

BY RONELL SMITH

Stock Options



Here are 16 products you would do well to consider stocking.

Britt Myers Swimbait

JymSu Tackle

Designed by Bassmaster Elite Series angler Britt Myers, these 4 1/2-inch swimbaits — available unweighted or weighted with a hook — have paddle tails and a flat belly, and come in several bass-friendly colors.

» www.jymsubassbaits.com



DC Series Crankbaits, Mamba Jig & Stinger

Damiki

This Japanese company is making a lot of noise with a line of innovative tackle, which includes everything from rods and hooks to spinnerbaits, blade baits, tacklebags and jigs. Some of the coolest products *FTR* has seen from the company include the Charade jig, a heavyweight/heavy cover offering available in 3/8-, 1/2- and 3/4-ounce sizes; the DC Series crankbaits, sizes 100 and 200 hard baits that cast well and look alive; and the Stinger, a stickworm with a tapered tail that gives it a gliding action on the fall.

» www.damiki.co.kr; 213-387-8836



Champion Extreme & Champion rods

Gary Dobyns

If your customers liked the first generation of Gary Dobyns rods, they'll love these. A new Asian plant now makes the rods, and both series feature AAA-grade cork handles, Fuji reel seats, Kevlar wrapping and well-hidden yet functional hook keepers. The Champion Extreme series also features a higher modulus graphite and Zirconium insert guides. There are 53 combined rods in the series, and they cover everything from shaky head fishing to throwing oversized swimbaits.

» www.dobynsrods.com; 530-671-1989



Wash & Wax Sponge

SpongeTech

Ideal for boats, cars or any recreational vehicles, this sponge comes pre-loaded with enough soap for several washes. The company also offers several other sponges and sponge kits.

» www.spongetech.com

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Pro Stand-Up Football Jighead Falcon Lures

Featuring a spring keeper to secure soft baits in place, powdercoat paint for a no-chip finish and a strong black nickel hook, this jighead is available in 1/4- to 1-ounce sizes and in black, brown and green pumpkin colors.

» www.falconlures.com;
337-232-7326



Fin Chaser Series Guides Choice Tackle

The series contains five lures, including the MD-80 Popper, a 5 3/4-inch popper that makes a ton of surface commotion, and the Old School Swimmer, a floating lure that does most of its damage just under the surface.

» www.guideschoicetackle.com



EZ-Shad & Ocean Swimbait Roboworm

The weedless 5-inch EZ-Shad has a slotted belly for easy rigging and dual rear fins to help it run upright, and is available in five realistic colors. One of the most lifelike shad bodies *FTR* has seen, the Ocean Swimbait, available in 5- and 6-inch sizes, will make any jighead too irresistible for inshore and offshore saltwater fish to pass up.

» www.roboworm.com;
877-438-7626



FluoroHybrid FH & PowerSilk Parallelium

A 100 percent fluorocarbon line with a copolymer core, the FluoroHybrid FH has excellent knot strength and abrasion resistance in addition to having low memory and being easy to cast, even on a bait-caster. It is available in 7- to 37-pound-test sizes. PowerSilk, a multicoated copolymer, provides anglers with a manageable, strong line that is still sensitive. It is available in 7- to 28-pound-test sizes.

» www.lftlures.com;
800-408-2028



Magnum Trick Worm Zoom Bait Co.

What looks like a larger, thicker version of the ultra-popular Trick Worm is really a combination of both the Trick Worm and the Magnum Finesse Worm. The beefy profile of the bait will shine on a Texas or Carolina rig or as a flipping bait. It's available in 12 popular colors.

» 706-548-1008



Dia-Sharp Diamond Machining Technology

These diamond sharpeners, which come in a wide range of sizes, will hone any dull blade to a razor-sharp edge. They are available with extra-extra coarse to extra-extra fine surfaces, are very easy to use even for a novice and come packaged with nonskid rubber feet.

» www.dmtsharp.com;
800-666-4368



Thunderhead

Tualatin River Tackle

These jigheads are made for inserting inside a tube, where they allegedly make the offering look more realistic. The jigheads come as darter and football heads and feature powdercoat paint, Owner hooks and round rubber.

» 503-429-0826

J Tail Grub & J Lock Flip'n Jig

Jewel Bait Co.

This jig features a truly innovative keeper design, one that features a wire that comes out of the jig's head, thus preventing the need for added weight on the shank of the hook in the way of a barb. The jig is available in six colors and 3/8-, 1/2- and 5/8-ounce sizes. The twin-tail grub comes in 4- and 5-inch sizes and six colors, and makes a great addition to any jig as a trailer.

