

## **Curt Schlesinger, President**

### ***Trout & Grouse LLC***

Thank you for the opportunity to run for another Term. It is my continued honor to be considered for one of the open Director positions. Please accept my responses below to the information you requested.

I am interested in serving another term as a Director of the AFFTA Board for several reasons. I am devoted to the fly fishing industry as evidenced by my nineteen year tenure with Trout & Grouse LLC. I have a keen interest in fly fishing, and in fostering a prosperous market for fly fishing retailers and manufacturers. Over the past two and one-half years, as a Director I have tried to offer new ideas and energy to the Association, and to voice support for the natural resources which are critical to the prosperity of the industry. I have brought a specialty retailer's perspective to the Board's business. I have been instrumental in attempting to re-engineer our Discover Fly Fishing Program as a profitable, sustainable benefit for our retail members, and continue to work toward this goal. I am also interested in participating on the AFFTA Board as it provides a unique chance to work with leaders in the industry, which I regard as a great personal and professional opportunity.

I will continue to bring a strong set of skills to the AFFTA Board and Association. I possess deep industry experience, retail and wholesale. I have extensive experience and insight into the day-to-day issues and problems faced by many retailers and manufacturers. Having managed multiple fly shops through periods of expansion and contraction, I have developed strong technical skills relating to the most important aspects of running fly shops. I offer significant experience in the financial aspect of retail fly shops – e.g., managing cash and inventory, using Point Of Sale software, and creating financial statements and relevant financial analysis.

I have experience in reaching out to the general tackle market, and will freely share my ideas and tactics on how to place fly rods in the hands of more consumers. I have a positive vision for our industry, and I am confident in my ability to offer unique insights and perspectives to the Board and Association.