter weight quilted jackets with our club logo on the back. They are very warm and attractive jackets. The cost is only \$35.00. If anyone is interested contact Mike Deinken at 359-9650.



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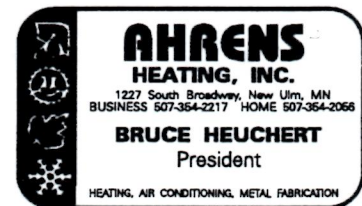
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# Club Calendar

- Jan 15-17 Club Fishing trip  
Lake Mille Lacs
- Jan 21 Special Meeting  
Mike Deinkin's Garage  
1022 N. Spring-in the alley
- Jan 24 Ice Fishing Contest  
Clear Lake 12:30 PM
- Jan 28 Membership Meeting  
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