

East Bay Angler Newsletter 11/08

'09 show Sunday, Jan. 04, 2 PM

Save The Bay to promote the show to 15,000 members

Stars plan super show for new Sunday format



'Crazy' Alberto Knie and Mike Laptew have planned a super show for the launch of the new Sunday PM format for EBA shows. It's a gamble!

Mike Bucko to speak on wintering fishing gear



Speaking at the November meeting will be Mike Bucko -- famed tackle expert from Fall River. Mike will explain how to put your gear away so that it will not deteriorate during the Winter months.

Meeting: November 12
Place: Riverside Sportsman's Club
Time: 6:45 -- Meal time
Business: 7:15
Meal: John's secret stuff
Speaker: Mike Bucko will reveal how to get the most life out of your gear by taking care of it in Winter.
Other business: This is the time of year when the club nominates officers for the coming year. No one seems anxious to serve, so we will have to make do with the ones now serving. Have any ideas?

This is the time of year when we pay our dues. Please bring yours to the meeting! Attaboy

By Will Barbeau

The East Bay Anglers begin a new phase in the 37th year of their existence: the 24th annual 'seminar' -- now called an 'expo' -- will be held on Sunday afternoon, January 4, 2009, at 2PM.

It's a major step. We take it only because we have the support of Save The Bay -- with its 15,000 member base. For 23 years our shows were such strong draws that it made little difference if recipients of our charity did, or didn't help, to sell tickets.

With this economy -- it's absolutely essential that the beneficiaries of the show help sell the tickets. And what local organization fits the format better than Save The Bay?

The club can thank Mike Laptew for making the connection. He's worked with Save The Bay for many years on many projects. When we discussed the partner search with him, he immediately recognized STB as the most logical choice. When Laptew, Barbeau and Club Skipper John Mazurak visited Save The Bay's Communications Director John Martin -- it became a natural marriage.

It won't be a pushover. To realize its goals, the show has to sell 600 tickets at \$15 each. This is not easy. On the other side, running a Sunday event -- with maybe a dozen exhibitors in the cafeteria -- doubles the cost of the high school. So we have to watch our expenses closely.

Show will have web site

Also new this year is the expanded use of electronic promotion. Save The Bay will promote the show to its 15,000 people through their e-mail systems. In addition, EBA has a new web site for the show: <rifishshow.com>. That site is being developed by famed John Redmond -- who also hosts the web site <stripedbass.com>. There will be mutual links between the <rifishshow.com> site and <stripedbass.com> as well as Save The Bay. See next page