



ODU Magazine

August/September 2013
ICAST Review

ICAST Product Highlights





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Catch More Fish™

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Photos: Index photo is provided
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 Magazines:**



What a year we are having. In the southeast, we are continuing to have those lazy, hazy, crazy days of summer. The western half of the country appears to be battling wild fires in almost every state. In Florida, we are having 70-degree mornings, and 90-degree days that are no fun for anyone. Some of the guides are not booking more than a four-hour half-day morning trip; it's been so hot and the fishing is terrible during the heat of the day. I have especially noticed that the heat and sun are affecting me more this year than in the past years. I have been consuming more water, using one of those cooling wraps and ultra-thin face covers that you have seen advertised on TV. I know they have been helping a little, but I am still not overly excited about fishing during heat of the summer.

For those of us that have been fishing, we have seen water

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temperature in the mid to upper 80's and some even in the 90's. Not only has it been hot, we have also seen above-normal rainfall, stretching from Florida to the Carolinas. From what I have seen the rain and higher lake levels, has been a bonus for those of us that have been fishing. And I will definitely take the cooling rain over the drought conditions we have seen over the past few years.

Please enjoy this special New Product issue of our "ODUMagazine.com". There were just too many new products introduced at ICAST this year that we felt they deserved a special edition devoted to just to them.

Please do me a favor whenever possible take a kid fishing. Remember they are our future, and you will never regret putting a smile on their face.

Please enjoy the Outdoors,

Larry Thornhill
Editor & Chief



Paying It Forward

By William Schwarz

Fall is fast approaching and all fishing season I have been thinking of this story. Or should this be better called a challenge? Our children, nieces, nephews, friends' kids, and the list of children we know and could offer our gift to goes on. The gift of how to catch a fish. I feel all children think of going fishing at one time or another and way too many don't get the chance.

According to several recent surveys conducted on behalf of our industry, participation in sport fishing is up. Great news, but more can be done.

Have you been to a park with a pond, a town landing or run your boat past a bank and seen kids fishing? You might have glanced over and noticed that the kids might be using unconventional methods to catch a fish. Maybe an inline spinner attached to a bobber, or a plastic worm completely wrapped around a hook so no single piece of the hook is visible, or my recent

favorite, an empty hook with a split-shot weight attached. Yes, many of us started that way, but back then many of our childhood friends did as well, and some gave up fishing. We didn't.

Have you ever seen some of the equipment, rods, reel and line these same kids are using? I have scratched my head many times and asked "don't their parents know better? Or don't they have an uncle or family friend who knows something about fishing? That's how naive I once was.

I was lucky, like many of us were. I grew up with support and encouragement to go fishing. Many times I was told go fishing or something would be found for me to do at home (chores would have been the alternative). I was shown how to fish and given the tools. It helped to pass the time in summer; I could go fishing with a short walk from home to a few ponds.





Get Kids Fishing Foundation, USA™

“The GKF² goal is to make every child’s fishing dream come true. We accomplish this outdoor adventure through education, encouragement, and life changing outdoor experiences. So, please get on board and be part of a great team that will help GKF² make a kid’s fishing dream come true.”

Finally, it all came together for me several years back when I had the opportunity to share my knowledge with kids and their parents at a local hunting and fishing store. I did small group seminars, but mostly a lot of one on one instruction with kids and their parents. The key here was their parents. If you teach a kid a few pointers, get them a rod/reel combo, and few more odds and ends, chances are they will need more help and pointers. And if mom and dad have no clue, all that love of fishing can be lost.

This summer the goal for me was to do more than the simple slogan many of us hear every spring-“take a kid fishing”. It started with my son's Cub Scout Pack. It might be easy to say let's go fishing, but the Scouts needed the tools. With the help of many different companies all the scouts received equipment I had confidence in. With the help of a semi - pro angler Mike Elie (www.mikeelie.com) we conducted a two hour seminar on fishing, then rewarded the Scouts for their participation with new rods, fishing magazines and tackle boxes packed with gear. Following the seminar, scouts were given a





chance to take the class to the water with a canoe/fishing trip. That's where my summer goal started and I hope more of my fellow anglers can take this cue

The Challenge

Are you in a fishing club? Do you fish tournaments? Are you involved with a youth group or know someone who is. Does your city/town have a recreation department? Think about the ways you get a bunch of kids evolved in fishing.

Seeing a bunch of kids fishing can be a blast. Hearing them talk about their successes and asking how to catch fish in different ways can create lasting memories.

Here is a list of ways to make a fishing trip with a group of children a success:

- Keep it fun.
- MOST IMPORTANT: every kid must bring a parent/mentor involved.



- You can plan a trip that includes a shoreline scavenger hunt, a clean-up project or a boat trip to break- up the outing.
- Contact local bait & tackle stores who might host a kid friendly seminar.
- Get donations, both money and tackle works real well for kids.
- Use money donations to purchase tackle and supplies.
- Keep the teaching simple: palomar knot, casting, hook safety, soft plastics, spinnerbaits, in line spinners and bait fishing.
- Get the kids fishing magazines to read: ODU Magazine (online), Bassmaster, In-Fishermen, FLW and North American Fishermen.
- Take pictures and share the kid's success with their parents.
- Schedule a follow-up trip and let the kids give you ideas of what they want to fish for.
- Encourage the kids to ask questions.
- Target bass, sunfish, bluegills, crappie, perch, catfish and pickerel.
- Practice catch and release.



Special Thanks to the following companies for their help in the scouting events: Get Kids fishing Foundation, B.A.S.S., FLW, BoatUS, Recycled Fish, Pat's Pizza, Snag Proof, Boing Lures, Saco Bay Tackle, Gambler Baits, Cruncher Baits, Power Team Lures, TTI Blakemore, Diiachi Hooks, Tru-Turn Hooks, Bruiser Baits, Omega Custom Jigs, Fins Fishing Line and Rod Glove.

SUPER NATURALS

NEW 2014

In 2014, Rat-L-Trap® is utilizing a new technology that completely changes the scope of what can be done in the spectrum of colors and details in pattern design. A "match the hatch" replica of different forage species is no problem for this new technology. But, as seasoned fishermen know, it's not simply natural looking lures that catch the most fish, it's those lures that have a little something extra. We like to call these Super Natural™. The blade on the spinner bait producing flash isn't just natural, it's super natural, the shimmy on the fall of a stick bait isn't just natural, it's super natural, and of course the intense vibrating-rattle of a Rat-L-Trap isn't just natural, it's super natural. We've created these Super Natural™ color patterns for 2014 that will delight anglers around the world. This series utilizes natural, high-res images of predominant forage species and then accents them with proven, fish-catching highlights.

**Available August 1st, 2013 in 1/2 OZ and December 15th, 2013 in 1/4 OZ.

255
BLUEBERRY
PERCH



253
SUNRISE
PERCH



260
BLUE SHINER



261
FATHEAD
MINNOW



263
SANDY CRAW



264
PINCHN PEACH



266
OXBOW



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GRAB SOME FROGS AND HEAD TO THE SLOP!



Going into the thick stuff for bass!

By Glenn Walker

Making long casts and working your frog back to the boat over open water and entice a big bite.

Many anglers think that once the summer heat is gone and the days aren't as long that the frog bite has died off on the favorite lake or river. That is in correct, some of the great frog fishing an angler can experience in a year occurs in September. As the vegetation is still present and the natural forage to a bass, both frogs, baitfish and bluegills is still living in that cover, so they bass are still there feeding!

Slop as it is referred to by anglers, is when vegetation forms a large blanket like coating over the water. There are several forms of vegetation that can create these vast regions of slop



Using my Minn Kota Talon allowed me to hold in one spot to catch these donkeys!

fields. Lily pads that were once scattered across the water have taken an area by storm and now have other forms of vegetation filling in the open water pockets that once existed. Duck wart is

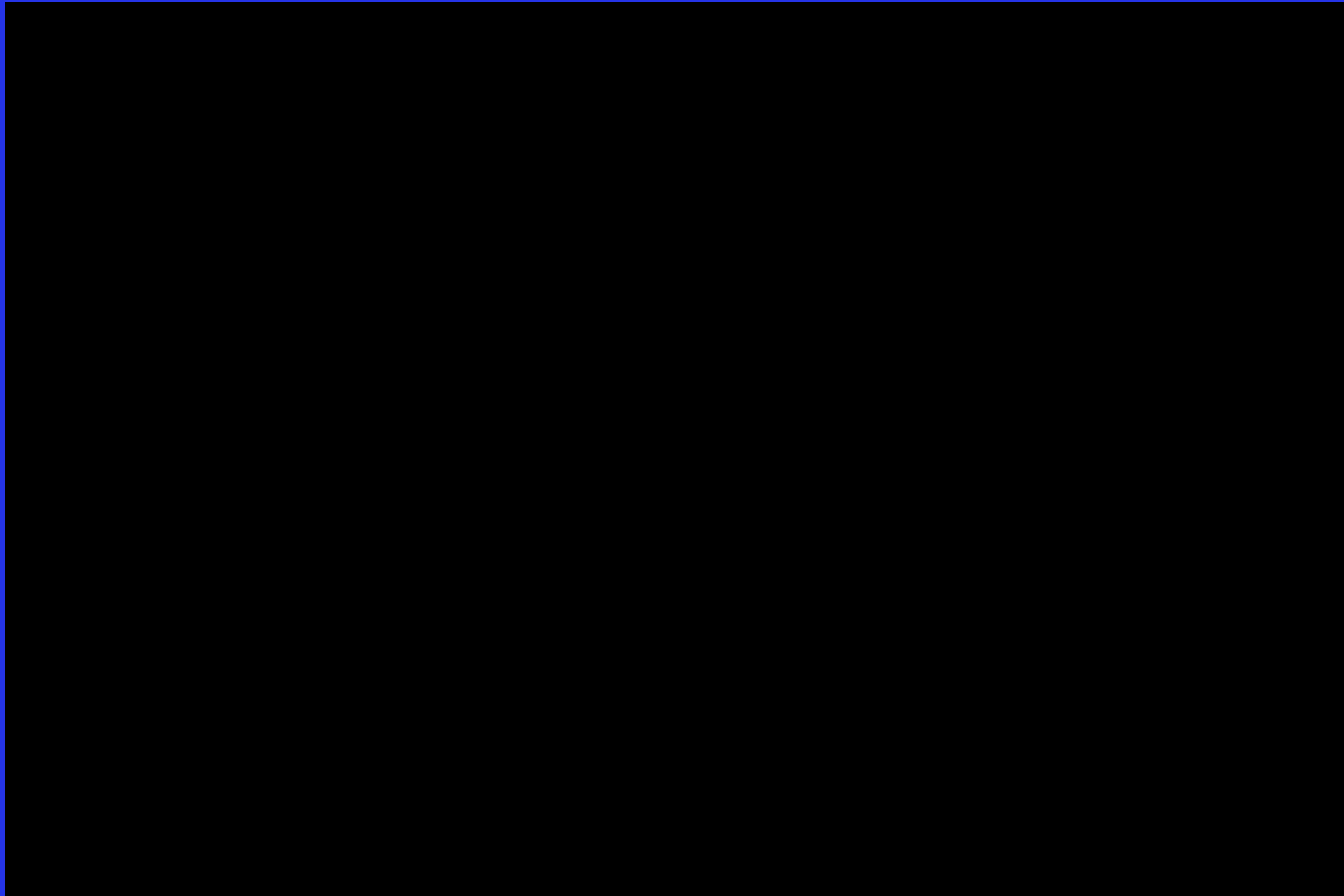
another example of vegetation that can make up some prime areas for slop fishing. These areas look like a sea of green floating a top the water. Duck wart can either be very thin or thick, based on how much vegetation is bunched up below. The other forms of slop are either grass lines that been folded over and are now lying across the top of the water and the last sloppy area are areas where the wind blows any form of debris into a secluded pocket or corner.

