

Charles Dohs, President

Fishhound.com

Background:

Charles Dohs is the president and co-founder of Fishhound.com, an online angling community that actively supports specialty fly-fishing retail and guide operations through a first-of-a-kind profit-sharing arrangement.

Fishhound.com aggregates local water, hatch and fishing conditions and combines it with a platform for conservation outreach, fly-fishing technique education, and community interaction. For retailers and guides who contribute their daily fishing reports – a task they do anyway – they receive revenue sharing, direct marketing support to current and new clients, and targeted advertising to fly anglers planning their next trip.

Inspired by his father's love of the outdoors, Charles grew up camping, hiking, fishing, boating, hunting and enjoying Southern California's beaches. His family made frequent forays into the local California mountains — a tradition he continues today with his wife and two children. His passion for fly fishing has taken him on numerous trips to Alaska, South America and Indonesia.

Dohs is also the Chief Operating Officer and Chief Financial Officer of Drizen-Dohs Corporate Communications, a vertically integrated printing, public relations, and creative content production firm based in Chatsworth, California. As COO and CFO, Dohs' responsibilities include revenue and profit growth with strategic planning and financial statement management. Dohs oversees all operations, including finance and accounting, business development, marketing and administrative functions as well as evaluation of new business and expansion opportunities.

Why I want to serve the fly fishing trade:

To energize the fly fishing trade's advocacy position: On matters of access and conservation, a strong AFFTA leadership position is critical for the long-term health of our shared sport and our individual businesses. Through the AFFTA board's communication program and through the diverse national audience accessible through Fishhound.com, I'm eager to help the trade be both vocal and visible on matters of regional and national importance.

To support the growth of specialty fly fishing retailers: As the specialty fly fishing retailer is the gateway to our sport and to our culture, it is essential that AFFTA continue to actively support their health and their ongoing growth. These small shops, from California to Maine, are where veteran anglers are engaged and where new anglers are born. Through educational programming, through business support, and through profit-sharing models such as Fishhound.com, I am excited to support AFFTA's existing programs and participate in the creation and execution of innovative new tactics.

To cultivate the next generation of fly anglers: Without new fly anglers entering our shops and our sport, our business conversation regarding the fly-fishing trade is going to be a very short one. Through the utilization of new technologies and new strategies, AFFTA's efforts to reach and create young anglers must remain one of the group's top priorities for the next decade and beyond.