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Specific Waypoints

- Sponsor Highlight: Todali Tackle
- Autograph Cards
- Members Only Discounts
- Name That Angler!
- Co-Angler Highlight: Martha Goodfellow
- Our Mission
- Our Sponsors

Inside this issue:

- Radio Opportunity **2**
- Media Blitz **2**
- Member Discounts **2**
- Autograph Cards **2**
- 2011 Schedule **3**
- Never To Old Cont. **3**
- Todali Tackle Cont. **4**
- Guntersville Info **4**
- Amateur Highlight: Martha Goodfellow **5**
- Membership Drive Continues **5**

Lady Bass Anglers Association

Never To Old to Fish by BJ Carson

Google "never too old to fish", you will find lots of really cool stories about older people, especially women, getting out in the great outdoors and hooking into a monster fish or a mess of crappie! I did this recently...the Google thing, not the monster fish or mess of crappie....and I spent about 3 hours reading story after story. I was looking for a particular kind of story...one about older women fishing in bass tournaments. I didn't find any. So, I decided to

write one of my own to share with you.

I turned 61 last May. Now, you will probably agree with me that 61 is not "too old"...especially if you are over 50. But, trust me, it's kind of old. I can't run very good, I can't show my little grandson how to do a jumpshot anymore (that was ugly), I can't do much of anything that's half-way physical without feeling it the next day...BUT...I can still FISH! I fished all four of the 2010 Women's Bassmaster tournaments as a Pro. I prefished anywhere from 6 to 10 days before

each tournament...usually 8 to 10 hours each day...sometimes 12 hours. My husband and I are retired and we have the luxury of running around the country and fishing for 2 weeks at a time. And, I have to say...IT WAS GREAT! I loved every minute of it! However, I also have to say...it wasn't as easy as it used to be. I fished my first tournament in June of 2006...as a Co-Angler...with the WBTA. I was only 57 at the time. And I was fishing my first (EVER) real bass tournament.

Story continued on Page 3

Sponsor Spotlight on Todali Tackle

Todali Tackle is owned and operated by Alicia and Todd Haynes of Philpot, Kentucky. This custom hand-poured bait company started out as a joke and being ones ready for a challenge, took on the task headlong. As a result, the business has actually built itself from where it began in 2007 to the ever growing success it is having today.

To say that Alicia and Todd are picky would only be partially true. They see themselves as being very particular about their products. They personally hand-pour and inspect each bait to make sure it is right before sending it out. They strive to make the best possible hand-poured baits, fully aware that each and every bait, is a representation of their com-

pany.

Word of mouth is the best advertisement for any company. Todali Tackle depends on word of mouth from anglers at all levels to share what kind of a quality and reliable product they provide to anglers. "We let the product speak for itself and so far it is doing a great job."

This same word of mouth advertising is how Alicia and Todd became associated with the Lady Bass Anglers Association. Lynn Wilson, the LBAA tournament director, who is friends with Alicia and Todd shared about the formation of the LBAA. They thought this was awesome and immediately wanted to know what they needed to do to help. Alicia has a first-

hand understanding about how hard it is in the fishing industry and eagerly jumped on board to help in whatever way possible.

Alicia says, "my business is different than most out there because we do custom colors for people without having them make large purchases. This has drawn a lot of attention towards us. Sometimes people don't really know if that is what they are looking for so they want to "just try it". I have had people send me



Story continued on Page 4

Angler's Autograph Cards

Anglers have a quality way to promote their sponsors and themselves. Chad Lambert of Arkansas Tournament Fishing also offers a quality angler autograph card at a very reasonable price. The cards are full color on both sides with a choice of three coatings.

1,000 cards for \$150

5,000 cards for \$200

All work is done in 300 DPI (PPI). Both with no graphic design fees or shipping charges! Most orders are delivered in 3-5 business days after angler approval of the artwork and design.