Determining what kind of slop the bass are in is important because on many bodies of water, such as the Mississippi River, you could spend days upon days fishing fields of green matted vegetation and not be very successful.

Two other factors that I take into consideration when locating bass within the slop are, if there are any other forms of cover located within or near the slop. The other factor being if there is any current running through the slop, many times bass will position themselves in the slop that is within close range to the current.



The main lure that should be used when slop fishing is a soft plastic hollow bodied frog, that is brought a top the floating mat. My two favorite traditional frogs include the Snag Proof Bobby's Perfect frog and Ish's Phat Frog. These high quality frogs you use



high performance hooks that help you hook the bass and keep em on until they get in the boat. As for colors, I like to keep it simple by using a white, black or brown frog. However it sometimes works to use a bright, non-traditional color like Sexy Ish to help attract bass in murky or heavily vegetated waters.

What makes these frogs unique is they have “ITT” Inner Tube Technology, which makes sure that frogs will not take on any water and there for not sink, meaning your bait will stay on top the water, even when working it over open water. These frogs also walk-the-dog easily out of the package, which drives the bass wild!



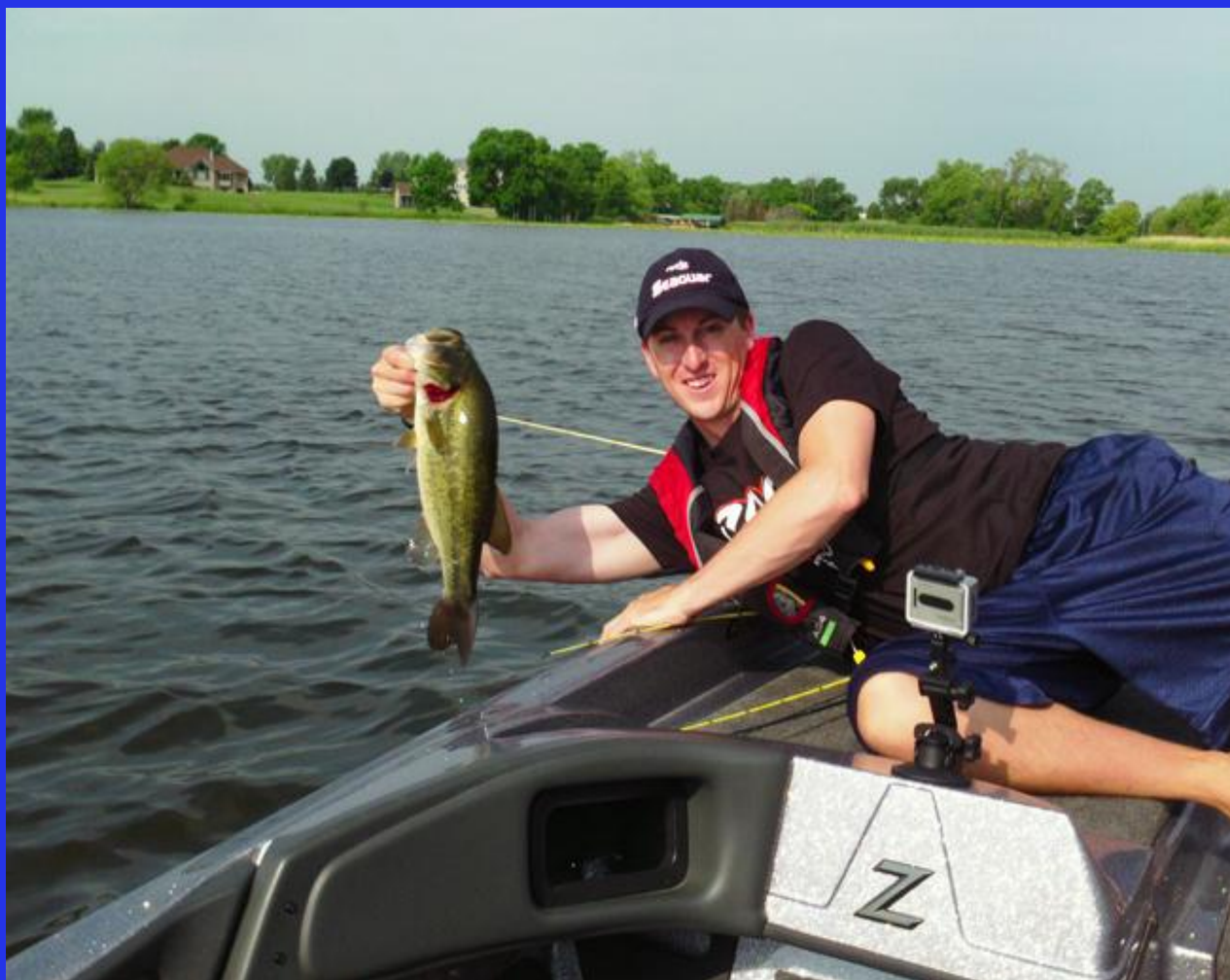
Having the right tackle is imperative to hooking and landing bass out of the thick cover. A line that is strong and has no stretch is key, so I spool up with 60 lb. Seaguar Kanzen braid and use a 7'2" Wright & McGill Tessera Series Frog rod, because it gives me the

backbone I need, but also has a soft tip so I can give some action to my frog when bringing it across the water.

My go to froggin
set up!

When slop fishing,
an important fact

that an angler must realize is that you are going to have bass miss your lure. This is why having a follow up bait rigged on a rod is extremely important. A creature bait is a good choice, because after you pitch it into the hole and let it sink down to the bottom. I like to use a Zoom Z Hog or Ultra Vibe Speed Craw on a Texas-Rig with a 3/8 to 3/4 oz.



Lazer Sharp Tungsten Weight, depending on how thick the cover is. I'll rig the bait on a Lazer TroKar TK130 Flippin Hook, so I know when I set the hook that bass will get in the boat.

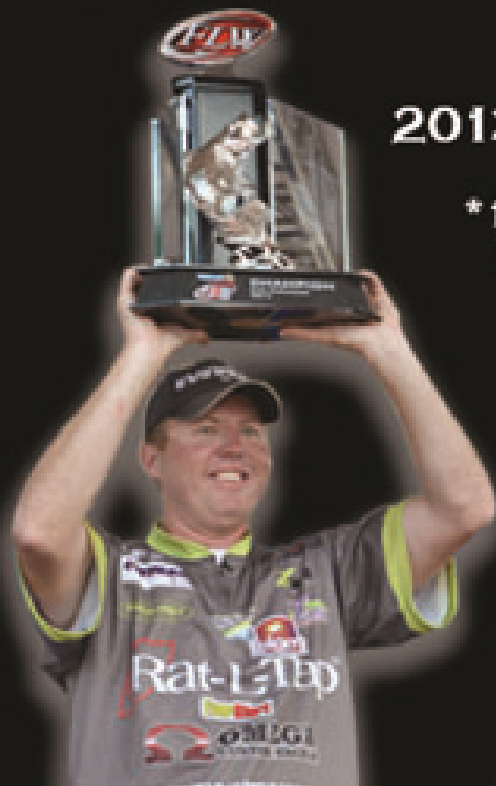
A hefty largemouth hit a follow up Zoom Z Hog pitched around lilv pads.

After a bass blows up on my frog and misses it, I will deploy my dual Minn Kota Talon's by tapping my wireless foot pedal, this way my boat won't move into or away from the cover I'm fishing, I can also focus more fishing and less on controlling the boat.

Then I will pitch my Texas-rig just beyond the hole or area where the bass busted through the vegetation and slowly drag that bait to the "blow hole" and let it sink into that hole. This is when it is crucial to watch you line, because many times the bass will swipe and pick up the bait on the fall. Now reel up the slack and slam home the hook.

Slop fishing is an art of bass fishing that gives an angler a huge rush of adrenaline and accounts for numerous quality bass over the summer months and into the fall. I look forward to seeing you on the water in the green stuff!

Glenn has been fishing tournaments for over ten years, spreading his passion and knowledge of the sport via articles and videos. He keeps busy fishing events across Minnesota and on the Mississippi River. Glenn's sponsors include: Humminbird, Jeff Belzer Chevrolet, LakeMaster, Mercury Marine, Minn Kota, Onyx, Plano, Rayjus, RC Tackle, Seaguar, Snag Proof, The Rod Glove, TroKar and Wright & McGill. For more information check out glennwalkerfishing.com or on Facebook at facebook.com/glennwalkerfishing.



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WHAT'S HOT NOW



Every year we see trends in sales of our lures and this year there is no doubt that the Cherry Bomb color has literally exploded. We haven't seen anything this hot since Toledo Gold came out.

CUSTOMER REQUESTS



At Bill Lewis Lures, we pride ourselves on listening to our customers. Each year there are a few colors people stay on us to make. Above are the new colors we've added this year per your request.

