

WINTER EDITION



TEXAS COUNCIL



*Educating,
Conserving,
and Fly Fishing
the Waters of the
Great State of Texas*

The Texas Line & Leader

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A NOTE FROM THE PRESIDENT

Happy New Year, I know the Holidays are just beginning but things move so fast I thought I would just jump into the New Year. What a New Year it's going to be. Your Texas Council Board has many activities envisioned in addition to carrying on with our current objectives.

This past year we saw our Council attend many events with the objective of promoting Fly Fishers International along with informing our visitors of the Council and how it is bringing fly fishing to the public. It is our belief that interaction at a very local level will produce interest and growth in our Council's, clubs, and Fly Fishers International membership.

As in the past few years our Council along with Fly Fishers International will focus on our Women's, Youth and Conservation Programs. This focus will take many forms, from presenting educational tools to conducting in person "skill" gatherings to improve our knowledge and awareness of the many aspects of our fly fishing world.

The single most important task the Council faces is communicating with our membership. Communicating be it by Email, Facebook, Instagram, face to face communication nothing can keep you our membership in the know. Without communication we all lose. So, what

are we saying, we are saying stay in touch, read you emails, your Facebook page your Instagram, your old timey face to face encounters and stay informed. Information is KING.

Texas Council's main goal this year is to support our clubs in face-to-face events, create a few regional gatherings to promote the sport of fly fishing, develop a few in person programs for use by our members, and to attend a lot of local events to carry out our mission of educating the public on the merits of fly fishing. We will double up on our efforts in the area of Women involvement and programs that will run in parallel with Women Connect a Fly Fishers International sponsored group of women fly fishers. The Youth program will become one of our continued efforts to introduce and educate our young fly fishers to the sport. The Texas Council will continue to look for areas around the state for conservation projects that our clubs and members can be involved in. If you have any suggestions, please contact Rick Haness at president@texascouncilffi.com.

I feel I must state a comment I made last year at this time "I need to add that for the Texas Council, your clubs, and our members in general to succeed in the goals that are set, it is imperative that everyone find a way to pitch in and help by volunteering! Help can be defined in many ways, but it is best defined by you, and the fact that you find a way to contribute your time and energy. Your club and fellow fly fishers rely on members like you, like us."

Continued on Page 2.

PRESIDENT'S NOTE-CONTD.

Lets pick up on our efforts this year and continue to promote Fly Fishing, Fly Fishers International and community involvement.

I hope to see ya on our rivers, lakes and streams many times next year.

Have a happy and safe Holiday season AND a successful New Year

Rick Haness
President

Texas Council, Fly Fishers International

The more volunteers we get, the more the Texas Council can do to help our Clubs, our members, and our communities.

So, this request is short and sweet. Please Email Rick Haness at president@texascounciliff.com to discuss your potential volunteer assignments. We NEED you; you will benefit beyond your expectations.

Rick Haness
President
Texas Council
Fly Fishers International

WHITE BASS SEASON AND MORE!!

Alright everybody. It's almost White Bass Season. For many of us, we dream of this time of year. Spring, bluebonnets, green grass, and white bass. As rivers and creeks swell and drop from the hopeful spring rains, white bass flood into tributaries for their annual spawning rituals. Thousand and thousand of white bass will begin their journey, to keep the species going. It is then, that the fly angler can locate large pods of white bass, and entice them with small flies on ultra light rods. What a great time can be had, when conditions are right.

Please make the time to join us at our February Texas Council Quarterly Zoom meeting on the 8th at 7pm. We will dive into the how, when, why and where's of white bass fishing in North Texas and beyond. You won't want to miss this one, as you will now have the knowledge to help you have a great spring white bass season!!!

Hope to see you there,
Russell Husted



VOLUNTEER NEWS

The Texas Council is becoming involved in many more activities than it has in the past years. With this increase of activity, we find ourselves in need of VOLUNTEERS, a lot of volunteers.

We are compiling a list of volunteers around the state of Texas as we plan to be active and present in ALL parts of the state. Some of the tasks to fill could be along the following lines:

[Information Booth activities](#)
[Regional Event Assistance](#)
[Committee Representation](#)
[Special Project](#)

RAFFLE NEWS

Just a quick note:

The 2022 Raffle this year attracted quite a bit of interest. I believe this is due to two reasons.

One of the reasons is that the items offered were "guided" trips, a departure from our traditional "water" craft offerings. The idea that you could actually go on a guided trip for a mere \$20 ticket is very tantalizing.

The second reason is that the Texas Council offered a 25% rebate to the clubs for each ticket sold by its members. This created a win, win, win scenario. The purchaser had a chance to win, the club received a cash incentive and the Texas Council received revenue from the sale of the tickets that goes back into helping the Council promote fly fishing, helping our membership in presenting programs for the benefit of our clubs and members. Thanks to all of you that purchased tickets.

The Texas Council wants to thank the great guides that contributed trips this year. Lets all thank and support the following three trip donors this year.

"Fly Fish Rockport."



A full-day guided trip in the flats of Rockport for two. Rockport fly fishing is some of the best on the entire Texas Coast. With excellent year-round populations of Redfish, Speckled Trout, Black Drum, or other species such as Jack Crevalle and Tarpon.



Donated by: Captain Jeff Johnson
jeff@flyfishrockport.com
www.flyfishrockport.com

RAFFLE NEWS-CONTD.

Galveston Bay area with Capt. Stacy Lynn.



The trip journey is for a full day for one/two anglers. Saltwater fly fishing instructions and guiding in Galveston or Rockport areas, possibly site fishing to Redfish.



Donated by: Capt. Stacy Lynn.
www.wowfishing.com

Wade fishing, Lower Illinois River, NE Oklahoma with Donovan Clary.



A full-day of guided wade fishing for 2 persons on the Lower Illinois River. This river is a hidden gem in Oklahoma that contains stocked



Trout, Bass, Bream, and several other species of fish species. Take advantage of extensive Donovan's experience.



Donated by: Donovan Clary
www.facebook.com/oklahomaflyfishing.net

Call them, thank them and book at trip. It WILL be worth it.

Rick Haness
President
Texas Council
Fly Fishers International

SHOP ON AMAZON

Texas Council Members. We want to share with you about a way how you can help support the efforts of the Texas Council. It's so simple to do. Just click on the link below and go shopping with Amazon!! They have a great program called Smile that gives portions of sales back to a charitable organization, which we are. So, shop away and help support the Texas Council!!

Shop on Amazon and SUPPORT the Texas Council FFI
<https://org.amazon.com/>

**Support
Fly Fishers
International Inc.**

When you shop at **smile.amazon.com**,
Amazon donates.

[Go to smile.amazon.com](https://smile.amazon.com)

amazonsmile

NEW WOMAN'S DIRECTOR DANI ROSE



I have been fly fishing for 5 years in earnest. I recently moved from Houston to the DFW, where I'm enjoying the ability to do more local warm water day trips. My memberships include TWFF, Dallas Fly Fishers, Fort Worth Fly Fishers and GRTU. I recently started volunteering with Casting for Recovery. My key areas of focus

for fly fishing and life are diversity and inclusion, sustainability and education. I also have an unhealthy obsession with catching dinks on ugly flies that I have tied. I am blessed to have two adult daughters who are also fly fishers.

I'm excited to serve on the Board at the Women's Outreach Director. Please do not hesitate to reach out if you have any suggestions or questions.

In Service,
Dani Rose

TROUT SEASON 2022-23



With fall coming to an end, my favorite season of the year is finally here. Trout Season!!! That's right, Trout Season. This time of year gives us Texans to enjoy this special time in our home water's. Thanks to Texas Parks and Wildlife, we would not have this season.

Some of you have already been enjoying this for a while, as our finest fishery in the state, the Guadalupe River, is fortunate enough to have holdover trout for us to chase. And there have been some very, very nice trout brought to the net so far this year!! But for the majority of use, Trout Season begins with the annual stocking of rainbow trout in our local ponds and rivers. For many of us, this is great, as there are many options to go hook up within an hour or so.

This year, the Texas Council is following the Trout Season, like never done before. We kicked off the season with our quarterly meeting on Zoom, by highlighting this season from start to finish. The meeting was presented on the 29th of November, and it was well attended from members across the state. If you missed it, we have provided a link that will get you caught up, and well informed on where to go, along with the how to's and so much more. We were extremely pleased for the speakers that made this presentation happen. Starting with Ryan Rogers from the Possum Kingdom Fish hatchery. Ryan explained the entire process of how trout get to Texas, and how they are distributed across the state. We cannot Thank them enough for all of their hard work and dedication to the process for all of us to enjoy!!!



Also presenting was Chris Jackson from the Action Angler on the Guadalupe River. Chris explained why using a guide or watercraft on the river, is an awesome way to increase your opportunities on landing some, if not the most impressive trout in Texas!! Odom Wu then shared with us how to hunt trout by wading this gem of the water. His photography of the river is second to none, and really dived in to the ways to get in striking distance, of these beautiful specimen's in really shallow,



sight fishing water. So cool to see and, hear about this. Stephen Woodcock then joined us and spoke about the Brazos River, most likely the most favorite location for many of us in North Texas. Donovan Clary then share with us all about fly fishing in Oklahoma, with the focus being on the Blue River, Beavers Bend, and the Lower Illinois River. So thankful, for all of them sharing their experience with us to jump start the season.

