

BY LOUIE STOUT

Marine Electronics



Whether your store carries a full line of marine electronics or you're just now considering carrying the items, here are 16 can't-miss offerings for 2009.

A57D GPS-Chartplotter/ Fishfinder

Raymarine

Compact and powerful, this navigation system/HD digital fishfinder features a direct sunlight-viewable high-resolution 5.7-inch VGA color display and rugged waterproof construction, and it is ideal for center consoles and open cockpits. The unit comes preloaded with ready-to-navigate Navionics cartography for inland lakes and fishing maps of the U.S.

» www.raymarine.com; 603-881-5200



RF-300 Series

Biosonix Systems

The same sound technology that enabled Mike Iaconelli, Skeet Reese and Kevin VanDam to win the last three Toyota Tundra Bassmaster Angler of the Year titles is now available in a more advanced, user friendly model. After multiple engineering delays, the long-anticipated RF-300 series, which mounts to the deck or dash and wires to the boat's battery system, is now available. The company worked with pro staffers to develop custom SD cards for easy plug-n-play, and the first card scheduled for release features Kevin VanDam's custom settings.

» www.biosonix.com;
800-633-4861



Earthmate PN-40

DeLorme

Tested in Arctic and Antarctic conditions, the PN-40 handheld GPS provides near-instantaneous signal acquisition, delivers immediate color screen renderings, has 500 MB flash memory, and has an electronic compass and barometric altimeter that can be used while in motion and in any position.

» www.delorme.com;
207-846-7000



GPSMAP 600 Series

Garmin

The GPSMAP 600 Series blends user friendly features of automotive GPS units with the best aspects of its marine units and transitions easily from car to boat. The waterproof 5.2-inch WVGA touchscreen display allows users to tap or drag through menus and options. The 600 comes preloaded with street mapping and U.S. Coastal BlueChart g2 charts. In the marine mode, it shows shaded depth contours, port plans, wrecks and more.

» www.garmin.com;
913-397-8200



Oregon 400i

Garmin

This hand-held GPS is packed with thousands of U.S. inland lake maps that reveal shorelines, boat ramp locations and depth contours. The waterproof unit has a 3-inch diagonal color touchscreen display, a built-in electronic compass and a barometric altimeter. Two AA batteries power it for about 16 hours, and the unit accepts micro SD cards for adding additional maps.

» www.garmin.com;
913-397-8200



700 Series

Humminbird

The popular 700 Series of sonar units have undergone a series of enhancements, including the integration of higher resolution screens, an internal GPS antenna on combo models and the addition of dual SD card slots. Higher pixel counts on the color display provide more defined imagery. Preset buttons allow anglers to program three different screen views and select each one instantly.

» www.humminbird.com;
800-633-1468



Ice Flasher Series

Humminbird

Three models of the Ice Flasher Series offer a multicolor fiber-optic display on an LCD screen. Ice models 35 and 45 show three colors while the Ice-55 shows six colors for greater distinction between targets and size of fish. Designed to operate in temperatures to 20 below zero, the units adjust depth scales automatically and have a dual beam transducer.

» www.humminbird.com;
800-633-1468

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AS GR HA GPS Receiver

Humminbird

Sold as an accessory for the firm's 700, 900 and 1100 series of GPS units, the AS GR HA receiver is said to be the only one that provides accuracy of less than one meter.

» www.humminbird.com;
800-633-1468



Great White VariMax

MotorGuide

You'll get three times more battery power from a single charge with the VariMax electric motor, which is offered in thrust models from 40 to 70 pounds. The hand-operated electronics feature a "BlueSpeed" Digital variable speed control that reduces battery demands. The motors also have an ongoing indicator of available battery amp voltage. A new transom mount eliminates slack and has a rapid slide-depth adjustment collar.

» www.motorguide.com; 920-929-5040



X4 Downrigger System

Fish Hawk

The Fish Hawk X4 Downrigger System attaches to a downrigger and transmits trolling speed/water temperature at the ball and on the surface to a stand alone LCD monitor mounted in the boat.