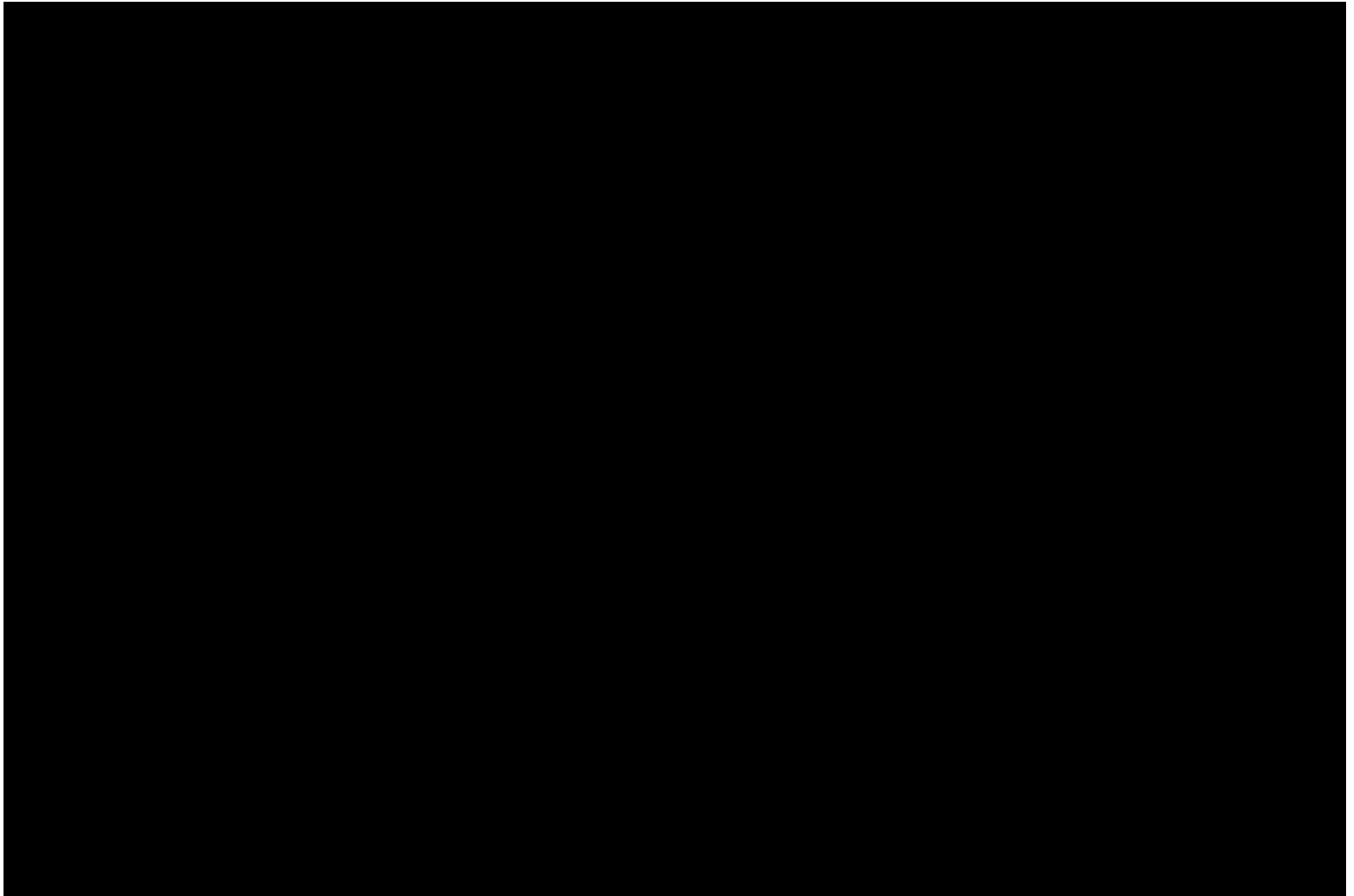
Rat-L-Trap®
www.rat-l-trap.com



Berkley Goes Back To School

By Chris Jenkins

Growing up certain parts of school was a real drag for most of us. Hours upon hours of sitting in classrooms learning what now appears to be rather useless information. Don't get me wrong, knowledge is power, but dissecting frogs and crash courses on the Inca's hasn't really been an a topic of discussion lately. A proper education is invaluable though, and the road to success is paved by the parents. With today's technology, it's really a chore to hold a kids interest for more than a few minutes. That's if you can even get a few minutes out of them in between the emails and texts they receive.



The Ultimate Poppin' Frog!

"The Poppin' Phattie's unique double face allows it to pop and spray water anywhere!"

It excels on the mats and creates explosive strikes even in windy conditions."



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I believe sports play a major role in a child's mental and physical development and can often keep him or her on the straight and narrow. There is one sport that is available today that was nothing more than a dream when I was a kid in school. That sport is nothing other than fishing. You heard me correct, fishing. I would have never imagined that fishing would one day be an option in our schools. I won't lie to you; I just may have skipped school to wet a line a time or two. That's no longer necessary though, and we have companies like Berkley to thank for that.

This initiative started with colleges roughly six years ago and has expanded to high schools. In the last three years high school fishing programs/clubs have been starting up all across the country. Berkley's college fishing program has affiliation in 36 states and high school has already reached 21 states. In high school most of the programs are after school clubs like drama or science clubs. However, in some states such as IL for example, fishing is sanctioned by the board of education just like football and basketball. Other schools teach fishing skills as part of their physical education program. I also found out that fishing has come to the classrooms in middle schools and even elementary schools. These programs are generally incorporated into science or physical education.

Building a strong foundation for our children is invaluable, and if you are reading this then you know what an important role fishing has played in our lives. If we can reach out to the younger generation and get them involved in the outdoors, in my opinion we are potentially saving lives. I know that is a bold statement, but I hate to think of where I might be today if I had not discovered fishing. There are a lot of decisions for us all to make on a daily basis, and some of those decisions may impact the rest of our lives.

If fishing happens to be an option, then the odds are in our favor to do the right thing.

As I said, building a strong foundation is the key to success. The Back to School program that Berkley offers is amazing and is in fact changing the lives of many youngsters on a daily basis. Most anglers have seen and used Berkley products, but never realized how much they give back to the community. Countless charity events pepper their calendar on a monthly basis along with daily product give-away opportunities. If you think I am kidding, check out www.berkley-fishing.com right now for a chance to win everything from fishing line to a fully loaded fishing boat!!

It costs to be the Boss, and when it comes to giving back, Berkley is King.

For more details and to sign up team coaches (only one per school) register at http://www.berkley-fishing.com/high_school_registration



High School Fishing Club Registration



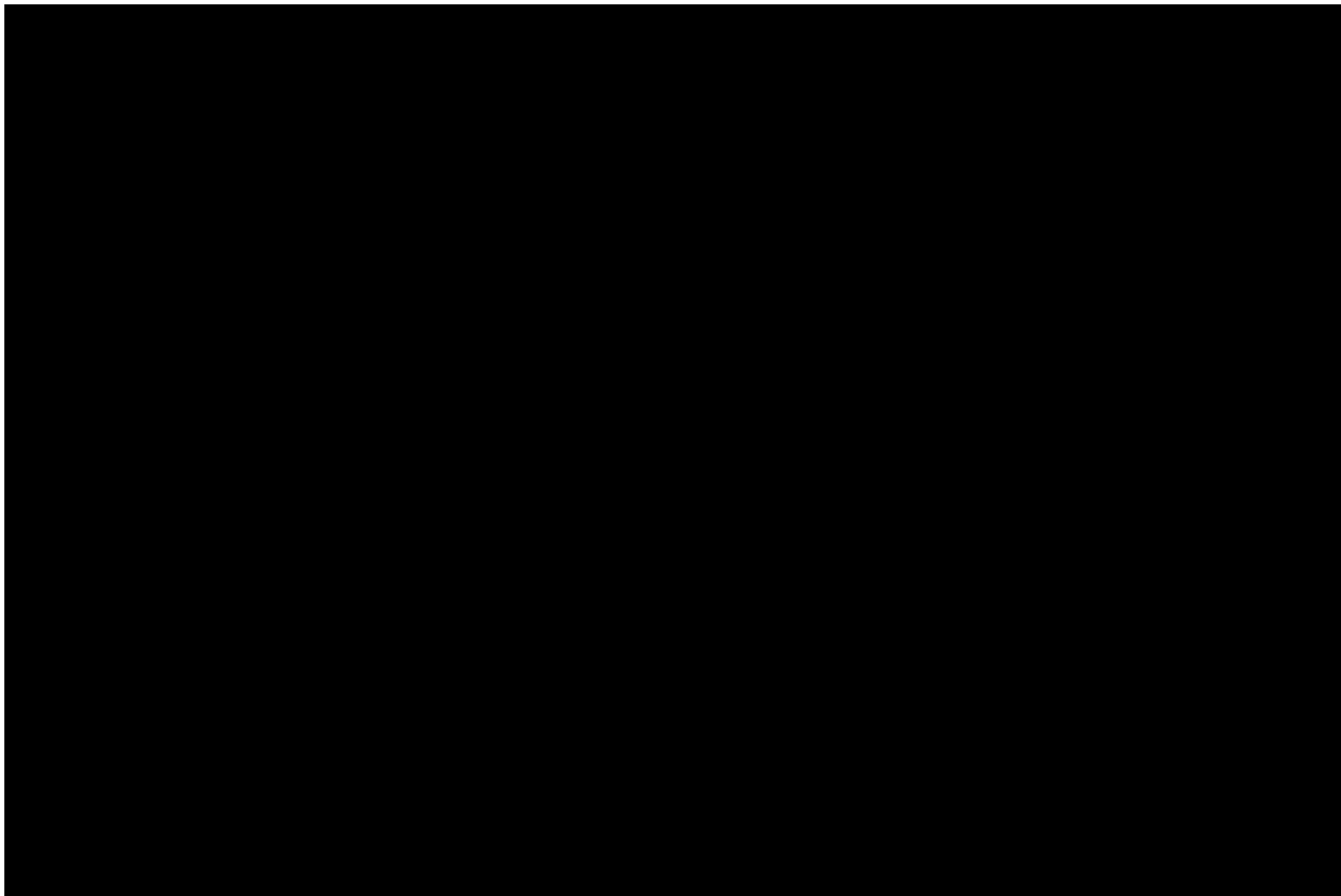
Welcome High School Fishing Club Coaches

Are you Ready for the Challenge?

KCAST[®] 2013

Product Highlights





Introducing the all-new Power-Pole Micro Anchor

It's swift, silent, secure and small

JL Marine Systems, Inc. is blazing new trails through the water with of-the-moment technology. Power-Pole, the original pioneer for shallow-water anchors, just launched the Micro Anchor—a



compact, all-electric powerhouse built to stop small crafts on a dime.

Nothing holds small crafts better in shallow water than Power-Pole's Micro Anchor. Designed for no-fuss fishing, this Micro—with an 8.5' spike—will stop you on the spot in less than 7 seconds flat. So, no matter how much the wind and water move, no matter what sand, rock or mud is beneath you, you won't budge. Natural rubber wheels feature Water Evacuating Tread (WET) with rugged drive train that won't jam or clog in any environment, from salt flats to Mississippi muck. It's Power-Pole's signature hold, guaranteed.