» www.jewelbait.com; 800-458-7370



ASV

Sperry Top-Sider

Designed to counter the persistent pounding of waves and engine vibration felt by all boaters, the ASV is an amazing shoe that you have to wear to believe. *[Ed. Note: FTR field-tested these shoes at the 2009 Miami International Boat Show, and we were impressed.]* The shoes absorb and disperse shock like a dream while providing stability and comfort, in addition to being quick-drying and antimicrobial.

www.sperrytopsider.com



Mighty-Mini Crane and Snap Swivels

American Fishing Wire

These 100 percent stainless steel swivels are said to be up to three times stronger than many others, making for a very powerful but compact package. The swivels are available in gunmetal black finish and come with or without stainless steel snaps.

» www.americanfishingwire.com; 800-824-9473



Buzzbait & Split Tail

Warrior Baits

The company's 1/4-ounce buzzbait has a flat, metal blade under the head, which helps it track true and plane more easily on the water. It's available in nine colors. The Split Tail creature bait, available in 3 3/4- and 4 1/4-inch sizes, comes in 11 colors, including junebug and black grape.

» www.warriorbaits.com



MadEye

Spro

Billed as the company's first walleye lure, the MadEye features a paddle tail, can be cast or trolled, comes with Gamakatsu trebles and is available in eight colors.

» www.spro.com



Top 10 Reasons to Attend ICAST 2009

July 15–17, Orange County Convention Center, Orlando, Florida

In July, the global sportfishing industry will converge on Orlando, Fla., from July 15–17, for the 52nd International Convention of Allied Sportfishing Trades, better known as ICAST.

This is the first time in more than 10 years that ICAST, produced by the American Sportfishing Association (ASA), has been held on the East Coast.

Make it your business to attend ICAST 2009!

1 Don't miss this once-a-year opportunity to attend the world's largest showcase of sportfishing gear and accessories—This year ASA brings the sportfishing industry together from July 15–17, at the Orange County Convention Center in Orlando, Fla. Register now at www.ICASTfishing.org. There is no registration fee for buyers to attend ICAST.

2 Visit the New Product Showcase—There is no doubt that the single most important feature for exhibitors and attendees alike is the New Product Showcase. In fact, over 95 percent of show attendees say that their number one reason for attending ICAST is to see the new products. The Showcase offers exhibitors and buyers a special opportunity to debut and preview hundreds of the next season's innovations in fishing gear and accessories. Buyers can learn about the latest innovations directly from manufacturers and product designers, and be first in line for product orders.

3 Save money and time by taking advantage of ICAST-only specials offered by over half of ICAST exhibitors—ICAST show specials offer buyers strong incentives to save money by striking deals at the show. In previous years, exhibitors have offered special discounts on specific product lines,

two-for-one deals, special payment terms, graduated discounts, market value discounts and more.

4 View all major product lines on ICAST's 350,000-square-foot show floor. That's four football fields of gear—ICAST is the only trade show where major manufacturers display their entire product lines and highlight their latest ventures and innovations in gear and accessories.

5 Help shape the 2010 consumer market by voting for the prestigious "Best of Show" awards in 17 product categories, as well as the coveted overall "Best of Show" award—Buyers and media representatives have the opportunity to evaluate each new product entered into the showcase and grade them based on their innovation, execution, workmanship and practicality. The product with the most votes is awarded the "Best of Show." Just for voting, an individual is automatically entered into a drawing to win one of three cash prizes of \$500.00 each.

6 Enter to win daily prizes including a top-notch fishing trip to Crocodile Bay Resort in Costa Rica—Each time an order is placed with an exhibitor, a buyer is eligible to have his or her name entered in the ICAST Buyer Raffle for cash and the grand prize trip to Crocodile Bay Resort in Costa Rica—www.crocodilebay.com. The more orders you place, the greater your chances of winning!

7 Take advantage of the industry's best networking opportunities—Business still revolves around face-to-face meetings. There's no place like ICAST to connect with industry leaders and build relationships with people from around the globe.

8 Stay on top of the sportfishing industry by attending the Industry



Breakfast—Held just before the show floor opens, the Industry Breakfast gathers together the sportfishing community to officially kick-off ICAST 2009. Hear about the state of the industry as well as updates about efforts to increase participation in recreational fishing and boating and maintain and expand access to fishing.

9 Walk two show floors with your ICAST badge—For the second consecutive year, ICAST will co-locate with the Marine Aftermarket Accessories Trade Show (MAATS).

10 Take advantage of special ICAST discounts on travel and hotels—ASA has arranged a special five percent discount off the lowest available fare from any city serviced by JetBlue Airlines with connections to Orlando, Palm Beach and Fort Lauderdale. Go to www.jetblue.com/promo and use promotion code ICAST2009. Complimentary shuttle bus service will be provided between the Orange County Convention Center and the official ICAST hotels which offer a wide range of prices to accommodate all budgets. ■

Register now for ICAST 2009!

The ICAST Web site contains all the information exhibitors and attendees need to have a top-notch experience. The list of exhibitors, FAQ's, floor plan, online registration and much more is available at www.ICASTfishing.org.