» www.naturevisioninc.com; 218-824-3800



High Definition System

Lowrance

The firm's Broadband Sounder technology, previously offered as add-on equipment, is now integrated in a full line of High Definition System units with screen sizes from 5 to 10 inches. Offered in GPS, sonar only, or combo units, they deliver better clarity and underwater definition that translates into more targets, greater sensitivity and higher definition at a variety of depths. GPS units with built-in antennas provide mapping for more than 100,000 bodies of water and nearly 5,000 lake maps and detailed coastal waters.

» www.lowrance.com; 800-661-3983



Riptide SF

Minn Kota

Also employing the Mono Arm design implemented on the Fortrex freshwater motors, the Riptide SF bow-mount saltwater motors are extruded from marine grade anodized aluminum. They are quiet, durable, easy to maneuver and come in power ratings from 80 to 101 pounds.

» www.minnkotamotors.com; 800-661-9086



Fortrex Bow Mount Minn Kota

A new Mono Arm Design reduces steering torque, eliminates motor play and remains quiet throughout the life of the motor. The durable motor also features lift-assist, a head that is 500 percent more impact-resistant, a raised and illuminated directional arrow, a re-designed foot pedal, a pull handle and a breakaway feature that resets automatically.

» www.minnkotamotors.com;
800-661-9086



HotMaps Explorer Navionics

The mapping company now offers an inexpensive DVD loaded with more than 10,000 U.S. lake maps that you can load into the computer, view, print and do GPS waypoint planning. You can look at key structure spots from a three-dimensional angle and transfer route and waypoint information between your GPS and computer.

» www.navionics.com;
800-848-5896

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You Should Be Selling



Traxxis Series

Minn Kota

Positioning a transom-mount electric has been simplified with the Traxxis Series, which has a bracket design allowing the motor to be deployed and stowed with one hand. Additionally, the grip handle extends from 9.25 inches to 15.25 inches and angles to 45 degrees.

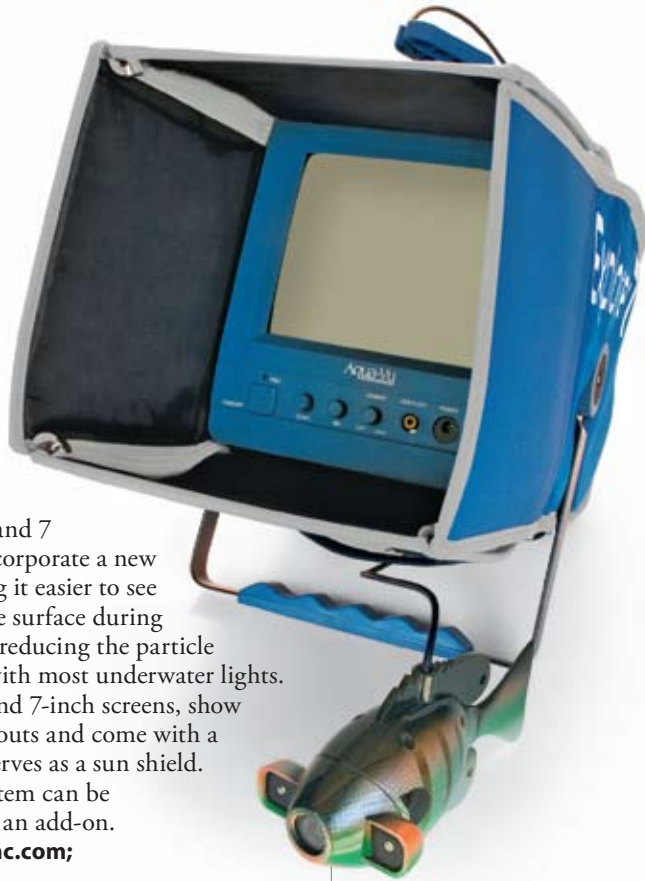
» www.minnkotamotors.com; 800-661-9086

Aqua Vu Explorer

Nature Vision

Aqua Vu Explorer 5 and 7 underwater cameras incorporate a new lighting system, making it easier to see bigger areas beneath the surface during nighttime viewing and reducing the particle reflection that occurs with most underwater lights. Both models, with 5- and 7-inch screens, show water-temperature readouts and come with a built-in soft case that serves as a sun shield. The Explorer Light System can be purchased separately as an add-on.