And you're in charge. The MICRO's wireless C-Monster operating system puts flexibility at your fingertips for a smart, seamless extension of your every whim. The remote gives you the freedom to fish your way with all the speed and directional controls in the palm of your hand. There's a USB Connector – for software updates and downloads, you're connected through Bluetooth and you can even call the shots through our smart phone app.

For captains of smaller boats or kayaks, the electric-drive MICRO runs right from your 12v battery. If your vessel does not have a battery on board, there's a Battery Pack & Charger kit, too. The "Soft Drive" stealth gearbox is engineered with sound deadening composites for ultra-quiet operation. And it's built to perform in the water. Low-friction Spike glider bearings give you years of smooth performance. No coatings or paints mean no chipping, peeling, cracking or fading over time. And the fully adjustable mounting bracket makes it easy to install any transom or horizontal deck surface.



The Micro Anchor is the first Power-Pole of its kind—crafted for the ultimate fishing lifestyle. For more information on the complete line of Power-Pole shallow water anchors and accessories, go to www.power-pole.com

About JL Marine Systems Inc.

JL Marine Systems Inc. is the Tampa, Florida-based manufacturer of the Power-Pole, a shallow water anchor system for all small skiffs, bass boats, flats boats, bay boats and more. Power-Pole is distributed via more than 1300 dealerships throughout the US. Visit www.powerpole.com/storelocator/map.html to find a local dealer.



Powell Rods TiMax Series

Are you an angler that absolutely will not settle for less than top notch? As Powell's flagship Bass rods, the TiMax series takes performance into the stratosphere. With blanks constructed using the latest generation of high modulus Maxumfiber material, you'll be able to experience the pinnacle of lightweight sensitivity. To ensure the utmost in durability, Powell uses the exclusive Maxumfiber X Tape construction process in this series. This process involves using special 3 millimeter 40 to 46 ton Japanese graphite tape wrapped at opposing 45 degree angles both on the inside and outside of the blank. This results in an extremely strong, durable rod that will withstand the stress of hard hook sets and heavy loads.

To compliment such an extreme blank design, the finest components from Fuji are utilized. These rods feature cutting edge 2 piece Fuji SK2 reel seats for maximum blank contact, and Fuji K-guides with true Titanium frames and SIC inserts for the utmost in light weight, strength, and corrosion resistance. Each rod also features a ported blue anodized aluminum tube located between the Grade A split cork grips to enhance cosmetics, balance, and durability.

A warranty plan exclusive to this series will give customers additional peace of mind. Should your rod break for any reason, a one time "no questions asked" FREE replacement will be offered. Any additional mishaps will incur a warranty replacement fee of \$99.





Fishing Season 2014

AMAZON LORD invites you sport fisherman, to come on this amazing journey in search of the great Amazon peacock bass.



Experience the unforgettable expeditions of the Amazon rivers in complete safety and comfort.

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IMPORTANT INFORMATION:
 All guests should arrive and stay overnight in Manaus on the Friday before their scheduled Saturday tour. On Saturday morning, after breakfast, guests will be transported to the local airport and take a quick flight to the best fishing spots of the region.




Amazon Fishing Packages' dates and rates for 2014 are below. Prices and rates might change without further notice.

1st Schedule From June to the 1st half of September 2014

River Region: Madeira, Madeirinha, Sucunduri, Pineapples, Acari, Uatumã, and more. Price per person: \$3550,00 Includes: Air Ticket round-trip Manaus/Olinda/Manaus and one night hotel stay in Manaus. Groups of 16 to 18 people for 6 days of fishing.

2nd Schedule From the 2nd half of September to the 1st half of October/2014

Regions: Rio Negro Mid Section, Jufaris, Demeni, Branco, and more. Closest city: Moura-AM. Price per person: \$3550.00 Includes: Ferry Boat round-trip to Manaus/fishing spots/Manaus and one night hotel stay in Manaus. Groups of 16 to 18 people for 6 days of fishing.

3rd Schedule D From the 2nd half of the October/2014 to March/2015

Regions: Barcelos and Santa Isabel do Rio Negro. Rivers: Negro, Caures, Cuiunim, Paduari, Preto, and more. Closest city: Barcelos-AM. Price per person: \$3850.00 Includes: Air Ticket round-trip Manaus/Barcelos/Manaus and one night hotel stay in Manaus. Groups of 16 to 18 people for 6 days of fishing.



ATTENTION

The above information is subject to change due to region's water level. The values mentioned does not include airfare tickets from your origin destination to Manaus.

Administration: São Bernardo do Campo - São Paulo - Brazil
 Street Marechal Deodoro, 1842 - 2º floor - Center - CEP 09710-201

www.amazonlord.com.br

Road Runner Reality Shad Buffet Rig



Serve them up right! The Road Runner Reality Shad Buffet Rig allows you to provide those wary lunkers two servings of shad on every cast. Rigged and ready for the ultimate finesse presentation. Features 1/16 oz. and 1/8 oz. Pro 2.0 heads with prism eyes, a scaled pattern, brass willow blades and Daiichi hooks. The Road Runner Reality Shad Buffet Rig positions the 1/8 oz. bait on the bottom (size 1 hook) and 1/16 oz. on top (size 2 hook).



“When the fishing gets tough...the tough use ZiptailZ!”

ZiptailZ is a Huge Hit at ICAST 2013!

In mid-July, Innovative Fishing Products sent its crack sales team from Dover, De. and Toronto Canada to the ICAST show in Las Vegas. It's mission?....launch ZiptailZ, the world's first treble hook skirt! Truly a David among Goliaths, ZiptailZ stood shoulder to shoulder with all the top fishing companies in the world. The response by the fishing industry was overwhelming positive..."truly innovative", "terrific idea", "remarkably simple", "can't wait to try it" were just a few of the comments we heard all week. Check them out www.ziptailz.com

ZiptailZ silicone Treble Hook Skirts provide that edge you're always looking for.... an advantage that turns your ordinary lures lethal! The unique engineered design of the tri-wing connector allows you to strap on a ZiptailZ to almost any size treble hook! EZ-on, EZ-off.

Kris George an Australian angler says this,"fishing the edges at Somerset dam on a recent trip and was having very little success. Tried out the new ZiptailZ on the front hook of my brown dog Jackal and landed this yellowbelly on the second cast. It had the ziptail in its mouth and it had definitely targeted the ziptail."



BLEEDING FROG WITH ATTITUDE

Fish can't resist the Bleedin'Frog and now it has serious attitude! Attitude in the form of the Frog-Tail trailer hook! The red, wide-gap Owner double hook makes the frog look like wounded prey and triggers the strike reflex.

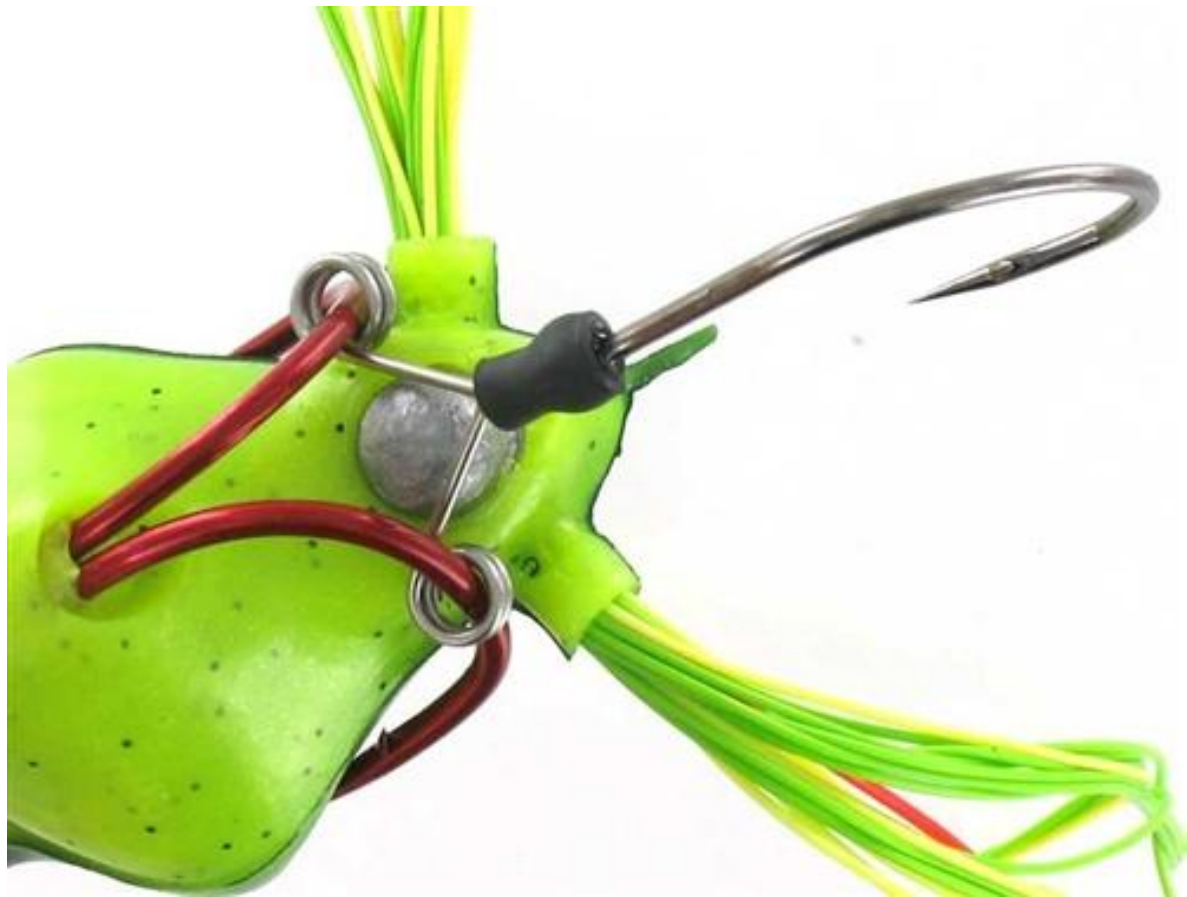
The Frog-Tail trailer hook ensures they won't get away! With 3 hooks and the soft hollow frog body, fish don't stand a chance!

The longer point on the Owner hook sticks the fish easier and quicker than any other hook on the market! The Frog-Tail trailer hook is an EWG Gamakatsu and will eliminate any short strikes! Together they result in a frog with serious attitude and serious fish catching power!

The Bleedin' Frog: 5/8 oz. 4 1/4" Premium Owner 5/0 red double hook and internal glass rattle

The Attitude--Frog Tail Trailer Hook: single 3/0 Premium Gamakatsu EWG

Bleedin' Frog with Attitude 8700 series in black, pearl, wild bullfrog, tweety and cicada.



