

There is an old saying "You are only as good as those you surround yourselves with." Big Rock Sports is proud of our relationships with the many organizations and associations that shape, support, protect and share objectives within the outdoor sporting goods industry.

The overall goal of each organization varies as well as their lobbying strategy and political standing. Together we make a team that works in the best interest of the consumer and the industry to protect and secure the future of hunting, camping, shooting sports, fishing, ice fishing, boating, marine and other outdoor activities.

There is so much work to be done in bringing awareness to the public and assisting these organizations to build strong advocacies in the public and private sector. We consider their needs and work hand in hand serving to mobilize the ideas, efforts and resources while providing meaningful and effective philanthropic solutions.

Our involvement gives us a chance to make an important contribution such as knowledge, experience, and provide the necessary resources that support the overall mission and vision of these organizations.

It feels good to have friends and to be associated with such wonderful people who work hard to better our world...

Anglers' Legacy

Simply giving back what you've been given... that is what the **Angler's Legacy** is all about. This campaign was created and is supported for the community and industry partners to share and spread the news about the sport they know and love. The program encourages individuals, businesses, wholesalers, distributors and retailers, big or small, to make a pledge to become part of the national community of fishing's greatest ambassadors. To learn how you can do your part to ensure the future of fishing and encourage others to take a pledge visit www.anglerslegacy.org.



American Sportfishing Association

The **American Sportfishing Association (ASA)** serves as a major catalyst in the sportfishing industry. As the sportfishing industry's trade association, they advocate on policy with a unified

voice and broad impact.

They stay abreast of relevant issues, enduring social, economic and conservation values of sportfishing and how it affects businesses and fishing itself. ASA promotes awareness to the industry through business workshops, education programs, grassroots and networking events as well as their website www.asafishing.org.

ASA is also the host of several very successful trade shows as mentioned below:

ICAST, the world's largest showcase of fishing tackle and accessories under one roof. The **International Convention of Allied Sportfishing Trades (ICAST)** represents the cornerstone of the sportfishing industry, driving product sales year round.

ASA/Fred Hall's Fishing Tackle, Boat and Travel Shows draws tens of thousands of anglers and boaters to the west coast. One is held in Long Beach, California at the Long Beach Convention Center, March 5-9, 2008. Another great show is held in San Diego, California at the Del Mar Fairgrounds, March 26-30, 2008. Fifty percent of proceeds go to produce **MORE FISH, MORE ANGLERS, and a HEALTHY INDUSTRY**. For more information on the upcoming shows visit www.fredhall.com.

The **ASA/Eastern Fishing & Outdoor Exposition Shows** are the finest sportsman's expos on the East Coast. 100% of proceeds go to safeguarding and promoting the enduring social, economic and conservation values of America's outdoor heritage. ASA is proud to be host of the *Toyota Eastern Fishing & Outdoor Exposition* which is held in Worcester, MA, February 7-10, 2008; The *Toyota World Fishing & Outdoor Exposition* is held February 28 – March 2, 2008 in Suffern, NY; and the *Toyota Saltwater Fishing Exposition* is held March 14-16, 2008 in Somerset, NJ. To find out more about the three Northeast Expos visit www.asafishing.org.

Leading the way for fishing's future – ASA also founded the **National Fishing and Boating Week** held the first week in June each year. This program offers a variety of fishing and boating education programs, equipment and services to community groups and schools across the country. These efforts help people of all ages have safe and enjoyable fishing and boating experiences that foster conservation ethics.



KeepAmericaFishing™ is leading the fight to preserve your right to sustainably fish on our nation's waterways. As the voice of the American angler, KeepAmericaFishing works to keep our public resources – our oceans, lakes, rivers and streams – open, clean and abundant with fish.

Across the country, preventing or limiting recreational anglers' access to public waters fisheries is being touted as a new way to manage fish populations. This unprecedented shift undermines the achievements of proven fisheries management methods that focus on conservation and promote sustainable fishing. As a result, the past 10 years have seen a dramatic increase in bans on recreational fishing from the Atlantic to the Pacific, from Texas to Minnesota.

In an effort to combat access restrictions around the country, the American Sportfishing Association launched KeepAmericaFishing to unite the nation's 60 million anglers under one voice. Through policy, science and conservation, KeepAmericaFishing works to minimize access restrictions, promote clean waters and restore fish populations. With its conservation partners, KeepAmericaFishing works to limit and provide for review and revision science-based closures to areas in which they are clearly beneficial to the health of the fishery.

At KeepAmericaFishing, we are working to give voice to the millions of American recreational anglers who share one thing in common - a passion for fishing.

Visit www.KeepAmericaFishing.org



The **National Association of Sporting Goods Wholesalers (NASGW)** was organized in 1953. It is comprised of wholesalers, manufacturers, and independent sales reps, that are primarily involved with fishing, hunting and shooting sports equipment and accessories.

The *NASGW* is the organizer and sponsor of the industry's *NASGW Annual Meeting/Expo Event* providing an unmatched educational, marketing and communications opportunity for the hunting and shooting sports wholesaler, manufacturer and sales professional.

Their primary goals are to promote the common interest of the sporting goods industry, to encourage the highest standards of merchandising practices, to serve the industry as an active liaison with the trade association of all segments of the industry.

