



Fishing Post

Atlanta Salt Water Sportsman's Club

December 2007

Christmas Party Highlights

Once again, the Christmas Party Committee did an outstanding job organizing our annual Christmas Party. Many Thanks to Galen, Libby, and Angie!



2008 club President Scott Rowe was formally introduced to the membership, along with Vice President Tom Adrien, Secretary Jace Spencer, and Treasurer Tom Holt.



The **2007 Boat of the Year Award** was formally presented to Mike Springer, captain of the Outlaw.



The winner of the first annual **Robert L. Lynn Award** was announced and a trophy was presented to the 2007 recipient, Lenny Pisarski. Lenny later had this to say:

*Dear Friends, I just wanted to say Thank You for voting for me.. Bob was a very special person and friend and that is what makes this Award so meaningful. You have all showed me appreciation for my friendship, Thank You. I was channel surfing not too long ago when I tuned in on an interview with Bill Gates and Warren Buffet. These two are about the wealthiest men in the United States, both having billions in assets. Well the interviewer asked Mr. Buffet, "what do feel is your greatest personal accomplishment". He replied, " Being surrounded by people who care about me and love me." Words you can live by....Thank You All.
Regards, Lenny*

Many raffle prizes were given away throughout the evening and several members took advantage of the silent auction to take home some amazing bargains. Later in the evening, a single winning ticket was drawn from the 150 entries for the two Penn Rod & Reel combos (valued at approx. \$1500) and the winner was (believe it or not) the new club president, Scott Rowe.

Message From The President

I have been told that the plans for 2008, designed by the incoming executive committee are aggressive and may be too much to accomplish. Thanks to the dedicated group of volunteers we have, I believe we will not only attain our goals, but exceed all expectations.

Membership is a very important part of our plan. Today we have 91 paid members, former members in the hundreds and potential saltwater sportsmen and women who all can benefit from our club. The new membership committee, headed up by Dawn Brady, is developing strategies and using our own proven successes to let the best kept secret in Atlanta out to the targeted public we need to reach. Retailers, boat sellers, marinas, boat show participants, and new boat owners are all within the scope of this program.

Our media group is working with publications and additional sources to put the ASWSC story into print and on the air. In 2007 we have been written up in The Senior News, the Gwinnett Daily Post, and Georgia Outdoor Adventures. This effort is ongoing and we are looking to expand the number of places that will let us tell our story. We also have several national magazines and editorial associates in our database that are always looking for good copy. Remember the article in Florida Sportsman? ASWSC has an ongoing compelling story and is addictive to the right people.

Communication is key to our plans. The club's infrastructure is coming into place as illustrated in the organizational chart we have developed. Testing has begun on a contact management database that will help us stay in touch with our members, former members, vendors, sponsors, conservation organizations, as well as our additional affiliations within the sport fishing industry. Thanks to Keith Lynn and other volunteers, our website is being upgraded and will soon offer additional information and functionality. You can already see some of the changes and additions if you go to our site.

Mailing the newsletter is a major cost to our club. Soon, we will offer the newsletter electronically (via e-mail) to members with access to the internet. We also plan to archive recent newsletters on the website.

While we managed to break even in 2007, it was a close thing. Our club spent almost \$30,000 this year (think about the fact that membership dues only covered \$4,450 of that). Where did the other \$25,550 come from? Tournaments make up about half of that number and with some minor adjustments, promise to be profitable in 2008. The rest of the money came in the form of contributions from our Vendors and Supporters (and much more in the form of intangible support – discounts and passive savings that are not reflected in our expense figures). We have recently started recognizing our vendors and supporters in the newsletter. These organizations have made contributions and/or supported our club during the past year. Tom Adrien has been developing a program which will recognize each Vendor/Sponsor based on their contributions to the club. Additionally, each of us needs to show our appreciation to these organizations by supporting them in return – whether that means buying from them, joining their organization, or referring others to them. And whenever possible, make sure to let them know that the business is coming from ASWSC. As a special thanks the top 10 vendor/sponsors will be awarded and delivered a plaque, the balance of this group will be awarded a framed certificate of appreciation for their participation.

Also, the donated items we raffle off at each meeting make a significant dent in club expenses – please help support the club by participating in the raffles and silent auctions.

In summary, I envision great things for our club during the coming year. It won't be easy and it won't happen overnight, but by working together we can take this club to a new level. Many thanks to all of the volunteers – past and present - that have generously donated their time and energy. You can help, too. Please take a moment to complete and return the requested information in this newsletter. And find a way to get involved – lend a hand at a tournament, help bring new members to the club, suggest a speaker for a meeting/event, help plan social events or next year's Christmas Party, or just volunteer to donate some of your time on a project - but get involved in some way. Our club exists only through the efforts of its members; be part of this adventure – I promise you'll be glad that you did.

Scott Rowe
President, Atlanta Saltwater Sportsman's Club

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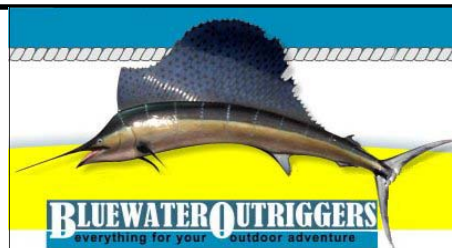


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Upcoming Events, Reminders and Deadlines

NEXT MEETING: Tuesday, February 12th / 7PM

Winfield Hall - 3890 Satellite Blvd., Duluth, GA - 770.495.8088

Free Admission to the Atlanta Boat Show

The Houseboat Store is happy to announce its new affiliation with the ASWSC. We feel there is no better way to show our excitement than to invite everyone to the Atlanta Boat show Jan 9-14th....for FREE!! We hope those not lucky enough to fish in the club's Annual Sailfish Classic Tournament will take some time to come out and see some gorgeous new fishing boats. This year at the show we are introducing Southport Boatworks to GA and showing, for the second year, Chris-Craft's full lineup including the exciting Catalina fishing boat series.

We look forward to meeting those that attend the show, and for those that can not make it, we will see you at monthly ASWSC meetings later in the year.

Please call the store at 770-614-0000 or email john@thehouseboatstore.com to make sure your tickets are left for you at *Will Call* so you can pick them up.

VOLUNTEERS NEEDED

Tom Holt needs some help manning our booth at the Atlanta Boat Show 1/9 - 1/13. You don't need to come every day. Give him a call at [770-453-9338](tel:770-453-9338) and lend a hand.

2008 MEMBERSHIP DUES

**Time to renew your membership - or become a New Member!
Please download a Membership Application and
return completed form with payment to:**

PO Box 29551, Atlanta, GA 30359-0551

NEXT TOURNAMENT: Annual Sailfish Classic

West Palm Beach ♦ January 9th - 12th, 2008

ARE YOU IN THE LOOP? *If you are not getting emails from the club, please be sure to send us your current email address (email to: info@aswsc.org). We'll add you to the mailing list so you can receive the latest information as quickly as possible.*