Rat-L-Trap™ NEW ½ oz SUPER NATURALS Series



Wes Higgins, President of Bill Lewis Lures, recently announced today that Rat-L-Trap™ new ½ oz SUPER NATURALS series of baits would be available on August 1, 2013.

Link to checkout the NEW Super Naturals: <http://www.rat-l-trap.com/products.php?feature=1>

For 2014, Rat-L-Trap® is utilizing a new technology that completely changes the scope of what can be done in the spectrum of colors and details in pattern design. A “match the hatch” replica of different forage species is no problem for this new technology. But, as seasoned fishermen know, it's not simply natural looking lures that catch the most fish, it's those lures that have a little something extra. We like to call this Super Natural™. The blade on the spinner bait producing flash isn't just natural, it's super natural, the shimmy on the fall of stick bait isn't just natural, it's super natural, and of course the intense vibrating-rattle of a Rat-L-Trap isn't just natural, it's super natural. We've created these Super Natural™ color patterns for 2014 that will delight anglers around the world. This series utilizes natural, high-res images of predominant forage species and then accents them with proven, fish-catching highlights.

These new baits are available in the following colors: Blueberry Perch, Sunrise Perch, Blue Shiner, Fathead, Minnow, Candy Craw, Pinch'n Peach and Oxbow.



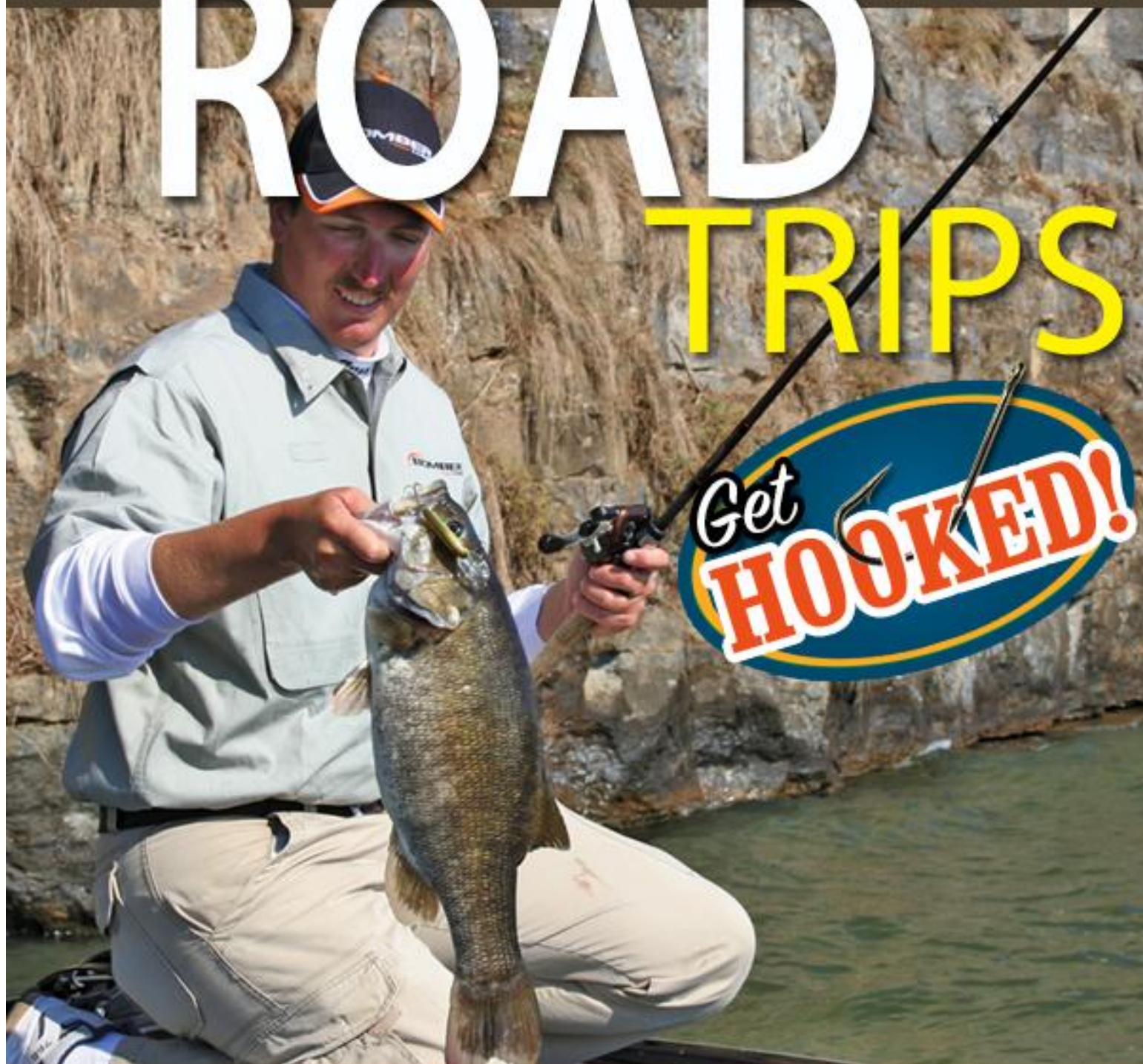
When you have a minute, please visit their website at www.rat-l-trap.com and take a look at the new colors and be on the lookout for an upcoming contest.

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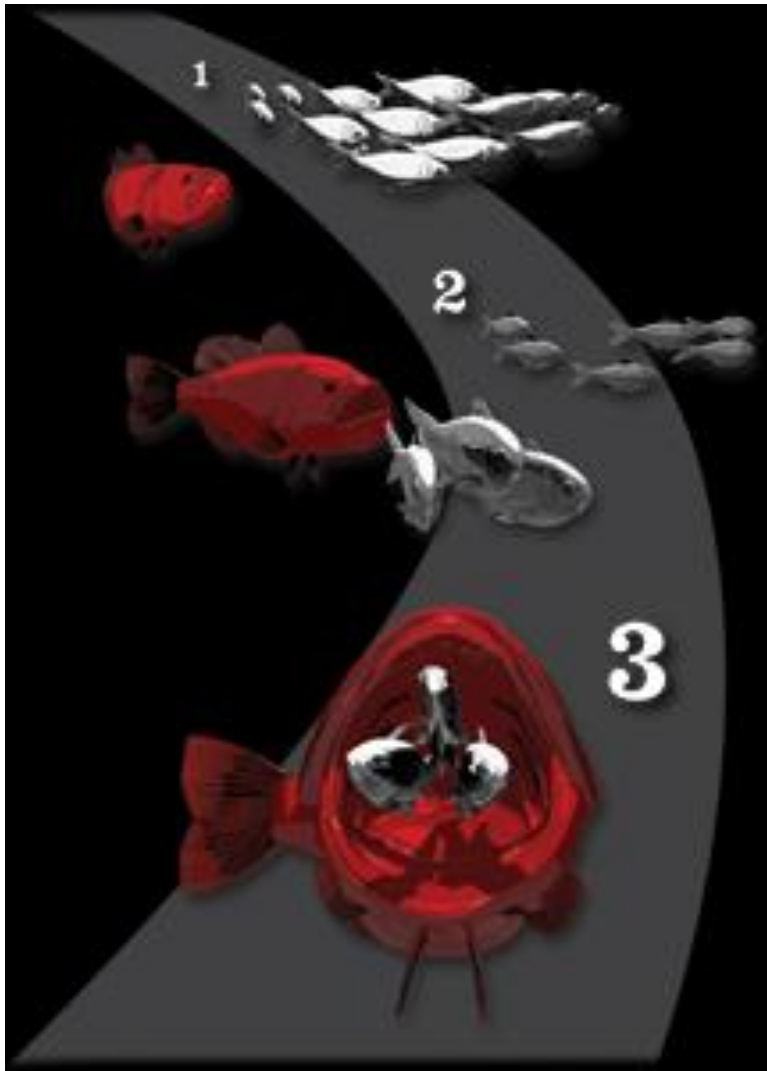
BaitBall Series By LIVETARGET

Koppers Fishing and Tackle Corp. introduced a radical new fishing lure design as well as a new brand called 'BaitBall'. The unique design implementation

spotlights one of nature's underwater survival events: the schooling formation of baitfish being ambushed by predator game fish. The new brand is defined by three elements; BaitBall is a concept, a lure, and a series of lures.

The new Baitball series is a sub-brand to the LIVETARGET brand and has been in development for over four years. Precision and expertise were critical to implement the lure actions, sizes, and multi-fish patterns that have been designed into each BaitBall lure. Radical and revolutionary, yet built on the core foundation of Mother Nature's own balance of fish survival and feeding habits, the new BaitBall unleashes the ingenuity of LIVETARGET's lure design and industry leading production capabilities to deliver a series of lures unlike anything developed before.





The LIVETARGET BaitBall concept was unveiled at ICAST 2013. “We’ve had it all wrong,” explains lead designer Tobias Wiegand. “Many of the hardbaits in today’s market replicate a single baitfish; however, game fish actually perceive many lures as a small group of baitfish and not just a single isolated bait.” Wiegand further explains, “It really is about profile. The cubic mass of a large crankbait more clearly resembles a smaller group of 3-5 baitfish rather than one large and disproportioned baitfish. By clearly understanding how game fish forge on schooling baitfish your perception of typical lure will evolve”.

Using ultra-modern CAD and manufacturing processes and controls, the LIVETARGET Series is available in both fresh and saltwater in Threadfin Shad, Emerald Shiner and Glass Minnow hatches. The new designs include poppers, jerkbaits, and crankbaits.

The BaitBall Series has a MSRP of \$16.99. Product will be delivered to wholesalers, and

channel partners in Q4 2013 along with merchandising and promotional programs to support the launch. The BaitBall Series is a trademark owned by Koppers Fishing and Tackle Corp.

Since its launch in 2008, LIVETARGET has grown into a full family of life-like fishing lures that “match-the-hatch” to specific game fish forage. The lures feature industry-leading designs in realism and workmanship that create award-winning lures that closely mimic nature’s different baitfish species. Headquartered in Ontario, Canada, Koppers Fishing and Tackle Corp. won ICAST “Best of Show” awards in the hard and soft lure categories in 2010, 2011, and 2012.



THE KINCHOU MINNOW

Matzuo America's newest hardbait the KINCHOU Minnow will make the competition nervous as they stand in the aisles of the 2012 ICAST show in Orlando, Florida, July 11th through the 13th. The Matzuo® pro staff spent over a year developing the game changing new KINCHOU in twelve "fish-catching" colors across four sizes, including the small but mighty 2 inch "NANO."