Contact Chad Lamberth
www.Chads-Work.com
or at 501-697-2285



**Linda Redford and
Diane Smith—
“Fly by”**

Radio Opportunity

Rick Mize is a longtime videographer / photographer / outdoor writer / fishing & hunting aficionado. He has years of experience in local (Lubbock) TV, as well.

Rick found our information on the internet and contacted me with the following opportunity.

“I'm now in the process of putting together a local radio show about the outdoors – aimed primarily at information and opportunity in

West Texas. I will have guests on the show to talk about a wide range of topics.”

This is where our Ladies fishing organization come in.

Rick would like for some of us to be guests on the show to talk fishing and, possibly, to get their advice for female listeners who might be interested in getting more involved in the outdoors.

You do not have to be sitting in the studio in West Texas to

be on the show. It can be done over the phone.

If you are interested please use the information listed below to get things lined up

Rick Mize

cell # 806 928 0084

office # 806 765 0100 (Have Cam Will Travel Video Productions)

e-mail:
rmize52@hotmail.com

January Member Media Blitz Assistance Requested

In January as our first full tour year is preparing to get underway, we are asking each of you to contact your local media outlets. Radio, TV, newspapers, magazines and provide them with interviews about yourself and fishing as well as promoting the 2011 Lady Bass Angler Association tournament trail!

We realize that the holidays are upon us and things are

going to get really crazy, if they haven't already. Send some emails, make a few phone calls, drop a letter or stop by as many of your local/regional media outlets as possible and provide them with information about the tour and your role as an angler.

It is a great way to support your sponsors in addition to all of the ladies who will be fishing the tour next year.

January, February and March are also big months for outdoor shows and spring fishing promotions. Take advantage of every opportunity to be visible and vocal about fishing!

Remember that word of mouth is the greatest advertising tool available and it only costs a little time and effort. If everyone gets at least one mention, we will all benefit.

Members Only Discount Opportunities Coming Soon!

There are a several projects in the works behind the scenes. One of which are members only discounts that various sponsors are making available to the members of the Lady Bass Anglers Association.

Soon current LBAA members will be get a list of our companies that have agreed to offer our members discounts on product pur-

chases. Many of these will have a special code that must be provided when the order is placed in order to receive the discount.

While the list is far from complete, we want you to have the chance to consider making purchases from these vendors in time for the holidays. It is a great way for you to fill those stockings and gift lists and support the organi-

zations that support our efforts.

We encourage any all of our current sponsors to offer discounts to our members.

We are always on the lookout for additional organizations who would like the same opportunity to contact us and let us know what you want to make available to the members.

Lady Bass Anglers Association 2011 Schedule



Neva Brown getting ready to set the hook with Co-Angler Kim Giddens looking on!

Never To Old to Fish by BJ Carson Continued

You might say that I got a late start in tournament fishing. I have been through a huge learning curve over the past 5 years. I have also been going through a "Catch 22". The more tournaments I fished...the more tournaments I wanted to fish....the older I got...the harder it was to keep up. The mind yells, "GO FOR IT"...the body whispers, "Whoa, what are you doing?" It's a struggle. But, I've come to realize that there is a trick to it. The trick is...don't think about what you could do if you had a 30 year old body again....just "relax" and enjoy the things you can do. Fishing is one of them. Maybe not every tournament out there, maybe not 10 days of practice from 6am to 4pm, maybe not even as a Pro any more, maybe just relax in the back seat. But keep fishing!

A few months ago, I was

lucky enough to be in the audience when Guy Eaker fished his last tournament with the Bassmasters Elite on Fort Gibson Lake in Oklahoma. Guy is 70 years old and has been fishing tournaments for 35 years. When they asked him about his decision to retire, he made it very clear that it was the grueling demands of tournament fishing that he was giving up....not fishing!