On December the 1st, TPWD stocked trout in the Brazos River at the highway 16 bridge. Knowing this was to happen, I was anxious the day before and did not sleep well, as I dreamed about the next day. Rising early, the journey started and I headed to the hatchery to see the process first hand. Trucks were already loaded and headed off to Odessa and Fort Richardson, but I was able to see the truck loaded for their short journey to the Brazos. With at least 25 others at the river waiting, you could feel the excitement from the group, as the truck came into sight, and then backed down towards the river. A diehard trout fisherman from Weatherford, a long time be there on the first stocking day trout fisherman, presented the staff a box of donuts to thank them. Was a cool and funny moment!! The hose that would be attached to the truck for the release was now in place, and the trout made their journey to their new home!



The trout had not eaten in a few days, to ensure the water they were shipped in was pure and clean, so whenever they entered into the river, they were ready to eat, and eat they did. Fishing was good for the rest of the morning, and as I winded the trip down, I was thrilled about the day, and even more so when driving



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home through the beautiful colors of the woods in the area. Simply stunning! With that being said, get out there and enjoy it.

Like said before, the Texas Council is going to focus and highlight the entire season with you, so follow us on Facebook and Instagram, for all of the updates, pictures, and stories from the season. Hope to see you out there!

Russell Husted
Communications and Conservation Director

Here is the link for the [Trout Season presentation](#).
Passcode: 4iQ.8?rm

Trout Season Continued

As mentioned in the previous article, we cannot thank TPWD enough for their effort in regards to the trout stocking program. The Texas Council will be updating us all on reports, stockings, and sharing pictures from the amazing stories from around the state.

Without a doubt, the most important information that is needed, is when and where the trout will be stocked. So, [save this link](#) and take advantage of this program!!

MEMBERSHIP MEETING NOTICE

This is a reminder that the Annual General Membership Meeting of the Texas Council of Fly Fishers International will be held via Zoom at 7 PM CST on January 9, 2023. Notice of this meeting was given by inclusion in the winter edition of the Texas Line & Leader.

The Agenda for the meeting will include election of new members of the Council Board for three-year terms commencing in January 2023 and such other business as may appropriately come before the meeting in accordance with the Bylaws of the Council. After adjournment of the Membership Meeting, the Annual Council Board Meeting will be called to order for the purpose of seating the newly elected Council Board Members and the election of all officers of the Council for 2023. There will be additional agenda items relating to normal Council Board business.

All Members who attend the Membership Meeting are invited to remain online to observe the business conducted by the Council Board.

Rick Haness, President
Email with any questions: president@texascouncilffi.com

**This year we succeeded in getting 130 miles of the Trinity River
designated as a National Water Trail
We fought to protect Mary's Creek
We helped hundreds of people discover social distancing on the water
But we cannot continue without your help!
Join Trinity Coalition and make a donation today.**

Help us help our river!

TrinityCoalition.org



**TRINITY
COALITION**

Providing Conservation through Recreation



THE JERK ME BENDBACK FLY

Finally a hook manufacturer came out with a strong bendback hook – the Umpqua X Series BN5X. Flies tied on bendback hooks have been a staple of saltwater fly fishers all along the Texas coast for many years. The bendback design makes the flies almost weedless – a necessary design for fishing the Texas back bays covered with shoal grass. But most bendback hooks have been manufactured with thin wire that could bend open when fighting a large redfish. The BN5X is strong enough to withstand the pressure from even a 30 inch redfish – which is the largest redfish I’ve caught on this design. The fly is named ‘Jerk Me’ because it looks and acts very much like a jerk bait that is used by conventional tackle fishers. Jerk this fly hard and it will dance through the water just like a jerk bait. This jerking and dancing motion mimics a fleeing baitfish and attracts redfish like crazy. I hope you enjoy this pattern and catch yourself a few large reds.

P.S. It works very well on snook, too.

Materials

Hook - Umpqua X Series BN5X size 1/0 or 2/0

Barbell eyes – size medium

Thread – 210 denier white

Tail – white bunny stripe – preferably grizzled

Gills – Medium cactus chenille – red

Head – white deer hair

Eye – White or yellow solid doll eyes

Glues – LocTite Outdoors for the eyes and SofTex for the rabbit strip



Step 1 – Tie in the red cactus chenille just past the bend of the hook. Tie off the red cactus chenille and trim off the excess.



Step 2 – Tie on the barbell eyes on the bottom of the hook just past the red cactus chenille.



Step 3 – Take a bunny strip approximately twice the length of the hook and tie it on top of the hook right at the bend – just above the barbell eyes



Step 4 – Flare the deer hair on top of the hook over the bunny strip, then on the bottom of the hook. Repeat flaring hair on the top then bottom until the hook is covered to the eye of the hook. Then tie off the thread with a whip finish knot.



Step 5 – Trim the deer hair to form a bullet shape head as shown in the picture.



Step 6 – Measure the rabbit strip to the back of the hook and, with your bodkin, carefully make a small hole in the rabbit strip. Run the point of the hook through the hole in the rabbit strip and pull the rabbit strip down until it is straight.



Step 7 – Coat the rabbit strip with SofTex where the point of the hook goes through the rabbit strip – this strengthens the rabbit strip so it won’t tear easily.



Step 8 – Attach the doll eye to each side of the head using LocTite Outdoors.



Ron Mayfield
Tying

CONSERVATION NEWS



Starting off the conservation news to Thank the many, many volunteers who participated in some very successful clean ups around the state. Two such events really stick out. The Lower Colorado Trash Bash and the Brazos River Clean Up. Both of these events keyed in on areas of rivers we love to use, and were supported with so many groups, joined together for a great cause. The amounts of trash collected, was nothing short of amazing, and also sad. As a society, we need to be more proactive, instead of re-active. What can we do as conservationists to get the message out, and prevent this from happening? Well, first off we need to lead by example, and show how passionate we should be about conservation. Then we need to get the message out more, and begin to focus on accountability. Nothing shows this need more than the sign that was in a picture at the Brazos River Cleanup. That group rounded up 186 bags of trash, and the trailer used to store the trash was in front of a littering fine sign. There obviously is a disconnect and lack of accountability



there!! Have to admit, we returned to the area a couple weeks later for the initial trout season stocking and the river was stunningly beautiful!!



In other conservation news, we are seeing some really good progress in the Brushy Creek area in Round Rock. Great partnerships are forming to tackle the issue of what to do with the water quality concerns, and how that is affecting our wildlife. Recently, Chris Johnson from Living Waters Fly Fishing, along with TPWD Fisheries Team did some creel surveys

on the fishery, and were very pleased with findings. The team collected 18 different species of fish in Brushy Creek during their study. That is really great to see. Thanks go out to Chris Johnson, Living Waters Fly Shop, and from TPWD Patrick Ireland, Austin Orr, Kevin Kolodziejcyk, and Braden Gross.

Many, of you have interest with what is happening on the Llano River. Here is the latest information I have on the subject from the Llano River Watershed Alliance.

As you know we have checked several times with TCEQ on the status of Permit Application #13524 (the Waterstone Creek LLC recreational dam on the S Llano River), and a couple of weeks ago Patty Schneider Pfister of Llano Texas reached out to House Representative Andrew Murr's office for help in obtaining a

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current status report. She spoke with David Griffith and Kellie Early in his office and Kellie just forwarded the following information that TCEQ sent. Thank you Rep. Murr, David and Kellie! TCEQ's answer:

"The TCEQ is planning to hold a public meeting on this application. Due to the number of contested applications we currently have pending that are in line ahead of this application, we are anticipating that the public meeting will be held in Summer 2023. There will be notice of the public meeting and we will make sure to work with your office. Texas Commission on Environmental Quality."

Meanwhile, in order to generate more awareness and participation, the Llano River Watershed Alliance (LRWA) **has started a petition** to OPPOSE the permit application by Waterstone LLC to build this private recreational dam. PLEASE sign the petition of opposition at <https://chng.it/FDxzKcDZfQ> and show your support by passing the petition on to as many people as you know who have a different email address than yours....individual family members, friends, etc.....the more signatures, the more attention it will receive!

For additional information on the proposed private recreational dam please go to "Waterstone" on the Llano River Watershed Alliance webpage <https://www.llanoriver.org/>.

We, the conservation team, are always looking for ways to get involved. If you have conservation efforts that need assistance, or just want to get the word out, please send the information to us at:

conservation@texascouncilffi.com

Thanks,

Russell Husted
Conservation Director Texas Council FFI

TEXAS COUNCIL NEW SPONSORS

The Texas Council wants to THANK our NEW Sponsor. Andy Payne.

Andy is a CPA and retired in 2016 from a career in financial leadership positions with numerous private companies, mostly in the energy services industry. He began fly fishing with his son in 1986, a tradition that now extends to his grandsons.