The KINCHOU brings on the trophy heat by exhibiting all the enticing action and looks that make big fish want to take the hook. Featuring a calibrated wobble-action that covers the widest range of water depths from four to twenty feet, this tackle-box keeper also looks good doing it with its uniquely shaped lip and realistic, flared "bloody red" gills. Acting like an excited baitfish with its curved body and its wide wobble, the KINCHOU also attracts attention by creating a unique resonating rattle caused by stainless steel bearings chambered inside the body. No other hardbait can shake, rattle and go like the KINCHOU Minnow.

Matzuo America's KINCHOU Minnow line in twelve enticing colors will attract trophy walleye, bass, pike, trout, salmon and other popular game-fish. The 2 inch MATZUO®KINCHOU NANO is also the perfect attractor for crappie and trout. This new line of eye-catching, fish-catching KINCHOU minnows are sure to fly off the shelves and with the excellent variety of colors, customers are sure to collect them all.

About Matzuo America:

Matzuo America is the premier name in innovative terminal tackle. Matzuo Sickle hooks, hooks, rigs, spinners, jigheads, wood baits, hard-baits, soft-baits, kits and gifts attract fish and fishermen alike. From freshwater to saltwater, from east to west and north to south, Matzuo is a name everyone recognizes as the ultimate in big fish catching equipment at affordable prices.

www.matzuo.com



Kinchou Minnow

Marianne G. Hasky



Takes “Cranky” Out Of The Netting Equation

Frabill develops the long-awaited Crankbait Net – the hook-resistant material angler’s have dreamt of

You’d think it would be all high fives between you and your buddies in the boat; after all, you just landed the behemoth bass that gobbled your crankbait moments ago.

But it’s no Kodak Moment.

On the floor lays your fish, now wound tighter in the net than a fly in a black-widow’s web. To boot, the lure’s hooks have sewn the now encased fish shut well beyond what any surgeon would suture. Times a waistin’. The fish needs to be released, but it doesn’t look good. Pocket knife here you come. Your net’s about to meet its maker.

Talk about creating a cranky situation...

But this unhooking horror story’s a thing of the past with Frabill’s new Crankbait Net. Designed for quick removal of multiple-hook lures, the specialty netting takes the sting out of crankbaits, spoons, topwaters, swimbaits, and any other bait sprouting hooks.

“This isn’t just another rubber net. In fact, it’s not just another coated net. This netting was developed after several years of trial and error to perfect its design,” says Freshwater Hall of Fame inductee and Frabill prostaff Tom Neustrom. “From the way the material is woven, to the shape of the loop and the composite of the coating, this netting makes untangling hooks a breeze.”

It all starts with the Crankbait

Net’s unique hexagonal mesh that resists snarls from all styles of hooks. Second is the fabric’s knotless composition that further denies hook-points. Third, the meshing is sealed in poke-



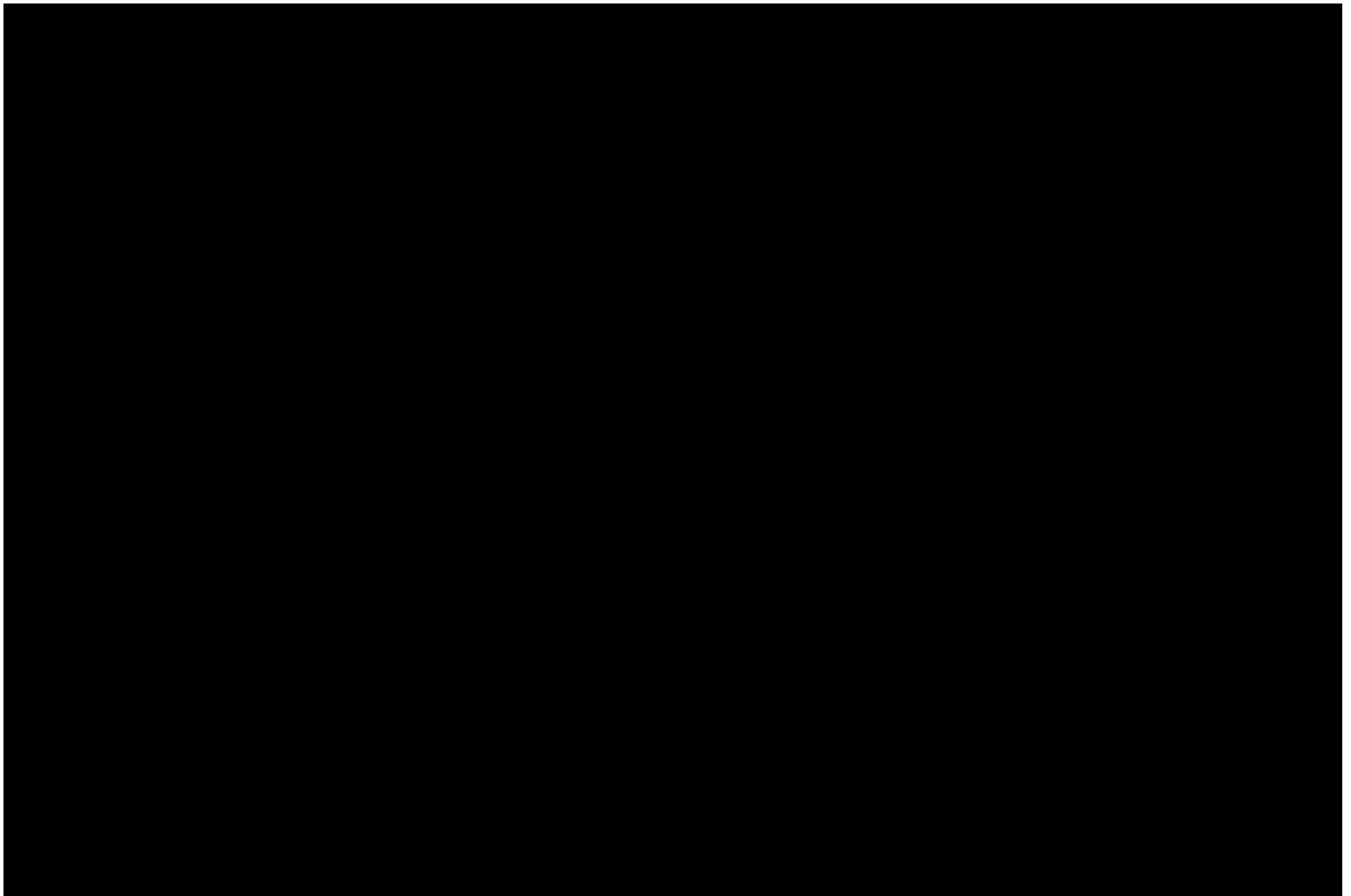


resistant double-dipped flat-black vinyl coating, which means there's nothing for even the most razor-sharp hook's point to penetrate. As well, the Crankbait Net is easy on the fish's fins, scales and protective slime on account of the flat-bottom blueprint that supports fish head to tail.

The Crankbait Net is now offered in three sizes and on a number of Frabill's most admired hoop and handle options, including the

Conservation Series 9517, 9521 and 9522, and the Conservation's saltwater-safe 9510, 9512 and 9515, as well the Tru-Trax 3813 and 3814 and Sportsman Net's 3443 and 3444.

Don't be afraid to ladle up a lunker net time one smashes a crankbait. Frabill's new Crankbait Net takes the crankiness out of fishing...and that's definitely a high-five moment.



REAL DEAL CRAW

Big Bite Baits is proud to introduce the Real Deal Craw the newest offering in its craw line of baits. The Real Deal Craw is our most realistic craw ever; it has CAD designed features that make it look and act like a real craw. The pinchers are designed

to be realistic, and have two possible swimming actions. The pinchers are made in a connected position to give the bait a gliding action on the fall when left intact and by splitting the pinchers you can give the bait a subtle swimming action on the retrieve.

The Real Deal Craw is 4" in size and available in 7 of Big Bites best selling standard colors or in 3 high definition hand painted craw colors.

To see all the baits that Big Bite Baits has to offer please log onto www.bigbitebaits.com.

TERMINATOR AMPS UP THE WEEDLESS ACTION

Terminator® spinner baits and jigs have been go-to lures in anglers' tackle boxes for more than 15 years. Recognized by many as one of the top 100 fishing lures of All Time," Terminator is all about ultimate performance and action.

Terminator® Weedless Football Jig. Begging to swim through the thickest of vegetation, the new Terminator® Weedless Football Jig fears no amount of cover and is ideal for any water depth, as well as sand, gravel and rock bottoms.



With a slight makeover, this weedless gem features a new custom Wide Gap VMC® Jig Hook that can withstand the heartiest of bites and in-water abuse, while the perfectly balanced head design creates the ideal, methodical swimming action. Rounding out its attire, this new weedless wonder sports a FULL custom silicone skirt with color matched multi-fiber weed guard for toughness.

Bass addicts can choose from three sizes including 1/2, 3/4 and 1 ounce, along with six pro-inspired color patterns.

STORM UNLEASHES JACK OF ALL CRANKS



With menacing eyes and a bully-like demeanor, the new line of ARASHI (a-ra-shee) lures is Storm® pro angler Brandon Palaniuk approved and stays true to its roots, delivering a fully cranked storm of actions that will have Bass barreling in for the kill, and anglers hanging on for the thrill.

The new triple-threat series of ARASHI lures from Storm includes the short and stocky Silent Square 3 and 5, the ominous Rattling Flat 7 and, rounding out this family, the deadly Rattling Deep 10.

“Storm hasn’t just set the bar with the new series of ARASHI lures, they’ve created a whole new category of bad-to-the-core baits that are ideal for a multitude of water, structure and fishing applications,” explains Palaniuk. “Whether anglers need a lure that has a lively rolling action, a tight wiggle action or a moderate rolling action paired with the perfect tail kick, ARASHI has them covered with unmatched comprise.”

All lures are equipped with circuit-board-style lips and an intricately built, patent pending self-tuning line tie, which Palaniuk says makes the ARASHI an unmatched force and a Bass angler’s dream bait.



“The circuit board lip tracks the lure true at slow speeds, while precisely and quickly getting it down to maximum diving depth. Combine that with the self-tuning line tie, which is a free-moving design that keeps the lure tracking accurately, and anglers are ensured of nonstop, unrivaled fishing action.”

ARASHI Silent Square 3 and 5

Leading off the family is the ARASHI Silent Square 3 and 5, which run with a lively rolling action and a pronounced tail kick. Their growling large head extends to a thin sharp tail, creating unadulterated buoyancy to back out of cover, while the square lip design adds increased deflection — creating the perfect match for contacting structure.

