

David S. Heller, President / Co-Owner ***Ross Reels USA / Ross Worldwide Outdoors***

I have been an AFFTA board member for the past three years. It has been my honor to serve the industry and its members during this time. I am now running for a second term so I can continue my service in bringing health, stability and growth to the fly fishing industry. During my tenure, I have participated as a member of the Trade Development Committee, the Nominating Committee and the IFTD Show Committee. I have also volunteered at the Jim Range National Casting Call each spring in Washington, DC. As the current chair of the Nominating Committee, I am pleased to have assisted the association in creating an open election process. AFFTA continues to develop a higher level of transparency in everything that it does, and being a part of this dynamic change has been incredibly rewarding and something I would like to continue to support for the next three years. I appreciate your consideration.

David S. Heller is the President and Co-Owner of Ross Reels USA / Ross Worldwide Outdoors. He has been with the company since 1993. Earlier industry experiences include sales representative, fly fishing guide, whitewater raft guide and business development consulting. David earned his B.A. in English literature from The Colorado College and a minor in finance and marketing while studying abroad. He believes strongly in giving back to the community, and in this spirit he has held or currently holds board of director positions with Susan G. Komen Breast Cancer Foundation, Rocky Mountain Research and Injury Prevention Institute and River Reach Youth Initiative - an organization focused on the preservation of Colorado's South Platte River Valley through education and youth volunteer participation. David is an avid fly fisherman, bird hunter and horseback field trailer. He is also an avid runner who enjoys competing in marathons and triathlons.