To improve his casting ability Andy joined FFI in 1998 and attended many casting workshops at Expos, eventually

becoming a Certified Casting Instructor in 2012. He served on the Board of Texas Council of Fly Fishers International from 2018 through June of 2021 as Casting Director, Vice President and President of the Council. He is a life member of FFI, CCA-Texas and Trout Unlimited, and currently a member of San Gabriel Fly Fishers.

Andy volunteers his time and knowledge to teach casting at events and with clubs in the Council. He is focused on developing his and your knowledge surrounding use of coaching video software to assist fly fishers with their casting skills. This is a great way to improve your casting and take it to the next level. To benefit from Andy's coaching tools, an iPad is required.

Andy can be reached at 832-250-6739

VIDEO ANALYSIS OF YOUR FLY CASTS

Using "OnForm" Coaching Tool
iPad required



Andy Payne

FFI Certified Casting Instructor

Send a text to phone # below
to express your interest

(832) 250 6739

TEXAS COUNCIL NEW SPONSORS-CONTD

Los Pescadores

Super excited to announce two new Texas Council sponsors. The first is Los Pescadores, and they are soon to open as a Coffee and Salwater Fly shop that will reside in Port Isabel, on the lower Texas coast. **Los Pescadores will be a gathering place devoted to the arts of coffee and fishing, and the community that these art forms inspire.** The General Manager, and Flyista Shannon Drawe, has spent decades in photography and art, and is still found shooting images on the beach, jetties and wherever he finds something or someone who interests him.

Los Pescadores is a place you can come for "the rest" that is the rest of the story. It's a story about community, comfort and a unique view to watch life pass by right in front of us. We will tell stories, many of them possibly true, on story nights. We will have demonstrations in coffee, art, fly tying and just about anything that seems interesting - but always legal!

Simply enjoy life, or let your amazing adventures begin at Los Pescadores Coffee & Outfitters in Historic Downtown Port Isabel, Texas. Set to open in early 2023, please come see them when in the area. Or check them out on-line, and load up on the great selection of fly fishing gear and supplies, plus so much more, including their great coffee!!

Connect with Los Pescadores at
@lospescadores

<https://www.lospescadores.com/>

Coffee and Caddis

The second new Texas Council Sponsor is Coffee and Caddis. While still looking for that prime location, Coffee and Caddis is set to serve the North Texas area through other means. Starting off with their own blend of coffee, that will be available early 2023. The Brazos River blend is a unique blend that is what you always hoped your morning coffee would be like. This coffee will be available on-line, and in retail locations soon.

Coffee and Caddis is also in the fly fishing guide business, with local and knowledgeable guides Cole Risinger and Russell Husted. Combined they have over 40 years of fly fishing experience, and specialize hunting fish in North Texas. Your trip will start with fresh coffee and treats as we confer about the amazing day of fishing ahead. Professional photography is also available so that you can remember and share with others how great of a trip you had.

Owner Daniel and team have also established an on-line business, that will also be available in 2023, with quite the selection of gear, flies and more. Boxes of flies will be put together for you based on the season, and what's hot, trending in the area. Stay tuned and follow Coffee and Caddis on Facebook, and Instagram.

Connect with Coffee and Caddis at
@coffeeandcaddis

<https://coffeeandcaddis.com/>



Shannon Drawe
Los Pescadores Coffee & Outfitters, LLC
linktr.ee/lospescadores_flyshop
shannon@lospescadores.com
956-596-0558

[lospescadores_flyshop](#) | Instagram, Facebook | Linktree

The first ever full-service fly shop & coffee shop on the Texas coast!



Russell Husted
Director of Business Operations
Fly Fishing Guide, Coffee & Caddis

russell@coffeeandcaddis.com
coffeeandcaddis.com
682-261-1702

"FUELING YOUR NEXT ADVENTURE!"

Casting for Recovery

A pink starburst logo with a registered trademark symbol is positioned to the right of the title.

Enhancing the lives of women with breast cancer by connecting them to each other and nature through the therapeutic sport of fly fishing.

Learn more at castingforrecovery.org

FFI NEWS



FFI has recently announced the collaboration with Trout Unlimited to develop a Youth Fly Fishing Education Program. FFI and Trout Unlimited have received a shared grant to develop the Youth Fly Fishing Education Program.

The FFI President and CEO, Patrick Berry, presented the following document to the FFI Board of Directors during a recent meeting. This document shares Patrick's vision for FFI as we move into a new year.

An FFI Vision for 2023

Roadmap for Relevance and Growth
Patrick H. Berry, President and CEO
December 2022

As Fly Fishers International prepares for 2023, there are tremendous opportunities to engage the growing community of fly fishing enthusiasts, as well as the industry supporting them. In many ways, FFI is in a transitional phase, allowing the organization to leverage the solid foundation of programs, projects, and initiatives currently in place, while also evolving and adapting to a rapidly changing world by focusing on complimentary tactics and strategies.

This distinctive position offers significant potential, but is also precarious in many ways. FFI must recognize the myriad changes taking place across the fly fishing community, understand how and where people consume information, develop methods and programs to engage a broader audience, and focus on more concerted integration within the fly fishing sector. This will require new ways of thinking about FFI's work, but will also offer exciting and rewarding opportunities to help transform the organization.

Courage for a New Approach

I sat anchored in the middle of the river with my fly box open on my knee. I looked at the promising water below and wondered, "could we be using a better fly?" My clients had been catching a few fish, enough to keep them believing, but I wasn't so sure.

The April skwala hatch on the Bitterroot is known for producing some of the biggest fish of the year, and is overlapped with a smaller, often overlooked stone fly: the Numoura. As one Missoula area fly shop put it, "The Nemoura is Montana's sneaky little Stonefly that doesn't get near enough ink."

As a guide, there's always the question in the back of your mind if you could be enticing more fish with a different approach. But it's incredibly difficult to snip off a pattern that's working... well

enough. Should we try a Numoura?

Before picking up my clients the next morning, I sat at the vice and whipped up a dozen or so flies representing my impression of a fluttering Numoura. And I tried it. To this day, it is the single most productive fly pattern I have ever fished during the Skwala season.

The fish had moved on from Swalas as their primary meal and were looking for something different. It takes a bit of courage and a leap of faith to try something new, but it can also lead to more productive time on the water.

FFI is certainly catching a few new members, maintaining some interest in the CICP, pulling in a modest number of participants to the annual expo, and getting a reasonable amount of traffic to the FFI Learning Center. However, a modicum of success does not necessarily translate into a goal of maximizing potential and relevance.

The fly fishing industry has changed dramatically, the fly fishing public is constantly evolving in their preferences, and a younger generation of fly fishing enthusiasts approach the sport through a different lens.

People consume information through ever-expanding platforms, learn differently than we did a few short years ago, and are looking to engage in outdoor activities with a different set of experiences in mind.

Smart, effective, and growing manufacturers, retailers, and nonprofits make a Herculean effort to keep pace with a changing fly fishing landscape, not only to expand their base, but also to keep their current customers interested and engaged. Even some of the most ardent traditionalists in our sport find themselves gravitating towards new outlets and platforms for fly fishing content, trying out cool new fly tying materials, and investing in modern equipment (does anyone even wear neoprene waders anymore?).

How much is FFI paying attention to the evolving demographics and trends within the broader fly fishing sector? What is FFI doing to acknowledge the changing landscape and adapt our strategies and tactics accordingly? If so, is it enough?

Philosophically, are we still fishing a Skwala when the majority of fish have moved on to a more preferable Numoura? FFI's growth patterns point to the unfortunate answer: yes.

But there may never be a more exciting time at FFI for those dedicated to the legacy and future of the organization. And 2023 will be a pivotal year that may well decide the future of FFI's integration into the broader fly fishing sector, as well as the

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increased relevance that will lead directly to increased impact on the sport we love.

Over the course of the summer and fall, there has been tremendous time and effort expended to build and rebuild relationships with manufacturers, retailers, nonprofits, and associations that function as the core of the fly fishing world. Most have responded with tentative optimism. There is often muted, but genuine enthusiasm about the prospects of what a more integrated, modern, and forward-looking FFI can bring to the fly fishing community, but also a caution about what happens next.

Onlookers and potential partners are cautiously hoping that what follows FFI's recent rebranding will translate into concrete action steps to evolve in ways that recognize the changing landscape of the fly fishing community. To many, over the last 25 years the fly fishing world moved on while FFI got left behind. We have managed to leverage recent achievements to get people to pay attention and listen. But without delivering on genuine, substantive updates to FFI's programs and projects, we will lose the momentum we have gained, and lose the confidence of those hoping for a more relevant FFI.

The definition of insanity is doing the same thing over and over and expecting different results.

- Albert Einstein

Thinking Differently

The recently approved strategic plan for FFI affords the organization an opportunity to rethink our approach to almost everything. FFI has done a notable job staying committed to the focus areas of conservation, education, and community, building on the history and tradition of the organization, and maintaining the interest and commitment of FFI's dedicated founders, members, and volunteers.

Exploring, integrating, and implementing new strategies and tactics should not only be viewed as smart business sense (and critical for survival), but also as ADDITIVE to FFI's historic and existing offerings. In other words, modernizing content and methods of delivery add value to programs and projects rather than replacing them. And there is an absolute necessity to think more broadly and comprehensively about every decision we make and action we take.

