



AFFTA Research and Publications Order Form

FLY FISHING TACTICS HANDBOOK

This how-to book is widely used by retailers and fly fishing schools across the country. It is also used as an educational tool in AFFTA's Discover Fly Fishing Program.

The Fly Fishing Tactics Handbook can be ordered in single or multiple cartons of 25 copies each.

AFFTA Member Price \$70.00 PER CARTON OF 25 qty_____ subtotal_____

Non-Member Price \$100.00 PER CARTON OF 25 qty_____ subtotal_____

AFFTA'S FLY FISHING MARKET IN THE UNITED STATES

This study establishes the size of the retail fly fishing market, and provides detailed information for every major category of fly fishing product.

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HOW TO DEVELOP A BUSINESS PLAN CD

This CD provides a seminar on developing a comprehensive business plan.

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930 Hill Street Athens, Georgia 30606 • 706.355.3804 • Fax: 706.353.2390 • robert@affta.com • www.affta.com