

# **Riley Cotter, International Sales Manager**

## ***Umpqua Feather Merchants***

### **A Brief Bio:**

Except for a short stint (4 months) in Texas after college, I have lived in Colorado all of my life. In 1998 - 2002 I attended the University of Northern Colorado earning a degree in Journalism. I would count the days before school was out to get back into the mountains to fish, sometimes leaving classes early to head up to the Big Thompson to wet a line. I have been involved in many facets of the fly fishing industry for the past 12 years. I was a shop employee and guide from 1999 – 2006 working for Gore Creek Flyfisherman in my home town of Vail, Colorado. In the winter of 2005 - 2006 I helped open the Denver Bass Pro Shop's, White River Fly Shop. Starting in the fall of 2006 to present day I have been enjoying my career with Umpqua Feather Merchants. While with Umpqua I have held the titles of Dealer Service Rep, Sales Coordinator, Key Account Manager and now my latest International Sales Manager.

Additionally in 2004 I got my first taste of competitive fly fishing during the ESPN fly fishing challenge, and in the spring of 2006 I humbly earned a spot as a member of Fly Fishing Team USA. I have enjoyed great success competing in the U.S. and abroad and continue to remain involved with the Team.

### **Why I am interested in serving on the AFFTA Board:**

Umpqua has been a long time member and supporter of AFFTA. We believe that it is important to involve ourselves in helping to move our industry forward. We are committed to continuing our support of AFFTA and its mission of maintaining a strong, balanced, strategic thinking organization that represents the interests of the fly fishing industry and all of its members. Personally I would very much like to become involved in helping the only organization that is representative of the sport that has given so much to me; I would be honored if elected to help the organization in pursuit of its missions. I think there are a lot of opportunities and growth for our industry and I would like to be able to play a part in bringing some of those things to light.