As outlined in the strategic plan, "Each strategic initiative and core program should include additional goals on communication and promotional strategy, potential for building partnerships, viability to enhance relevance, and how to maximize FFI's return on investment considering assets, resources, and time." Decisions cannot be made in the vacuum of FFI's insular community, and projects cannot be undertaken without considering these

comprehensive strategic elements. There is simply too much at stake.

The recently updated mission of FFI "is to foster the legacy of fly fishing for all fish in all waters through conservation, education, and inspiring a growing community of fly fishers." Indeed, participation in fly fishing is growing; in many ways, the FFI community is not keeping pace. Are we achieving our mission to inspire this growing community fly fishers if we are not showing progress to engage them? FFI must look outside of the organization to be a part of this growth in the sport.

In the new strategic plan, two important "threats" articulated in the SWOT analysis include:

- "Potential to focus inwardly for strategic initiatives and projects rather than options that grow the organization and the sport."
- "Failure to evolve into a modern, relevant organization."

With that in mind, there are 3 distinct areas within FFI that will require new approaches, a broader view of how to engage and inspire fly fishing public, and an upfront investment in time and energy to plan for a more robust future:

1. FFI programs (casting, tying, and women)
2. FFI clubs and councils
3. FFI operations, communications, online content, annual event, and education resources and programs

It is paramount that each program, club, council, committee, messaging decision, and FFI project start 2023 operational planning by consider critical questions that simply cannot be ignored:

- Who are our current and prospective members, supporters, and customers?
- What do they want?
- How should we promote FFI's value to the broadest audience of fly fishers?
- What are we doing to adapt to the evolving demographics of fly fishing?
- What are we offering to appeal to the broadest cross-section of the fly fishing public?
- How do we maximize our return on investment for the resources expended for a given project or initiative?

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However, it is almost impossible to answer any of these questions without first asking: What are we doing to ensure we understand our base of members, customers, and supporters, understand changes in how people learn and consume information, and the progression of why people fly fish?

Importantly, customers and supporters are not just our current members. Customers and supporters include prospective members as well. They also include the manufacturers, retailers, guides, outfitters, and public figures who have the opportunity to partner with FFI, support our mission through various means, and promote FFI to increase relevance, membership, and opportunity. There is little chance of growing as an organization if FFI simply looks to existing members as the monolithic view of the broader fly fishing public. With approximately 6 million people engaging in the sport, why has FFI been stuck at around 12,000 members?

The FFI Learning Center

While the relevance of transforming how each program and committee approaches planning and execution in 2023, perhaps the most clear example of how to think differently can be articulated for the FFI Learning Center. Other elements of FFI's work should follow suit in a similar manner.

An important goal for the FFI Learning Center is to offer the most exciting and ready opportunity for FFI to showcase our ability to adapt and evolve. The impressive repository of online fly fishing education material offered by the Learning Center has created a significant opening for what comes next. As one of the few comprehensive online resources in the fly fishing world, the existing breadth and quality of content has opened the door to new partnerships, a chance to rebuild relationships within the fly fishing industry, and have provided a foundation for an modern vision of FFI's online resources. But that's just the starting point, not the continuation, or the end.

Smartphones have become the preferred platform for fly fishing purchases and access to fly fishing information, now accounting for over 60% of online use. Consistent data analysis shows that people are looking for more dynamic content in the form of short videos and succinct messaging. People click away from online content at an increasing rate the more time it takes to get to the point, and the longer the specific piece of content. FFI cannot simply ignore these trends and continue to produce primarily long-form videos, manuals, and tutorials. Of course, there is value in producing and offering this more comprehensive content, and it exists on the Learning Center already. The focus on 2023 should be complimentary content that recognizes changing preferences in both content and style.

A general roadmap is offered by the strategic plan:

Value: "FFI is committed to excellence in all areas of fly fishing education that includes conservation, fly casting, fly tying and fly fishing skills."

In order to maintain an important strength of the Learning Center that quality is what sets it apart from YouTube and other online offerings, FFI must take great care to ensure any additional content meets this standard of excellence. Determination of quality cannot simply be an internal function.

Opportunity: "Build support among leaders in the fly fishing industry by partnering on the Learning Center."

As previously stated, there is growing interest in this strategy from potential partners, but often predicated on FFI showing notable evolution in content and style.

Opportunity: "Launch significant promotional campaign for the FFI Learning Center, featuring new content as a marketing hook."

To date, FFI has not leveraged the value that can be provided by the creation, distribution, and promotion of high-quality content. This must be built into any content creation from the outset. Clear guidance is offered in The Learning Center section of the new strategic plan:

"Each component developed for inclusion in the Learning Center should be accompanied by a communications strategy, assessment of potential partners, strategy for maximizing value to FFI, and options for developing Learning Center resources into seminars, workshops, and other platforms for delivery. The fly fishing skills certification program will also include a Fly Fishers International steering committee of stakeholders from outside of FFI which may include high profile fly shop owners, outfitters, and guides. Upon approval of the strategic plan, the Education committee will develop a schedule of execution and completion for each project above."

Opportunity: "Develop a fly fishing skills instructor (and/or fly fishing guide) certification program, leveraging a steering committee of leading shop owners, outfitters, and guides."

We may know what we prefer to include in a fly fishing skills program, but we simply do not know what external stakeholders may favor in terms of style, content, platform, and approach. Rather than face the prospect of having to modify a program that has only been developed internally to date, the next step should be the creation of a proper steering committee that can serve as a resource to guide program development.

FFI has the resources within our community and networks to

FFI NEWS-CONTD.

coalesce a supportive and effective steering committee, collect important data to guide preferred methods of communication and content delivery, and create dynamic short-form content that can be featured on multiple platforms. All of this will certainly require a change in approach and priorities, and should be built into the operational plan for the Learning Center in 2023.

Two significant elements that support the development of this project include a \$75K grant from the Howe Foundation specifically to fund the fly fishing skills development program as well as FFI's new presence on the board of the American Fly Fishing Trade Association. The latter will be instrumental in leveraging connections across the fly fishing industry to coalesce an invested, high-level steering committee dedicated to the collaborative development of the program. The former provides the resources necessary to deliver a professional, polished program that includes a web portal, video content, supporting material, and promotion. Importantly, much of the visual content created for the skills program can also be utilized for general Learning Center resources.

An additional project that will require an exciting new approach is the forthcoming creation of the long-awaited youth fly fishing program, funded by a \$95K grant from the YOT Full Circle Foundation and slated to be developed through a collaboration with Trout Unlimited. Each organization will have the opportunity to leverage their respective strengths in a synergistic fashion that will undoubtedly enhance the quality of both the program itself as well as methods for delivery. It will be essential to coalesce a working group of representatives from each organization, particularly younger members of TU's existing youth and college level programs who can provide expertise and input on the most appropriate content and style that will best reach the target audience.

One notable addition to discussions should be consideration of a name change for the FFI Learning Center. There is already brand confusion with the Orvis Learning Center and with their sizable audience, there is no possibility they are going to consider a different name. A simple internet search for "learning center" and "fishing" will return a huge variety of results that is almost overwhelming. A change for FFI would serve as a tremendous opportunity to send a message about our evolution, use language that speaks to an engaging educational resource that can guide fly fishing enthusiasts on their learning journey, and differentiate FFI's resources from alternative online content.

Dutch Baughman

TEXAS PARKS AND WILDLIFE FOUNDATION NEWS

The Centennial Celebration of [@texasstateparks](https://twitter.com/texasstateparks) is right around the corner, and park lovers are invited to get outside and join celebrations across the state. The year-long celebration will kick off on January 1, 2023, and highlights include:

- First Day Hikes
- 100-Year Celebration Events
- [H-E-B](#) F-U-N
- Centennial Edition of [Texas Parks & Wildlife Magazine](#)
- TOYOTA Truck Sweepstakes
- Texas Wild Album
- The Art of Texas State Parks

To learn more and stay in-the-know about celebrations at parks closest to your home or heart, visit: TexasStateParks.org/100years



Show your support for Texas Parks and Wildlife by volunteering. Did you know they receive funds for volunteer hours? Volunteer at a park near you. <https://tpwd.texas.gov/volunteer/>



FLY FISHERS
INTERNATIONAL

GUIDES & OUTFITTERS ASSOCIATION

CONSERVATION / EDUCATION / COMMUNITY

THE FLY FISHERS INTERNATIONAL **GUIDES & OUTFITTERS ASSOCIATION** IS A COMMUNITY OF MEN AND WOMEN DEDICATED TO PROMOTING AND ENHANCING AN ANGLER'S FLY FISHING EXPERIENCE.

Fly fishing guides and outfitters provide valuable services to members of the fly fishing community around the world each year. Many Fly Fishers International (FFI) members are guides who provide fresh or salt water fishing experiences to their clients. However, many fly fishing guides are not members of the current Guides & Outfitters Association or FFI.

The expanded Guides & Outfitters Association is an effective way to establish a program that provides its members substantial benefits that include the best industry liability insurance and assist them in developing new clients.

