

Chris Hart, Owner

Sundown River Products, Inc.

I have been involved in the fly fishing industry since 1993. Since this time my passion for the sport has taken me through many different aspects of my career. I started working at Montana Troutfitters in 1993 as a fly shop employee while I was enrolled as a photography major at Montana State University in Bozeman. I soon was doing minor purchasing and managerial duties and was given the title of Shop Manager and Fishing Guide. In 1997 upon completion of my degree I went to work for the R.L. Winston Rod Company in Twin Bridges, MT. There I managed their repair department and customer service department, while also starting out as an in-house sales representative servicing California, Arizona, and Nevada. In 1999 I took over the job as sales representative for Winston in Montana, Idaho, and Wyoming. I did this in an independent format and have owned my own rep firm since that time. I have and still represent many of the top companies in the fly fishing industry including; Aire rafts and Outcast Sporting Gear, Idylwilde Flies, Ross Reels and Ross Worldwide, Winston Rods and many other top brands. My firm also represents companies in the outdoor retail market and the whitewater rafting business. I like to think of my relationships with my companies as more than just rep/company relationships. I am often asked for input on product design and business ideas based on my close relationships with my manufacturers.

I am interested in serving on the board of AFFTA for many different reasons. I believe that the fly fishing business, the sport of fly fishing, and the natural resources that the sport depends on are all intertwined together in a symbiotic relationship. I think that we need all of these aspects to be strong in order for our sport and the resources to flourish. I would like a chance to be a larger part of the fresh ideas and the decisions that will help to shape the future of these things.

Thank you for your consideration.

Chris Hart