The Silent Square is an ultra quiet, non-rattling bait perfect for targeting wary or pressured fish in shallow water. The Silent Square 3 is 2-1/8 inches long and weighs 1/2 ounce with a running depth of 3 feet, while the Silent Square 5 is 2-3/8 inches long, weighing slightly more at 5/8 ounce with a running depth of 5 feet.

ARASHI Rattling Flat 7

Next is the new ARASHI Rattling Flat 7, which swims with a tight wiggling action, creating maximum flash and vibration that brings the angry out of bass. The multi-ball rattle provides a loud, variable pitch and its long-cast design sets sail for distance with meticulous accuracy. At 2-1/8 inches long and weighing 7/16 of an ounce, the Rattling Flat 7 runs at the 7 foot water column, delivering jaw-dropping results.

ARASHI Rattling Deep 10

Rounding out the ARASHI family is the lethal hawg hunting Rattling Deep 10. As the name suggests, this outlaw swims at 10 feet with a moderate rolling action for the right amount of search, and a truckload of tail kick. The internal multi-ball rattle produces a loud, yet variable pitch for added attraction, and the long-cast design gets the bait on mark with the subtlest of touches. At 2-3/8 inches long and weighing 9/16 ounce, this ARASHI is ready for battle.

All lures come with premium Black Nickel VMC® treble hooks in sizes 02 and 04, and are available in 12 alluring color patterns including Hot Blue Shad, Bluegill, Baby Bass, Crappie, Blue Back Herring, Wakasagi, Rusty Craw, Mossy Chartreuse Craw, Red Craw, Hot Chartreuse, Parrot and Black Silver Shad.





Hobie Mirage Revolution 11

Whether it's a day of casting, sailing, or capturing your next shot, the Revolution 11 has you covered.

Modeled after the popular Hobie Revolution 13, the "Revo 11" sports a fast-yet-stable hull, Hobie's innovative MirageDrive, generous belowdeck stowage, myriad on-deck lashing opportunities and

an optional sailing kit, giving you the ability to go whenever the mood strikes. The Revolution 11's lightweight hull rewards energy input with quick acceleration and her tight turning radius allows you to adroitly stalk fish and confidently explore reefs. Ideal for small-to-midsize kayakers.

Hobie's Twist and Stow Rudder is there when you need it, gone when you don't. A standard accessory on most* Mirage models, the retractable-rudder system is engaged and disengaged with a pull of the T-shaped control handles.



LIVETARGET's New HFC (Hunt-for-Center) Crawfish Crankbait

LIVETARGET announced the addition of the new HFC Craw to its already robust lineup of crawfish hardbaits

at ICAST 2013. HFC stands for "hunt-for-center," which is an engineered feature of this bait series that causes the HFC Craw to not only erratically deviate from a straight line track during retrieve, but to also continuously self-correct itself to get back on "center." The irregular swimming behavior looks very natural and, therefore, is a highly desirable trait for crankbaits.

This crawfish imitator stems from significant R&D, including in-the-field and design contributions from prostaff David Walker and Stephen Browning. With the HFC Craw's aggressive tail-kick

and unique hunt-for-center action, look for this bait to be especially effective for working the 7- to 8-foot depths when targeting big pre-spawn Bass.

The HFC crankbait; fitted with premium hooks and hardware, weighs approximately 3/8 oz. and measures 2-inches (52mm) in length. The series consists of six LIVETARGET crawfish colors, including patterns specifically created by prostaff members. The colors are Phantom Green, Spring Craw, Root Beer, Chartreuse Root Beer, Copper Root Beer and Red.

According to longtime BASS pro David Walker, the size and colors make the HFC Craw an excellent choice for fishing in cold-water conditions and around rock cover. "This will be my go-to crankbait for cold water, pre-spawn fish, and especially when the water is clear. This lure has all the qualities to make it a spectacular producer," Walker said.

LIVETARGET has been the leader in developing the most life-like crawfish lure imitations ever designed, with anatomical features and color schemes that match natural creations. With the introduction of the HFC Craw, LIVETARGET offers the finest lineup of premier crawfish crankbaits to match up to any water depth, color scheme and action.

The HFC Craw has a MSRP of \$14.49 with availability expected in November of this year.

About the LIVETARGET brand: Koppers Fishing and Tackle Corp. launched the LIVETARGET brand in 2008 and has developed a full family of life-like fishing lures that "match the hatch" to specific game fish forage. The lures feature industry-leading engineering in realism and workmanship that have that resulted in award-winning lures that most closely mimic nature's best designs. LIVETARGET lures have won ICAST "Best of Show" awards in the lure category for three consecutive years: 2010, 2011 and 2012. The company is headquartered in Ontario, but with significant U.S. operations and sales worldwide through associated sales representatives and retailers. www.livetargetlures.com.

Bobby Garland Slab Dockt'R

The new Bobby Garland Slab Dockt'R, a large profile soft plastic crappie lure designed especially for dock shooting, is available and already catching on and catching fish. None of this should come as news to anglers familiar with Garland; the brand has a reputation for introducing artificial crappie baits that serve a purpose and deliver results.



Dock shooting is a process in which the lure is held in the hand and used to pull the rod back, much like pulling the string on a bow, before releasing the bait near the water's surface so it skips under docks or other low-hanging obstacles to reach hard-to-cast-to spots where fish take



cover. Up until now, dock shooters have mostly relied on using traditional crappie baits, but the Slab Dockt'R offers specific features conducive to the technique.

The Slab Dockt'R measures 2.5 inches in length and has a bulked-up body to provide the mass for skipping, since the optimal jighead is a lightweight 1/24 ounce. The new bait's back is flat and half an inch wide, making it almost twice the width of Garland's popular Baby Shad.

From its broad shoulders, the sides

roll under to form a boat-like hull for the belly. The shape keeps the bait running true during free fall and all retrieve speeds, plus allows use of a Garland crappie rattle.

Extending from the bait's body are parallel twin tails with tiny kick-feet. The design delivers a tight swimming action that vibrates the entire bait during vertical and horizontal presentations. That means the Slab Dockt'R is also a good trolling and jigging bait.

Expert dock shooters Terry Blankenship and Lee Pitts were instrumental in testing early prototypes of the new lure. Both men guide on well-known crappie lakes where dock shooting is a proven technique, Blankenship on Missouri's Lake of the Ozarks and Pitts on Alabama's Weiss Lake. And both were among a group that had the first opportunity to fish the first production models of the Slab Dockt'R in early October on Oklahoma's Grand Lake, a good crappie lake but not a place where dock shooting is popular, or at least it hasn't been.

"I couldn't have been happier to find what I did on Grand," Blankenship said. "Big black crappie were suspending just under the dock floats at about 4 feet, and they were positioned perfectly for dock shooting. I'm looking forward to a return trip to Grand and its gorgeous fish sometime soon."

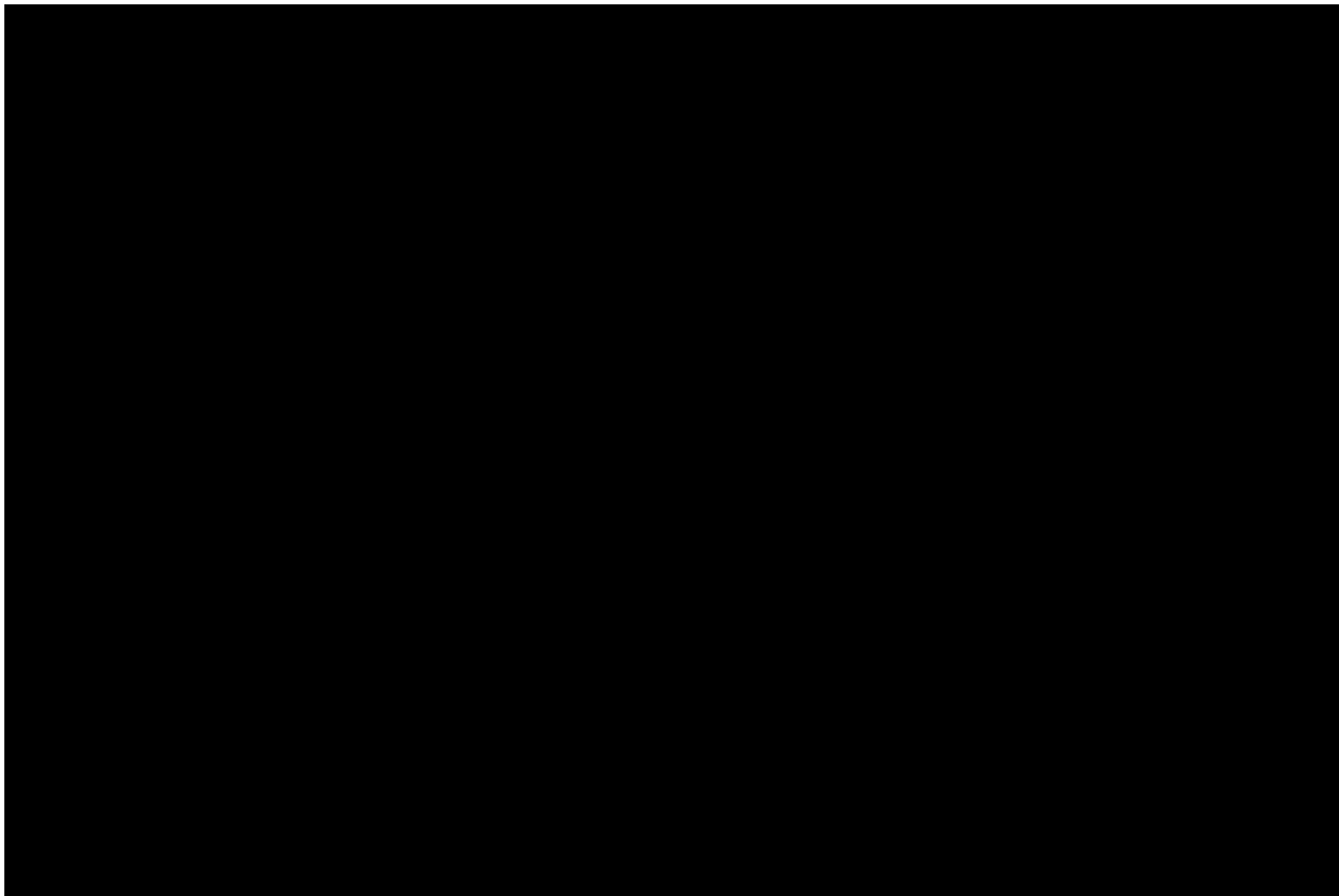
Longtime Grand Lake guide Ivan Martin was also on the trip, and although not a shooter before, he said he's now a believer and has been sharing news of the technique on his radio show.