It is the mission of FFI to support and protect fly fishing opportunities around the world for "all fish – all waters." It further is our intent to support members of the Guides & Outfitters Association as ambassadors who assist in the achievement of the FFI mission.

BENEFITS:

- » Insurance (United States only)
- » Travel and business programs
- » Access to FFI Learning Center materials
- » Promotion of services through FFI social media and publications

VISIT FLYFISHERSINTERNATIONAL.ORG FOR MORE INFORMATION.





Be Well! Fish On!

To find out more on how you can participate,
call or check out our website:

800 699 4490

www.reelrecovery.org - info@reelrecovery.org



Reel Recovery is a national non-profit organization that conducts **free fly-fishing retreats for men recovering from all forms of cancer.** Combining introductory fly-fishing instruction with directed “courageous conversations”, the organization offers a unique experience for men living with cancer, a time to share their stories; learn a new skill, form friendships and gain renewed hope as they confront the challenges of their recovery.

All meals, lodging and fly-fishing equipment are provided at no cost to the participants. Retreats are led by professional facilitators, trained retreat coordinators and fly-fishing instructors. A maximum of 12-14 men are invited to participate, to ensure the quality of the instruction and to create a powerful small-group dynamic.



Contact our fantastic volunteers and join us for Reel Recovery's 2023 Texas Retreats

Waring, TX - 3/31 - 4/02 & 9/15 - 9/17

Tony Smith 210 232 2623 - smith.reelrecovery@gmail.com

Rafael Torres 512 560 4380 - torres.reelrecovery@gmail.com

Navasota, TX - 4/04 - 4/06 & 11/03 - 11/05

Dave Steffek 713 202 0101 - steffek@reelrecovery.org

Rusty Dunn 337 344 4385 - dunn.reelrecovery@gmail.com

Glen Rose, TX - 4/28 - 4/30 & 10/06 - 10/08

Norm Tremblay 817 271 5482 - tremblay.reelrecovery@gmail.com

Bill Shaw 817 925 2046 - shaw.reelrecovery@gmail.com



30TH DR. ED RIZZOLO FLY TYING FESTIVAL

Featuring Fly Designer and Author Charlie Craven
Saturday, February 4, 2023 8:00 am – 4:00 pm



The Texas FlyFishers have been hard at work putting together the 30th Dr. Ed Rizzolo Fly Tying Festival. For 2023, fly fishing, fly designer and fly tyer Charlie Craven, from Colorado will be the featured tier.

Charlie Craven owns *Charlie's Fly Box*, a fly shop in Arvada, Colorado and is a top-selling signature fly designer for Umpqua Feather Merchants. He is the Fly Tier's Bench columnist for *Fly Fisherman* magazine and author of: *Charlie Craven's Basic Fly Tying: Modern Techniques for Flies That Catch Fish*; *Charlie's Fly Box: Signature Flies for Fresh and Saltwater, Tying Nymphs*; *Essential Flies and Techniques for the Top Patterns and Tying Streamers*; and, *Essential Flies and Techniques for the Top Patterns*. Charlie is also featured in the Fly Fisherman Magazine's DVDs: *Warm water Fly Tying and Saltwater Fly Tying*. Charlie Craven is respected around the world for his innovative fly designs and fly tying skills.

The *Dr. Ed Rizzolo Fly Tying Festival* attracts tyers of all disciplines from all over Texas and neighboring states. The 2023 Festival is scheduled for Saturday, February 4th, 2023 and will take place at the Trini Mendenhall Community Center, 1414 Wirt Road, Houston, Texas 77055. The tying will begin at 8:00 am and will finish at 4:00 pm. There will be no charge for admission and food and drinks will be available also at no charge; although, a small donation for those items would be appreciated.

Along with the general tying in the main venue, there will be 1 Hour Classroom Tying Sessions lead by Charlie Craven and other talented tyers. Additionally, from 10 am to 2 pm, instruction, including the necessary tools and materials, will be available for any youngsters and beginning fly tyers to learn the basics of the great hobby of tying flies. For any leader of youngsters involved in Scouting or other youth activities, this might just be the perfect opportunity to expose them to fly fishing and fly tying. So, there will be many learning opportunities throughout the day; from learning to tie ones first fly, to learning as an observer from the many talented tyers to attending classroom fly tying instruction from some of the best fly tyers in the country. And for any who currently tie flies at any level and just want to connect with others with similar interests, feel free to bring your own tools and materials, have a seat and join in on the fun.

Additionally, during the noon hour, the Annual Iron Fly Competition will be held. For this activity, the club will supply

10 – 12 intrepid tyers with a pack of 12 materials. Once the command is given, the contestants will have a short time to look over the materials, design and then 15 minutes to tie their entry. The kicker, is that there is a "mystery" material included that must be used in the pattern. The entries will be scored on (1) Number of materials used in the entry – 1 point per each materials / 12 points total; (2) Balance and Symmetry of the pattern – 5 points; and (3) Creative use of the materials – 5 points. The 3 top entries will then participate in "Tie Off" for the Championship for which the format, rules and scoring will be the same as the preliminary round. The Champion will receive a trophy and bragging rights for one year. This is a really fun event for everyone present. To see the amazing flies the participating tyers can create with such a vast array of materials is very impressive and entertaining.

Since its beginning in April, 1993, the Dr. Ed Rizzolo Fly Tying Festival, named to honor one of its early founders, Dr. Ed Rizzolo, has grown into one of the area's premier fly fishing events, consistently attracting the top fly tyers from all over the country. This event could not have reached the level of notoriety it has obtained without the support of the fly tying community and others who are interested in fly fishing. With your continued support, it is the hope of the Texas FlyFishers that the Annual Dr. Ed Rizzolo Fly Tying Festival will continue to grow. The Texas Fly Fishers in Houston, Texas hope you will make plans to be at this great event. We look forward to seeing you there.



DAVE WHITLOCK



It's strange how the world can change in a day. After Thanksgiving, we all wound down from enjoying time with family and friends, giving thanks for all the Lord has provided, and called it a day. It wasn't till the next morning, that we heard that Dave Whitlock did the same, and then that we had lost a truly amazing man. Emily shared with us all this message, and I imagine we all stopped what we were doing, shared our love for Emily, and mourned. As the news was being shared in broader circles, we all came together as a community to share our love, thoughts, stories, and times we had with Dave over the years.

"It breaks my heart to let you know that we lost Dave last night to a massive stroke. He was working on his boat next to our casting pond when it hit and was flown to Tulsa for care. But he broke the tippet and drifted gently back to the deep water, the wild that he loved and spent a lifetime exploring, writing and painting about.

We shared 30 wonderful years together and I was able to see, firsthand, the huge mark he made on our sport. He was so honored when *Fly Fisherman Magazine* recently named him as one of four greats that make up the Mt. Rushmore of fly fishing. But I think he left an even bigger mark on those who knew him and who got to share a river with him. The shimmering leap of a trout, the heavy pull of a largemouth or the feisty dance of a bluegill were things that he dearly loved, made his heart race and brought out his big smile...every time!

I can't fathom life without him yet. For all these years we have done everything together. But, if I learned one thing from Dave, (and I learned many), it is to take on each day with willingness and curiosity and go out there and keep casting forward.

My kids are here with their arms around me, and I'll reach out when I can. We will come together for a celebration of Dave's life, but we don't know when that will be just yet.

Thanks to all of you who have touched our lives so profoundly.
With love,
Emily"

Dave was an icon in the sport of fly fishing and his list of works, are second to none. His legacy will live on, and his times with us will not be forgotten. His smile will always be remembered, and his gifts he left behind, will be saved, until we too pass on. I myself, have several of his works in the house, that reminded me of my times with him. One place you can read more about Dave, and how he inspired us all, is on the *Fly Fisher Magazine* site. You see, Dave was very involved in this forum, and was mentioned as "one of the most important figures in the history of modern fly fishing and one of the most iconic figures to ever grace the pages of *Fly Fisherman* magazine." Take some time and review the works he did over the last 30 years and more. Truly amazing!!

We could go on and on, speaking about how Dave impacted us through the sport of fly fishing, or just being a friend. Our ask is to do just that. Share the times. Teach what we learned. Fish where he fished. Show the work / art he left for us. Read the material he took the time to share with us. This is what he would want. So, let's do just that. Please join Jerry Coviello and us on the 27th of December, as he is tying 3 flies in memory of Dave and has invited us to attend. [Simply register for the on-line Zoom event](#) and we hope to see you there.



Jerry's Fly Tying Tips Monthly Online Fly Tying Instructions



Honoring Dave Whitlock My Favorite Whitlock Patterns

December 27th at 8:00 PM EDT

I was fortunate to have tied with Dave Whitlock on February 12 1996. Mr. Whitlock was in inspiration to me, his patterns were not just for trout but

panfish, bass and saltwater, showing me that the fly is a food source for all predators. Dave to me was a naturalist, and a conservationist. I would like to tie 3 of my favorite Dave Whitlock patterns for you.

This presentation will be done online through Zoom, if you would like to join through Zoom please signup using the below link and the Zoom link will be sent to you through email

<https://forms.gle/FJXwWFrCy2c1Z5Dx9>



RED RIVER RENDEZVOUS

The Red River Fly Fishers will be hosting their annual Red River Rendezvous fly tying Extravaganza on February 4 and 5, 2022 at Eisenhower State Park on Lake Texoma.

