

# **Bruce Chard, Owner & CEO**

## ***Captain Bruce Chard Fishing Charters***

### **Personal Background Information**

Captain Bruce Chard is a full-time Florida Keys fly fishing flats guide, a salt water contributor for Fly Fish America Magazine, he hosts fly fishing schools internationally and works extensively with many different fly fishing companies.

### **Credentials and Expertise**

Along with being a fly fishing guide for the past 18 years, Bruce has also been a supporter of the growth in the fly fishing industry. Bruce's continued interest in the fly fishing industry over this time has been strong and ever increasing. Bruce has achieved the prestigious Master Certified Fly Casting Instructor license and has not missed one Fly Fishing Retailer show since 1993. He is an advisory or pro staff member with top fly fishing companies like Ross Reels USA, Ross Worldwide Outdoors, Simms, G-Loomis, Jim Teeny Company, T&T Rods, Yellow Dog Fly Fishing Adventures, Riverborn Fly Company, Gamakatsu hooks and Whiting Farms.

### **Desire to serve the Fly Industry**

I would like to serve as a board member of AFFTA to accomplish the following:

- Help increase participation in the sport of fly fishing
- Promote and create professional opportunities in the fly fishing industry
- Support the growth of youth involvement in fly fishing

It would be a great honor to serve the fly fishing industry at this level and contribute my experience and expertise to help grow this great sport.