"I saw how effective dock shooting can be, and besides that, it's fun to do, so I'm definitely going to be practicing and adding it to my skill set," Martin said. "This is something every avid crappie fishermen needs to know about."

Since public availability of the lure, several anglers have already had success with the bait.

Indiana's Doug Sikora reported it was effective for him while dock shooting during the recent Crappie USA championship on Kentucky Lake. Several others, including the Oklahoma team of George Foster and Gary Rowe, said they caught good numbers and good fish on the bait while jigging it during the Bobby Garland / Crappie Pro Monster Fest the last weekend of October.

"Without a doubt, the Slab Docket'R has its place," said Chris Lindenberg, owner of the Gene Larew Lures family that includes Bobby Garland crappie baits. "It's easier for companies to copy a bait than design one, but that's not Garland's way. It costs us more, but we prefer to invent new creations that help anglers catch more crappie with something different or improve upon a technique. The Slab Docket'R joins a growing list of Garland innovations beyond just the Baby Shad and Slab Slay'R, including the Stroll'R, Minnow Mind'R and Scent Wiggler'R."



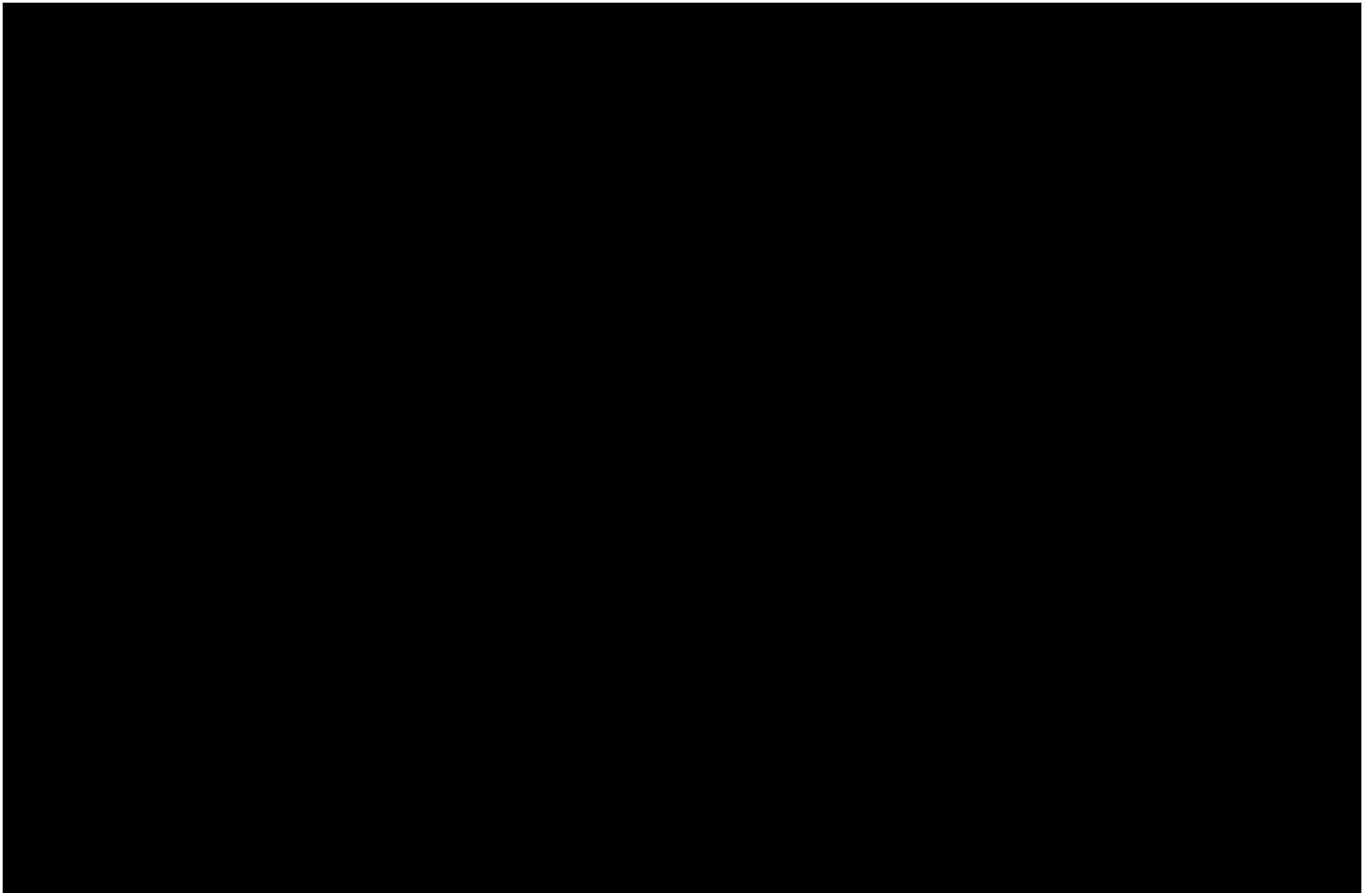
Arbogast Buzz Plug



Imagine stopping your buzzbait right next to that stump and letting it float there, then twitching and shaking it to entice a big bass to strike. Or, how about retrieving your

buzzbait with slow twitches and subtle movements when fish are especially finicky? Or, throwing a buzzbait on top of the slop or over wood cover and working it out with no snags?

From the company that brought anglers the Jitterbug and the Hula Popper, two legendary topwater lures, comes the totally unique Buzz Plug, a near weedless floating buzzbait with built-in action. With a normal constant "buzzbait" retrieve, the Buzz Plug waggles side-to-side in a swimming motion, and when paused, the nose and blade lifts out of the water and perfectly positions the upturned double hook for sure hooksets. This same front-end rise allows the angler to slap the water by twitching the rod tip, and the double upturned hook is nearly weedless, allowing anglers to throw it onto sloppy weedbeds or into heavy cover and bring it back without snagging.



Wake Flame SXL and Wake Flame SL Underwater Lights



Rigid Industries, the leader in forward projecting LED lighting technology, introduces the new Wake Flame SL to the marine grade line of lights. More importantly, this new marine

LED light has given birth to the Rigid Industries Wake Flame series of underwater lights. The original M-Series Underwater Light released in March of 2013 is now the Wake Flame SXL and has all the same features.

The Wake Flame SXL and Wake Flame SL underwater lights truly make your boating experience more enjoyable and fun. These two additions to the marine series of lights from Rigid make a big statement out on the water by illuminating vivid colors in the surrounding water from your boat. There are multiple LED color choices available in green, blue, white and the Wake Flame SXL's RGBW color changing option. The Wake Flame SXL is the larger, higher lumen output light that features 18 LEDs in its oval design while the Wake Flame SL has half the LED count in its 4" round design.

Steve Adam, VP of Rigid Industries Engineering said, "The new UWL (Underwater Light) will revolutionize the boating world with its 5 times stronger than military spec Triplex coating and features such as the RGBW coloring changing model. Boaters can look forward to a wider, deeper beam pattern with its new design while ranging up to 9,000 lumens on select models. The UWL is priced competitively and built to the Rigid Industries LED Lighting standards of quality and durability." This statement still holds true and even more so with the Wake Flame SL add on.

The Wake Flame underwater lights undergo a Triplex® coating process that is up to 5 times stronger than military spec anti-corrosion coatings and safely allows these lights to be used in saltwater environments. Both light versions are sold in either surface mount, that screw from the front, or stealth mount that comes with a 2.5" stud to mount cleanly on a 2" thick or less transom. Multiple light arrangements are encouraged since these lights can be connected to a DMX controller and other lights on your boat.

This exciting new technology in LED lighting can be used for many applications in the Marine industry. Rigid Industries is committed to supporting their customers and the industries they work and play in by continuously developing new product lines to meet their needs. For more information on the new Underwater Light, please visit <http://www.rigidindustries.com>.

Freedom Hawk Pathfinder



Introducing the Freedom Hawk Pathfinder; the next generation of fishing kayaks. Stand, sit, paddle, pole, motor, troll, float; this new kayak is designed to be fished in all water conditions from open water ocean fishing to coastal flats, lakes, rivers and ponds.

Featuring the same patented outrigger as the Freedom 12 Series, this kayak features three outrigger positions for unmatched stability and efficiency of movement. It paddles like a conventional kayak in position one. Position two offers maximum stability for stand-up fishing or landing and releasing large game fish. The third position (in-line) offers a blend of efficiency and stability for rough water conditions, poling, or motoring.

With a maximum capacity of 450 lbs and internal and external storage, you can bring all your gear (tackle, decoys, dive or photography) for a full day on the water. This kayak comes standard with inserts for an optional motor mount and a custom designed recess for your battery case, making the transition from paddling to motoring seamless.

At 14 feet 2 inches in length, this boat features maximum performance for longer paddling trips. The added freeboard and upswept bow make this boat dry in open water lake and sea conditions. You can add the optional Elite Angler Seat, the most comfortable kayak seat on the market, for extra all-day comfort. If you prefer to sit or stand, this kayak is the ultimate fish catching machine.



Raymarine Dragonfly

A new species of sonar. View the world beneath your boat with the photo-like clarity of CHIRP DownVision™ sonar, the first high-resolution imaging sonar for anglers to use CHIRP technology. Dragonfly's dual channel CHIRP technology lets you explore structure and target fish like never before. Dragonfly comes complete with Raymarine's exclusive new dual-beam CHIRP transducer.

Key features:

Photo-like imagery of bottom structure using CHIRP DownVision™

CHIRP powered Dual Channel sonar; view high resolution CHIRP

DownVision structure imagery and target fish with CHIRP sonar simultaneously

Supplied complete with perfectly matched dual beam CHIRP transducer

Fast response temperature sensor built into the transducer

Built in 50-channel GPS sensor with fast-acquisition technology

Available with industry leading, Navionics charts included on microSD

Uncomplicated user interface simplifies display choices and menu options

Ultra-bright 1500 nit optically bonded sunlight display for maximum readability in all conditions

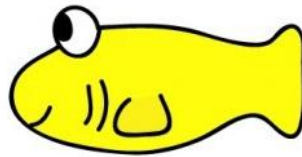
Tilt/swivel quick release holster with optional locking core for added security

CHIRP Sonar Technology. Unlike conventional imaging sonars that transmit a single frequency with each pulse, Dragonfly's DownVision™ sonar uses CHIRP technology to transmit across a wide spectrum of sonar frequencies with each pulse – the result is much higher resolution, life-like sonar images.

Dual Channel CHIRP - Two Sonars In One. Dragonfly is built with two discrete CHIRP sonar channels. The first is the ultrahigh-resolution DownVision channel and the second is a high-resolution fish targeting sonar channel. View each sonar channel independently or switch to dual sonar split screen mode for the ultimate in underwater intelligence.



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