Setup is 2:00 PM to 7:00 PM on February 4th. Dinner provided, bring your own drinks.

Activities 7:00 AM to 4:00 PM on February 5th. Breakfast and Lunch provided, bring your own drinks.

This event is a great way to kick off the year, tie a good inventory of flies, visit with old friends and make new friends. There is always a wide range of fly tying experience levels from beginners to FFI Silver Award tiers. It's a casual group with no set agenda, tie as much as you want, practice casting, or take your newest fly creation out on Lake Texoma, a World class striper fishery.

The fly tying is held in the Recreation Hall/Group Building inside the State park. Eisenhower State Park Map <http://rrff.org/wp-content/uploads/2021/09/Eisenhower-State-Park-Map.pdf>

It is a nice facility with a full kitchen, heat, and restrooms. The state park has nice campsites including some full hookups for RV's. There are also several hotels in Sherman & Denison if you want to make a weekend of it.

Park admission is \$5, children 12 and under are free, if you are not an annual pass holder.

If you have questions please contact us at rrflyfishers@yahoo.com.

Come on up and tie one on!

Date: February 5
Time: 7:00 am - 4:00 pm
Cost: \$5

Event Categories:

Lake Texoma event <https://universityoftexoma.com/calendar/category/lake-texoma-event/>, Sports and Recreation <https://universityoftexoma.com/calendar/category/sports-and-recreation/>

Event Tags:

Fishing <https://universityoftexoma.com/calendar/tag/fishing/>

Website:

<https://texomacommunity.com/event/red-river-fly-fishers-red-river-rendezvous/2022-02-05/>

Venue:

Eisenhower State Park – Texas Parks and Wildlife <https://>

universityoftexoma.com/venue/eisenhower-state-park-texas-parks-and-wildlife/

50 Road 20

Denison, TX 75020 United States

Phone: (903) 465-1956

<https://rrff.org/event/red-river-rendezvous-2023/>

BRANSON RENDEZVOUS



- SAVE THE DATE!
- AUCTIONS AND FLY SWAPS
- LEARN NEW TYING SKILLS
- SHARE YOUR PATTERNS AND TECHNIQUES
- MEET AND DINE WITH OLD AND NEW FRIENDS
- FISH THE OZARKS!!!

26TH ANNUAL SOWBUG ROUNDUP



March 23rd, 24th, & 25th

Mountain Home Ar. Baxter County Fairgrounds.

\$10 For all 3 days. Adults with kids under 12 admitted free.

Demonstrations by 100+ Expert Tyers, Seminars, Tying & Casting Instruction, Drawings, & Auctions



14TH WORLD CHAMPIONSHIP BASS ON THE FLY TOURNAMENT

Lake Fork Marina
275 Co. Rd. 1558 Alba, TX 75410
(903) 7652764 (Lake Fork, TX)

Catch & Release \$70 per person
Saturday May 6, 2023 6:00 AM – 2:00PM

RODS, REELS AND FLIES MUST BE EXCLUSIVELY FOR
FLY FISHING. THIS IS A CATCH-PHOTO-RELEASE
TOURNAMENT

CATEGORIES:

BOATER: 1-2 PER TEAM, 5-FISH PHOTOS, TOTAL LENGTH;
BIG BASS

KAYAK: INDIVIDUAL, 5-FISH PHOTOS, TOTAL LENGTH;
BIG BASS (kayak, float tube, pontoon, or bank. No power.)

CLUB TROPHY: 3 BIG FISH, total length/Club-Organization

COST: \$70/PERSON, incl. \$5 big bass pot.

PAYOUT: 1-\$1200, 2nd-\$800, 3-\$500, 4-\$300, 5-\$200, 6-10 \$100.
Big Bass - \$300, \$200. (Based on 100 entries in division.)

PLANNED ACTIVITIES:

FREE CASTING CLINICS | PRODUCT DEMOS | CASTING
CONTESTS | ALL PROCEEDS BENEFITS REEL RECOVERY
& PATRIOT ANGLERS OF N.TX.

Friday 3-6 pm optional BIG SUNFISH TOURNEY, \$10 cash.

REGISTRATION: You MUST now register ONLINE at
ianglertournament.com.

<https://www.bassonthefly.org/>

TEXAS FLY FISHING & BREW FESTIVAL

Mark your calendars now for the 5th Annual Texas Fly Fishing
& Brew Festival. This one-of-a-kind, family-friendly event will
be held on February 25-26, 2023, at the [Mesquite Convention
Center](#), just 15 minutes from downtown Dallas. Mesquite is
easily reached from four major highways: I-635, I-30, I-20, and
US-80.

At this indoor/outdoor venue attendees can check out a myriad
of fly fishing manufacturers, attend lectures on techniques and
topics of interest to fly anglers of every stripe, and taste some of
the Lone Star State's best microbrewed beer.

Meet nationally known fly fishing authors, professional guides,
expert casters, custom bamboo rodmakers, and fly tyers from
across the country – all at the Texas Fly & Brew.

Don't know much about fly fishing? Let us introduce you to this
great outdoor sport.

The Texas Fly Fishing & Brew Festival is a family-friendly event
for everyone and the perfect place to learn every aspect of the
quiet sport. Not sure if fly fishing is for you? Wander the festival
grounds, learn how to fish from a kayak, watch a casting or fly
tying demonstration, take a casting or fly tying class, test out the
latest fly rods yourself—and then sample a series of microbrews.

<https://txflyfishingfestival.org/>

TROUTFEST

Save the Date for Troutfest 2023. A great event on the Guadalupe
River hosted by GRTU. Last year was a lot of fun and we had a
great time catching up with friends and learning so much about
how to fish for giant trout!! Definitely have this one already on
the calendar!!

<https://grtu.org/troutfest-tx/>

TRWD FLYFEST

The PREMIERE Fly Fishing Event in Texas is coming back to
Fort Worth on Saturday, March the 11th. Last year may have
been the best one yet. The fishing competition was off the chart,
and all of the events were so well done. More vendors than ever
before, music throughout the day, and fun for all ages. If you are
a vendor, and wish to participate, might be a good idea to go
ahead and start getting the process going, as booth space will fill
up fast!! Same goes for the fly fishing competition. Last year's
event was full, and there is only so many chances to enter in.
See you in Fort Worth on the 11th!!

<https://trwdflyfest.com/>

NATIONAL FISHING EXPO- FW



March 17th, 18th, 19th, 2023
Friday 12 PM to 7 PM - Saturday 10 AM to 6 PM - Sunday 10 AM to 3 PM at WILL ROGERS MEMORIAL CENTER
FISHING SEASON STARTS NOW!

THE LOOP NEVER LIES

Old drunks, yoga pants and a cast loop never lie. In preparation for an upcoming speaking engagement about practice casting on your own I began thinking about how to diagnose your own casts. What I fell on was the same that we use as casting instructors..... **Watch your loops!**

Loops are the caster's signature. My loop will not look exactly like your loops. There is individual style and personality in every loop. What is evident in every loop is what and where the flaws are in the stroke.

We have all heard that Straight Line Path (SLP for you casting nerds) is the key to a clean narrow loop. The fly line has to follow the rod tip. It has no other choice. If there is variation in the path of that tip either intentional or otherwise it will show up in the shape of the loop.

Beginning casters tend to have wide inefficient loops. If you video or watch your back and fore loops and the loop is wide your mind should be thinking that the rod tip has traveled in a convex or rainbow shape. This is most often a combination of wrist movement and a casting arc that is too wide. It is muscle memory from bait casting where rod tip speed is key for throwing a weight.

If you see a wide loop and you know the tip travel has to be convex, and you know that is caused by something in your casting stroke, look next at your body mechanics. Something there is causing the tip to do that. Stiffen the wrist and think late rotation (we will probably cover this in another article) by delaying any wrist flex to the last second. Cause the hand to move as flat as possible. Narrow the arc to the minimum required to turn the leader over. Slow down. Make the correction and cast another loop or two. What does the loop look like?... rinse and repeat until you get the desired effect.

