

# **Al Noraker, Designer/Senior Merchandise Manager**

## ***Wright McGill***

I would like to submit my name for review and consideration as a new AFFTA Board Member. Since growing up in Bozeman, Montana I've been active in the fly-fishing world in many different ways. Long before I ever dreamed of earning my living within the industry, I was a fly-fishing enthusiast traveling North America with a fly rod in hand.

After a long retail career in the Northwest, I had the opportunity to host an outdoor adventure series on the Outdoor Life Network in 2001 & 2002 before moving to Denver to assume the lead design and product development role for the Wright & McGill Co. In the past seven years I have enjoyed creating a new product line that is designed to encourage participation in our sport by people new to fly-fishing through innovative design and by offering exceptional values while not sacrificing quality and performance.

It is clearly apparent to me that if our industry is to thrive and grow, we must recruit new participants by sharing knowledge, tearing down barriers and offering products that don't require long term loans to purchase. I spend hundreds of hours each year doing free clinics and classes targeting important demographic groups like women and young adults. I've been holding a series of classes for ladies here in Denver twice each year for 4 years and I still received emails and photos from past students telling me how much they enjoy the sport and appreciated the class. I've just produced a new DVD called "The Essentials of Fly Fishing" that is targeted at introducing the sport to new people in a way that is easy, fun and NOT intimidating.

If given the opportunity to become an AFFTA board member, you would be gaining an industry veteran, a manufacturing and retail expert and a passionate fly-fishing professional that has already dedicated his time and energy to growing this sport. I've held key board positions with Peter Jacobsen Productions and Oregon Sports and have a proven track record of delivering results at every level.

I look forward to this opportunity and I look forward to becoming a key player in helping the industry break new ground and build momentum as we take the sport of fly-fishing to a new level.