» www.naturevisioninc.com; 218-824-3800



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Sportfishing Spotlight

New Congress and Administration to bring Change to Washington in 2009

ASA remains ready to make sure the new government hears the sportfishing industry

In a few weeks the calendar will turn to 2009 and a new Congress and president will take office in Washington, D.C. As candidates in both parties repeated so many times during the campaign, they will bring change to the Capitol. This change brings both opportunity and uncertainty for the sportfishing industry.

For 75 years the American Sportfishing Association (ASA) has been up to the task of representing the interests of the sportfishing industry. And ASA will continue to do so during the 111th Congress as well, advocating for the industry on a variety of issues. As we move forward to 2009, I wanted to keep you informed about the many areas which we are working. Here are a few examples of what ASA is doing to ensure that the viewpoint of the sportfishing industry is heard.

Sport Fish Restoration and Boating Trust Fund (Wallop-Breaux) Reauthorization

During ASA's 2008 Sportfishing Summit, held October 28–30 in Denver, ASA's Government Affairs Committee and Board of Directors adopted a formal position on the Sport Fish Restoration and Boating Trust Fund (Wallop-Breaux) reauthorization. The bill is expected to come before the 111th Congress.

This fund is the main source of money for state fisheries programs in the United States, and it is used for other angling and boating programs, such as angler access and funding the Recreational Boating & Fishing Foundation. Funds are apportioned to the states based on license sales and water area.

A key point of ASA's position is that the reauthorization should reduce a state's apportionment from the trust

fund by the percentage of waters closed to recreational fishing for reasons other than fisheries science. ASA will work to ensure that the sportfishing industry's voice is heard when the reauthorization is considered during the 111th Congress.

Marine Life Protection Act Proposal to be Voted on in February 2009

In Southern California anglers are preparing for the Marine Life Protection Act (MLPA) process to begin, ranging from Point Conception in the north to the Mexican border in the south.

MLPA proposal 2-XA, supported by ASA, remains one of four North Central Coast marine protected area alternatives in California. The Blue Ribbon Task Force (BRTF) submitted the proposals—including its preferred alternative, which was based on 2-XA—to the Fish and Game Commission (FGC) in early June.

The FGC is planning a series of public meetings to hear testimony on the four proposals and then vote on the final alternative in February 2009. ASA will continue to fight for proposal 2X-A which we believe has the least economic impact by minimizing unnecessary closures to recreational fishing locations while placing a high priority on marine resources conservation.

Reintroduction of the National Fish Habitat Conservation Act

At the end of the 110th Congress, the National Fish Habitat Conservation Act was introduced in both the House and the Senate. This legislation will

provide \$75 million of funding to fish-habitat partnerships nationwide. The act also encouraged local organizations and governments to match these funds not only with dollars but also with

labor and equipment to conduct fish-habitat improvements in streams.

While neither the House nor Senate voted on this bill before the 110th Congress adjourned, it is expected that this legislation will be reintroduced during the 111th Congress. If

passed, a board with sportfishing angler and industry representation will guide this comprehensive habitat-improvement effort. The Department of the Interior would house the program staff with the Department of Commerce providing support and expertise for saltwater habitat improvements. The new funds and improvements should greatly complement the existing Sport Fish Restoration efforts that industry and anglers fund through a federal manufacturers excise tax on sportfishing equipment.

Advocacy

ASA will continue to provide the industry with information about issues that affect sportfishing. Please visit KeepAmericaFishing.org to learn more about concerns from across the country and how you can help. From contacting members of Congress to funding our fight against access closures, KeepAmericaFishing.org will provide you with all the information that you need as we move into 2009 and beyond. ■



ASA President and CEO
Mike Nussman