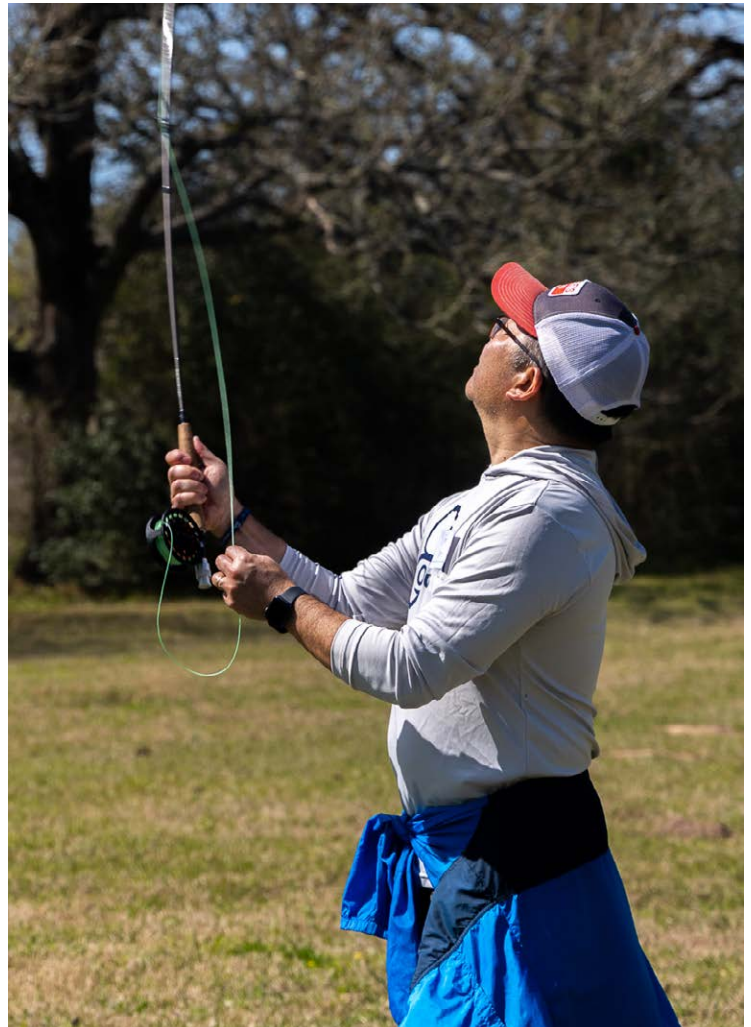
What if you are throwing tailing loops? What is the rod tip path that causes tails? Somewhere in the casting stroke the rod tip dips down and causes a concave tip path. The line follows the tip, the fly leg dips below the rod leg and then back and the two lines often tangle. This flaw will be far quicker and usually occurs earlier in the casting stroke to get the tail. Again.... Think about the loop shape, think about tip path and the mechanics that cause that path. There are several common reasons that tails are thrown but they all come down to a misapplication of power somewhere in the stroke that causes the rod tip to dip down then pop back up. Make the adjustment, watch the loop. Adjust. Watch the loop. Smooth acceleration. Start slow end fast. Late rotation.... Watch the loop. Adjust, adjust, adjust.

This method of diagnosing casting faults can be used by every level of caster. Not only will this allow you each of you to correct

faults but it will also show you how to adjust your cast to do things that are appropriate for the casting situation but are not a conventional narrow loop. At that point, casting in a way that breaks the rules becomes art. Just like any art, it is important to get the basic rules and procedures committed to muscle memory before you break the rules to create fine art. The difference is barely discernable, but very minute adjustments will take you beyond just casting... you'll know art when you see it.

Remember loop shape, tip path, body mechanics.... adjust the body, cause a different tip path, and watch the loop. It takes practice... you'll get it. Diagnosing your cast based on the loop is a fun and helpful way to improve your fishing by improving your casting.... wearing yoga pants... not so much.

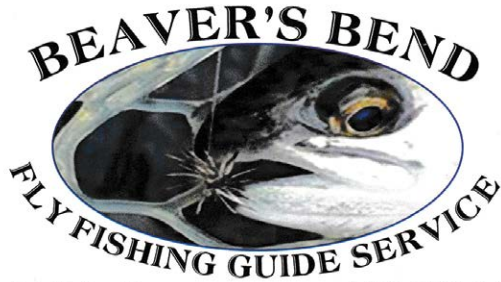
Alan King, CCI
Co-Founder Good Fly



TEXAS COUNCIL ADVERTISING SUPPORT

The Texas Council wants to thank you for your support. Our goal has always been to promote fly fishing in Texas, and help the organizations that do just that. We are fortunate for these businesses and individuals, and will highlight them in the newsletter, and on social media as well.

Follow us on [Facebook](#) to see more about these groups.



Chris Schatte 580-583-4412
www.beaversbendflyfishingguideservice.com



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<https://www.goodfly.org/>

Stephen L. Weaver
Co-Founder

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720-453-6878

TEXAS COUNCIL SUPPORT LETTER



Thank you for your support of the Texas Council and Fly Fishers International. Just as the Texas Council focus is on the member clubs, the larger FFI focus is to ensure the legacy of fly fishing for all fish in all waters continues by focusing on conservation, education and a sense of community.

To align ourselves with this national strategy, the Texas Council is focusing on our local clubs. Our goal is to provide a source of community feedback, support, direction and funding to assist local clubs with the grassroots movement and avocation that is fly fishing.

To this end, our council is seeking funding to help. We will always be grateful for donations we receive, but in 2020 we will also focus on raising funds through our newsletter. We will promote the FFI Texas Council and our newsletter through the Texas Council website, social media, through our clubs across the state, and through the National FFI website.

The Texas Council newsletter has been in place for many years now, and has successfully promoted both commercial and non-profit activities both across the state and nationally. With our growing group of over 1,000 members throughout the state, our newsletter is uniquely positioned to reach niche market customers for your business.

Please consider advertising in our Council's newsletter. We have a very affordable advertising rate for the reach you will receive with your ad, which includes placement in all four newsletters.

Prices for advertising with the Texas Council newsletter's four issues are:

- Business Card - \$50 a year
- 1/4 page color ad - \$100 a year
- 1/2 page color ad - \$200 a year
- FULL page color ad - \$300 a year (That's only \$75 a season!)

The newsletter will be published four times a year. Each edition will publish at the beginning of each season, as follows:

Deadline for content and advertising

Spring Deadline: **March 1st**

Newsletter sent out **March 20th**

Summer Deadline: **June 1st**

Newsletter sent out **June 21st**

Fall Deadline: **September 1st**

Newsletter sent out **September 22nd**

Winter Deadline: **December 1st**

Newsletter sent out **December 21st**

Thank you for your support in the past, and we look forward to your future involvement with the Texas Council to promote fly fishing across Texas.

Contact us at: president@texascouncilffi.com

or

communications@texascouncilffi.com

Thanks,

Your Texas Council



TEXAS COUNCIL SPONSORS

The Texas Council wants to Thank our sponsors for their support by advertising with us. Special recognition goes out to Michael at Grapevine Fly Fishing as he is the Top Sponsor!!! Michael has a great shop located near Main Street in downtown Grapevine, and is very active in educating the community on fly fishing. If you haven't been in his shop and are in the area, suggest you do so!!

[Grapevine Fly Fishing](#)

Also want to recognize our other sponsors, that supported us throughout the year.

Beavers Bend Fly Fishing Guide Service

<https://www.beaversbendflyshop.com/guided-fly-fishing-trips/#book-trip>

Good Fly

<https://www.goodfly.org/>

Miss Mayfly

<https://missmayfly.com/>

Mudfish Adventures

<https://mudfishadventures.com/>

Honeyhole Angling

<https://honeyholeangling.com/>

As we begin a new year ahead, if you are interested in advertising your business or service with the Texas Council, please contact Russell at communications@texascouncilffi.com

THANK YOU!

Club Leaders

The 22 active FFI clubs (including 3 Project Healing Waters Affiliates) that make up the Texas Council require a commitment of time and effort from approximately 200 dedicated, unselfish men and women who provide leadership to these clubs. Each club (except PHW Affiliates) elects the following positions, at a minimum: President, Vice President, Secretary, Treasurer, Membership Chair, Conservation Chair, Education Chair, and Outings Director. Most clubs would also designate leaders in Casting, Fly Tying, Womens Programs, Youth Programs a Webmaster/Social Media Director and a Fundraising Chair.

This effort amounts to thousands of hours of personal time and talent committed to the success of the broad mission of FFI; *Preserving the Legacy of Fly Fishing for All Fish, All Waters®*

Members of the Texas Council Board and the leadership and staff of FFI thank all of you for the hard work and dedication you apply everyday toward our pillars of Conservation, Education and Community.

Here are your current Clubs and their Presidents for 2020:

Club	President	City
Abilene	Rick Meyers	Abilene
Aggieland Fly Fishing Club	Hurshell Sullivan	College Station
Alamo	Karson Foster	San Antonio
Austin	Kathi Harris	Austin
Collin	Ed Bowen	Wylie
Collin PHW	Kevin Grogan	Plano
Conroe	Zach Griffin	Conroe
Corpus Christi	Robert Schneider	Corpus Christi
Dallas	Julia Bell	Dallas
Fort Worth	Brett Morehead	Fort Worth
Kekoa	Chris Gorman	Melissa
Lonestar	David Hudnall	Tyler
Lubbock	David Crawford	Lubbock
New Braunfels	Dan Cone	New Braunfels
Pineywoods	Walter Mclendon	Lufkin
Red River	David Pate	Sherman
Rowlett	Derrick Meis	Rowlett
San Gabriel	James Reese	San Gabriel
Texas Fly Fishers	Don Pucket	Houston
Texas Hill Country	Lindsey Hollin	Fredricksburg
TWFF	Joan Swartz	Texas

Volunteers

Your Council Board is composed of 16 directors serving in various capacities very similar to the structure of Club Leadership. Since the members of the Council Board come from eight different clubs within the Council, with rare exception we must meet electronically. In 2020, along with millions of other people we upped our game and now use Zoom for our meetings. Being able to see the director who is speaking improves understanding and meeting efficiency.

