

# **Dustin Carlson, Owner**

## ***Fishwest***

Dustin Carlson is a lifelong angler who channels his passion for the sport into all aspects of his life. Dustin is the owner of Fishwest, Inc. a Sandy, Utah fly shop and guide service. Fishwest has established itself as an extremely progressive fly shop that markets fly fishing products world-wide. Dustin has been a pioneer in the industry, selling via mail order and online since 1999 and greatly expanding his business with the addition of the retail shop in the spring of 2008. Dustin holds a bachelors degree in Economics from the University of Utah.

Dustin is passionate about conservation, education and giving back to the fly fishing community. Dustin is the Founding President of the Bonneville Fly Fishers, which is a Federation of Fly Fishers affiliated conservation club. Dustin is often found teaching local boy scouts to help them earn their entomology or fishing merit badges. He also serves on the Utah Anglers Coalition, an alliance of angling organizations, businesses and individuals who support efforts to conserve, protect and enhance the aquatic resources of Utah. Dustin believes that growing the pool of fly fishing customers is good for everybody whether this is done through fly fishing, fly tying, acquiring access to more waters or improving the waters to which we already have access. Dustin has spent several years as a fly fishing guide on the Provo, Weber and Green rivers, as well as on private waters. He was honored to fish in the 2007 Fly Fishing Masters Tournament held on the Middle Provo River, Utah.

Dustin is often distracted by catching different species on a fly rod and has found a real love of chasing pike and muskie on the fly. He can also be found lost in thoughts of his next saltwater destination or the next time he can stand in steelhead waters casting a two-hander. Dustin also shares a common passion with many fly fishers, photography.

Dustin lives in Cottonwood Heights, Utah with his wife, 4 year old son and two dogs.

### **WHY?**

Why would I want to donate my time and expenses to serve on the AFFTA Board? The fly fishing industry is a special "niche within a niche" industry and I feel privileged to be a part of it in the focused way that I am. I have always appreciated the unique dynamic that exists within our industry. Of course, there is competition, but we can't afford to be cut-throat or unethical in our practices. My belief that we all need to grow our businesses by growing the pool of customers coincides with AFFTA's Mission Statement "To Promote the Sustained Growth of the Fly-Fishing Industry". With the current economic situation, the trade show issues and the aging fly fishing demographic, this industry seems to be at a crossroads and we need to make sure that we are there to help keep it on course. I feel that it is my obligation as a member of the fly fishing industry to serve on the AFFTA board and it would be an honor to do so.