During my 5 years fishing with the WBT, I met several other ladies that were around my age or older. Some are still fishing tournaments, some are not. But, I can almost guarantee that those who are no longer on the tour...are still out there fishing as often as they can! When news of the new LBAA tour came out, I was as excited as every

other lady angler out there. I decided to fish the kick-off tournament at Lake Dardanelle. And it was so much fun! I don't know if I'll get to fish any of the 2011 tournaments. There's another thing that comes with age besides aches and pains....you get sandwiched between care-giving for parents and attending all those grandkid activities! But, you never know, I might get lucky and all the stars line up just right. And if I do fish some tournaments this year or in the years to come, I'm just going to relax and enjoy it. Life is Good! And, you're never too old to fish!



Wishing each of you a wonderful and blessed holiday season! Merry Christmas and Happy New Year from the staff of the Lady Bass Anglers Association!



Rhonda Usery and her co-angler taking off in her BassCat!

Name that Angler!!

The first person to email or text Cheryl with the correct name of the LBAA member in the photo will win a prize package that includes products from Dawn Outdoors and Todali Tackle.



She is the one on the left side of the photo along side her brother and little sister!



Judy Wong- Next Cast!

Sponsor Spotlight on Todali Tackle Cont.

some difficult colors to try and match; sometimes I get it, sometimes I don't. But I do try the best that I can to achieve what the customer is looking for. I never claim to be the best or perfect. I am just being me working hard to make satisfied customers that keep coming back and/or sharing with their friends."

For more information, to contact Alicia and Todd or to place an order please use the contact information listed below.

Alicia & Todd Haynes
www.todalitackle.com
alicia@totalitackle.com
1-270-993-9016



Lake Guntersville: Third Stop on the Journey!

July seems a world away, but time has a way of creeping up on a person.

Host City: Guntersville, AL / Marshall County Convention and Visitor's Bureau.

Ramp: Guntersville State Park

Tournament Headquarters:
 Guntersville State Park Lodge
 1515 Lodge Drive
 Guntersville, AL 35976
 Phone: 256-571-5440
<http://alapark.com/lakeguntersville/ConventionFacilities/>

Charity: To be determined from a list provided by the Marshall County Convention & Visitors Bureau.

Alabama Fishing license: In addition to being available at probate offices and many stores that carry fishing

tackle or bait, Alabama Hunting and Fishing Licenses (or permits) are available by Internet (2% fee) and by telephone, 1-888-848-6887 (\$3.95 fee). Information on licenses and fees is available. Resident and non-resident annual fishing licenses are valid from September 1 through August 31 each year. Residents pay \$12 for September 1 - August 31 freshwater license. Non-resident license prices for adjacent states and Louisiana are based upon what those states charge Alabama residents. Other states and foreign visitors may be able to purchase a license at a cheaper rate: \$46 freshwater annual, September 1 - August 21, or \$26 freshwater seven-day.

Online purchase at https://www.alabamainteractive.org/dcnr_license/welcome.action

RAMP FEE: Free boat ramps and private marinas dot the lake's perimeter.

Lodging: In the state park the lodging consists of hotel

rooms, cabins, chalets as well as camping. The park is dog friendly.



More information will be posted at our web page as it is available!
www.ladybassanglers.com



Amateur Highlight: Martha Goodfellow

Martha lives in Simpsonville, SC. She and Don have been married 35 years and have been blessed with a wonderful family; a son, daughter-in-law, daughter, and two grandchildren.

It was my Mom who loved to fish and taught us how. Most of our trips, we'd go trout fishing on our favorite lakes in the Sierra-Nevada Mountains, in California. Mom was an awesome angler. She'd routinely out-fish all of us, including my Dad.

When I met Don, I taught him what I knew of trout fishing. At one point, Don developed an interest in bass fishing. Next thing I knew, our one trout rod each was being replaced with a line-up of all of the "needed" bass rods.

About 25 years ago, Don asked me if I'd fish in a bass tournament with him. I wasn't comfortable with the idea. At the time, tournaments were all guys. I decided, yes, I'd do it. We've been fishing as a team since and have met

many life-long friends.

