

Jim Murphy, President

Hardy North America

Industry Background

1992-1994. Operations Manager. Thomas and Thomas

1995-2003. Founder and President. Redington Fly Rod Co.

2003-2007. Founder and President. Albright Tackle Company.

2008- Present. President. Hardy North America

We are entering into an exciting new time for the fly fishing industry. The recession has made us all rethink the way we do business. AFFTA is the one place where we put our own business's priorities aside and work together to build the industry. I believe that the AFFTA organization is fundamental to the growth and health of the fly fishing industry and would be proud to work on building a consensus for a plan that will help all of us, and each of us.