For a broad view of the association, objectives and membership information visit www.nasgw.org.

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National Rifle Association

As the oldest and largest civil rights organization in America, the **National Rifle Association (NRA)** is widely recognized today as a major political and lobbying force and as America's foremost defender of our Second Amendment Right to Keep and Bear Arms. They keep tabs on U.S. Senators, Representatives, Governors, Mayors and State legislators and keep us informed.

The *NRA* has, since its inception, been the premier firearms education, training and marksmanship organization in the world. Offering education and training for law enforcement, gun safety, youth programs, certification programs, competitive shooting, etc. It is by far the largest hunting organization in America protecting the rights of hunters. To see what the *NRA* is doing today, the top news stories, how you can join or contribute, the many programs offered and gain invaluable information on the rights of hunters, visit www.nra.org.

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Benefiting the future The **National Shooting Sports Foundation (NSSF)** is the most diverse trade association of shooting sports, firearms, hunting and the outdoor industry. They are an excellent resource in increasing participation in, understanding of, providing leadership for, and educating consumers about the safe and responsible use of the industry's products.

The *NSSF*'s most exclusive annual industry event is the world's premier exposition trade show for the shooting sports and hunting industries. The **2008 Shot Show** is February, 2-5, at the Las Vegas Convention Center in Las Vegas, NV. For more information visit www.shotshow.org.

The *NSSF* takes an active role in encouraging new and added participation in the hunting and shooting sports industry. This role directly benefits all aspects of the industry from attracting and expanding hunting and shooting sports enthusiast, to added membership in supporting organizations, to increasing product awareness and growing the industry's businesses.

One such program is the **National Hunting and Fishing Day** which is held on the 4th Saturday

in September of each year. This annual celebration is the most successful public outreach campaign in the history of outdoor sports. For more information visit www.nhfday.org.

For more information about the *NSSF* membership recruitment programs and how their efforts are aimed at bringing newcomers to the industry visit www.nssf.org.



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Recreational Boating & Fishing Foundation

Recreational boating and fishing are among this country's most favorite pastimes. Each year, more than 50 million Americans enjoy these activities. The **Recreational Boating and Fishing Foundation** (*RBFF*) is a non-profit organization whose mission is to implement an informed, consensus-based national outreach strategy that will increase participation in recreational angling and boating and thereby increase public awareness and appreciation of the need to protect, conserve and restore this nation's aquatic natural resources. For more information visit www.rbff.org.

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SAFE for Salmon is working to reverse the downward spiral that salmon, sport fishing, and commercial fishing are experiencing on the Lower Columbia River, which has caused hardship in communities across Oregon and Washington. The SAFE for Salmon plan calls for a new management framework that would stabilize commercial fishing harvests, increase sportfishing opportunities, and aid recovery of wild fish populations. For more information visit www.safeforsalmon.com.



Take A Kid Fishing Foundation

The ***Take a Kid Fishing Foundation*** is a nonprofit organization that supports youth and children with special needs of Eastern North Carolina, by hosting a day-long coastal fishing adventure on the Crystal Coast.

Enriching lives and creating memories that last a lifetime are what ***TAKF*** is all about. This wonderful interactive event between volunteers and disabled or disadvantaged youth provides an opportunity to learn about conservation and our ocean environment while having fun saltwater fishing. For more information and how you can take part in this coastal fishing adventure visit www.takf.org.



TAKE ME FISHING™

Winter, spring, summer or fall the ***Take Me Fishing*** Program promotes awareness and encourages participation in fishing and boating activities throughout the United States.

This nonprofit organization is a comprehensive source for information about where, when and how to fish and boat, along with protecting, conserving and restoring this nation's aquatic natural resources. Check out www.takemefishing.org. It is a great resource for planning your next fishing trip or to locate great locations near you.



The U.S. Sportsmen's Alliance

The U.S. Sportsman's Alliance Outdoor Business Council provides direct avenues for business leaders to play a significant role in the protection of the outdoor legacy. Participating firms shall take a leadership role in a national movement working to ensure a bright future for hunting, fishing, trapping and wildlife management programs dependent upon these activities.

The Outdoor Business Council is designed to achieve three important objectives:

- 1) To forge a powerful alliance between the outdoors business community and America's sportsmen's conservation community.
- 2) To create a meaningful way for outdoor business leaders to aid in preserving the outdoor sports upon which their businesses depend.
- 3) To increase sportsmen's awareness of the businesses which are defending their sports. Sporting goods firms and other businesses with a stake in the outdoor field, as well as leaders of these businesses, are encouraged to participate.

Becoming involved in **The U.S. Sportsmen's Outdoor Business Council** is the right thing to do not only to ensure a proud American legacy, but to be recognized by sportsmen-consumers as a company that has taken a leadership role in defending their rights to hunt, fish and trap.

Visit www.ussportsmen.org for more information



Introducing young people to the pleasures and responsibilities of shooting is our most important task in ensuring that our shooting and hunting traditions remain intact. **The Youth Shooting Sports Alliance** (YSSA) was organized to address two important challenges regarding the recruitment and retention of new shooters:

- Identify and support the needs of successful and safe youth programs
- Provide leadership in the development and promotion of family-friendly shooting range facilities to encourage continued participation in the shooting sports

Visit www.youthshootingsa.com for more information