The Council is an extension of FFI with the primary purpose of assisting in the delivery to our Clubs and Members the benefits and opportunities provided by FFI. All of the Directors are fully dedicated to the same mission and objectives as our Clubs. We will focus heavily on enhancing the flow of communication in both directions between the Members of our Clubs, FFI and the Council by sharing knowledge across the entire organization.

The Council will be seating new board members in early January and we are always looking for volunteers to serve on our Board. If you are interested please contact any of the directors to start a conversation. Email addresses of the entire board can be found at <https://tcffi.org/>

Texas Council President	Rick Haness
First Vice President	Jack Gillis
At - Large	Barry Webster
Membership	Brett Morehead
Communications/ Social Media	Russell Husted
Conservation	Russell Husted
Treasurer	Reid Winger
Secretary	Jim Richards
Women's Outreach	Dani Rose
Webmaster	Tim Gikas
At - Large	Dutch Baughman
At - Large	Jacob Sherwood
Casting	Stephen Weaver
Tying	Ron Mayfield
Youth Outreach	Austin Orr
TPWD Liason	Keira Quam
FFI At-Large	Dutch Baughman
At-Large	Barry Webster
TPWD Liason	Keira Quam
Past President	Vacant due to resignation

KEEP OUR FISHERIES HEALTHY



KEEPMWET* &
RELEASE FISH PROPERLY

GO BARBLESS & LEAD-FREE



PACK OUT ALL TRASH



CLEAN YOUR BOATS, BOOTS & WADERS



FLY FISHERS
INTERNATIONAL

CONSERVATION / EDUCATION / COMMUNITY

FLYFISHERSINTERNATIONAL.ORG

KEEPMWET® is a registered trademark of CORKERWET FISHING®

Texas Council Clubs

Club	City	Website/Email
Abilene Fly Fishers	Abilene	www.facebook.com/abileneflyfishers
Aggieland Fly Fishing Club	College Station	https://www.aggielandff.org/
Alamo Fly Fishers	San Antonio	www.alamoflyfishers.org
Austin Fly Fishers	Austin	www.austinflyfishers.com
Collin County Fishers (PHWFF)	Plano	jerry.walker@projecthealingwaters.org
Collin County Fly Fishing Club	Wylie	www.collincountyflyfishing.org
Conroe Fly Fishers (PHWFF)	Conroe	txfritz4134@suddenlink.net
Corpus Christi Fly Fishers Inc	Corpus Christi	www.lmflyfishers.com
Dallas Flyfishers	Dallas	www.dallasflyfishers.org
Fort Worth Fly Fishers	Fort Worth	www.fortworthflyfishers.org
Kekoa Outdoors	Melissa	www.kekoaoutdoors.org
Lone Star Fly Fishers	Tyler	www.lonestarflyfishers.com
Lubbock Fly Fishers	Lubbock	www.lubbockflyfishers.org
New Braunfels Fly Fishers	New Braunfels	www.facebook.com/newbraunfelsflyfishers
Pineywoods Fly Fishers	Lufkin	www.pwff.org
Red River Fly Fishers	Sherman	www.rrff.org
Rowlett Fishers (PHWFF)	Royse City	derrick.meis@projecthealingwaters.org
San Gabriel Fly Fishers	Georgetown	www.sgflyfishers.com
Texas Fly Fishers	Houston	www.texasflyfishers.org
Texas Hill Country Fly Fishers	Fredericksburg	thcff.org
Texas Women Fly Fishers	Statewide	www.twff.net

Note: PHWFF clubs serve only disabled veterans.



PLEASE RENEW YOUR MEMBERSHIP IN FFI

MEMBERSHIP BENEFITS

Access to exclusive features and content on our website including:

- The New Learning Center
- The *Flyfisher* magazine
- The Tying Times newsletter and Fly of the Month
- The Loop - The Journal of Fly Casting Professionals
- The Fly Tying Video Library (over 300 videos!)
- Exclusive Discounts on Hotels, Car Rentals and Insurance
- Searchable Casting, Fly Tying, Guide and Club Directories
- Fun Fly Tying and Casting Challenges

Discounted entry into FFI events

FFI Decals and Patch

Most importantly, the knowledge that you are helping to preserve fish habitats, the education of our next generation of fly fishers and our on-going conservation efforts.

AT THE FFI HEADQUARTERS IN LIVINGSTON, MONTANA


- The 2018 FFI Annual Fair held in Boise, ID, was jam packed with hundreds of workshops, seminars, famous authors and over 100 expert tiers and casters sharing their skills.

- FFI just launched the Learning Center with online classes in Fly Casting, Fly Tying, Fly Fishing Skills, and Conservation Education for the benefit of FFI members and the fly fishing community.

- Our ever-growing fly fishing museum includes the 7th fiber-glass rod ever made, the Fritz Gerds collection that includes over 150 fly plates, and an impressive collection of Lee Wulff memorabilia.

- FFI has provided grants and joined our partners in fighting mining proposals on the Menominee River in Michigan's Upper Peninsula, in the pristine Boundary Waters Wilderness in Minnesota, in Alaska's Bristol Bay and the Yellowstone Park watershed in Montana. These efforts will protect thousands of river and stream miles that impact our opportunities to fly fish.

**PLEASE RENEW
TODAY!**



**Please join us in our fight to
preserve and protect our fly
fishing heritage, so future
generations can enjoy it too.**

FFI TEXAS COUNCIL IS AT WORK IN YOUR REGION!



We now have 19 clubs throughout the state!

*Visit www.texascouncilff.com
to learn all the happenings in your council*

Llano River Flood:

With YOUR help, the Texas Council (TxC) is partnering with Texas Parks and Wildlife to create a strategic plan to help restore the storm ravaged Llano River in Texas. The long-term outlook for fish populations depends on how riverside landowners and communities respond to the aftermath of downed trees and other debris deposited along the river.



Hill Country Youth Ranch:

The TxC awarded Hill Country Fly Fishers (one of its local clubs) an educational grant to purchase fly rods for the Hill Country Youth Ranch of Leakey, Texas. The youth ranch is a non-profit organization that helps abused and orphaned children.

YOUR support helps provide therapy for these kids through fly fishing!



Fairs/Shows/Clinic:

YOUR membership dollars allow the TxC and its clubs to be committed to offering tying, casting demos, and Boy Scout Fly Fishing Merit Badges throughout the year. The council and its clubs are also very involved in Casting for Recovery and Project Healing Waters.



**YOUR MEMBERSHIP RENEWAL
HELPS US CONTINUE TO SUPPORT THESE PROJECTS
AND
SO MUCH MORE!**



FLY FISHERS
INTERNATIONAL

5237 US Highway 89 S #11
Livingston, MT 59047
406-222-9369 | www.flyfishersinternational.org

NEW MEMBERSHIP & RENEWAL APPLICATION

- | | |
|--|--|
| <input type="checkbox"/> General 1-Year \$35 | <input type="checkbox"/> Fly Tying Group 1-Year \$20 |
| <input type="checkbox"/> General 3-Years \$90 | <input type="checkbox"/> Fly Tying Group 3-Years \$48.50 |
| <input type="checkbox"/> Senior - (65+) \$25 * | <input type="checkbox"/> Fly Tying Group Lifetime \$285 |
| <input type="checkbox"/> Veteran - \$25 * | <input type="checkbox"/> Guides Association 1-Year \$30 |
| <input type="checkbox"/> Youth/Student - (22 and under) \$20 * | <input type="checkbox"/> Guides Association 3-Years \$70 |
| <input type="checkbox"/> Business - \$100 * | <input type="checkbox"/> Casting Renewal 1-Year \$45 |
| <input type="checkbox"/> Lifetime - \$1000 | <input type="checkbox"/> Casting Renewal 3-Years \$120 |
| <input type="checkbox"/> Lifetime Premium - \$1500 ** | (Casting Renewal is for certified instructors only) |

Printed Copy of the *Flyfisher* Magazine ☐ US residents - \$10/yr ☐ International residents - \$20/yr

(All members have access to our magazine by logging into www.flyfishersinternational.org)

NOTE: -General memberships include spouses, cohabitating partners and children under 18 years of age.
-Lifetime memberships include spouses and cohabitating partners.
-In order to join a specialty group (Guide, Fly Tying, Casting) you must also maintain an FFI membership.

*Membership eligible for up to 3-year purchase (multiply price by number of years)

**Includes custom built TFO rod. Refer to: <http://www.tforods.com/fly-fishing/custom-fly-rods.html>

Membership Number (renewals) _____ New Member

Name _____

Business Name (for Business memberships only) _____

Business Website _____

Street Address / PO Box _____

City/State/Zip/ _____ Country _____

Email _____ Phone _____

Club Affiliation _____

If you are a new member, is there an FFI Club or Council that you would like to receive credit for the Rod Credit Program? _____

Total Charge \$ _____ Auto Renew? ☐ Yes, I want to save time & resources!

Credit Card or check # _____ Exp. Date _____

☐ Please do not share my information with organizations outside of FFI.