In 2009, I once again thought about fishing WBT. After talking with other lady anglers (Heather Broom, Michele Gunderman, & Monica Altman) that had fished with WBT, I decided it was time to "just do it."

When asked to identify her most memorable moment, Martha had two that topped the list.

As a young girl, sitting on an old log, in a light rain, fishing for bluegill with my Mom.

As a co-angler, winning the WBT tournament on Lake Maulle, June 2009... I fished with three awesome boaters, Sandi Karnes, Lisa Johnson, and Melinda Mize. After day two, I was 1-1/2 lbs behind the leader. On day three, I managed to catch three nice keepers. Melinda kept saying that I might have just won... I learned after my first tournament to not get my hopes up. Standing in line for the weigh-in, Melinda and her Mom, Lucy Mize, kept saying, "Hey, you

just won a boat." Each tank that brought me closer I didn't know what to think. There was only one co-angler behind me and she had one fish. Each tank that took me closer to weighing my fish made me wonder more but, I was committed to not planning on a win until it was official. The closer I came, my feet felt heavier and more unreal. Walking up the steps to the scale, are steps I'll never forget.

LBAA is about doing what we all love to do, staying connected with anglers/friends, fishing new and different types of water, and learning more about fishing. There are plenty of trails to fish but, LBAA is so special. Fishing in a women's trail last year has given me confidence and experience. For 2010, I fished as a co-angler in a "dominantly male trail". I would never have considered doing that before. LBAA is a great opportunity to promote and develop lady anglers. It is up to us, the anglers, to help promote & grow LBAA.



Martha Goodfellow!

"The most powerful advertising tool the Lady Bass Anglers Association has is our members! Your excitement and passion are contagious. Keep passing it on!"
Cheryl Bowden,
Pro Angler

Membership Drive Continues

As a means growing our official membership, and rewarding the efforts of all of the ladies who spreading the word about the LBAA, we are having a membership contest. A few weeks ago Lila sent out information by email and we posted the idea of Facebook. Once again our supporters have stepped up providing us with prizes to award.

The prizes are as follows:

Castaway Rod- Skeleton Series-SKFWRH66-Value-\$150

SAVE PHACE SUM (Sport Utility Mask)- Simply Sick Series- Terminal-Value \$70

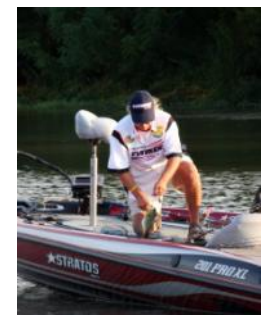
Dawn Outdoors Reversible Waterproof Vest (Sizes available are large and extra large)-

\$50 off Sam Rayburn Entry Fee

Todali Tackle-Gift Certificates- 4 @ \$100 each. One will be added to each prize package.

Vickie's Threadworks- Clothing Package-

Additional prizes may be added to the above as sponsors request to take part.



Emily Shaffer- Another one in the live well!

Lady Bass Anglers Association

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Grand River, Kentucky 42045

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E-mail: secret.york@ladybassanglers.com

Cheryl Bowden Cell: 214-738-7518
E-mail: cheryl.bowden@ladybassanglers.com

www.ladybassanglers.com

Facebook/Lady Bass Anglers Association

Our Passion...

Their Future



We are a group of women who wish to band together to reach our shared dream of having a professional tournament trail that... Meets our need to bond with other like minded women; Provides the opportunity for us to earn a reasonable return on our financial investments; Understands where our financial obligations lie; and Allows us to provide our sponsors with a positive return on their investment.

MISSION: To provide women with an opportunity to fish professionally, to grow the sport of bass fishing and to build a program that will allow future generations of young ladies with more opportunities to compete in the sport of bass fishing.

[We're on Facebook!]

2010 Lady Bass Anglers Association Sponsors & Contingency Programs



**Our Passion...
Their Future!**



Many thanks to these sponsors for their support in getting us started. We look forward to a long a mutually prosperous future!