



July 18, 2008

Ms. Melissa Miller-Henson, Program Manager  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

**Via Email:      [MLPAComments@resources.ca.gov](mailto:MLPAComments@resources.ca.gov)**

Dear Ms. Miller-Henson,

The American Sportfishing Association (ASA) would like to take this opportunity to nominate Mr. Cody Shedd with AFTCO Bluewater and Victor Romano of Leisure Sales Inc to be a member of the Marine Life Protection Act (MLPA) South Coast Regional Stakeholder Group (SCRS). Their full contact information is:

Mr. Cody Shedd, General Manager  
AFTCO Bluewater

Irvine, CA 92614

Mr. Victor Romano, Jr  
Leisure Sales Inc.

Fullerton, CA 92835

ASA, the sportfishing industry's trade association, has been an active and constructive participant in the implementation of the MLPA through the Partnership for Sustainable Oceans. ASA is committed to protecting both the resources and the interests of the entire sportfishing community, including the interests of America's 40 million anglers who generate over \$45 billion in retail sales with a \$125 billion impact on the nation's economy creating employment for over one million people.

In California alone, saltwater recreational fishing generates \$2.3 billion a year in economic activity, \$161 million in State and local income taxes, and \$737 million in California salaries, wages, and business profit. Sportfishing in California also generates over \$19 million a year to the State for conservation programs from excise taxes imposed on fishing tackle and federal motor boat fuel taxes and \$63 million (in 2007) in sportfishing licenses sales. Given the contribution of the sportfishing industry to both fisheries conservation and the economy in California, ASA strongly believes the industry should be represented on the SCRS.

**A M E R I C A N   S P O R T F I S H I N G   A S S O C I A T I O N**

225 REINEKERS LANE, SUITE 420, ALEXANDRIA, VA 22314 • 703-519-9691 • FAX: 703-519-1872  
WEB: [WWW.ASAFISHING.ORG](http://WWW.ASAFISHING.ORG) • E-MAIL: [INFO@ASAFISHING.ORG](mailto:INFO@ASAFISHING.ORG)

AFTCO Bluewater, headquartered in Irvine, CA, is a very active member of ASA, including as chair of ASA's government affairs committee. As General Manager for AFTCO Bluewater, Cody Shedd has the ability to contact over 2,000 customers who have come to build a strong level of trust for AFTCO. Mr. Shedd is willing to use the AFTCO customer list as necessary in order to help disseminate information to those 2,000 customers. AFTCO is also able to disseminate information at trade shows and AFTCO events.

While Mr. Shedd's current position as General Manager is demanding, he is fully prepared to devote as much time as needed to the SCRSG. Mr. Shedd is a graduate of University of California – Berkeley with a degree in economics. He understands that the Shedd family has benefited greatly from ocean resources, starting with Sea World and now with AFTCO.

As a manufacturer's representative, Mr. Romano has several years of direct industry experience that has provided him with an extensive network of industry and angler contacts. His current position, which allies him with a major manufacturer and chain of distributors, will allow him to reach out to industry members and anglers as necessary throughout the MLPA implementation process in the South Coast Phase. In addition, in his previous position at the National Shooting Sports Foundation Mr. Romano had extensive experience working on natural resource issues and user group coalition.

Both Mr. Shedd and Mr. Romano understand the time commitment necessary to participate in the SCRSG. They are both team players and understand the value of respecting the views of others as part of the negotiation process. We are very confident in their dedication and ability to participate in the SCRSG representing the sportfishing industry.

Thank you for your consideration. Please contact me with any questions you may have regarding Mr. Shedd's or Mr. Romano's nomination.

Sincerely,

A handwritten signature in cursive script that reads "Patty Doerr". The signature is written in black ink and is positioned above a faint, rectangular stamp or watermark.

Patty Doerr  
Director of Ocean Resource Policy

cc: Mr. Cody Shedd, AFTCO Bluewater  
Mr. Victor Romano, Leisure Sales Inc.



# PARTNERSHIP FOR SUSTAINABLE OCEANS

Recreational Fishermen Protecting California's Ocean Resources

July 21, 2008

Mr. Ken Wiseman, Executive Director  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

Dear Mr. Wiseman:

On behalf of the Partnership for Sustainable Oceans (PSO), I am writing to express the PSO's support for the following nominees to represent the recreational fishing community on the South Coast Regional Stakeholder Group (SCRS):

Mr. James Alley, San Diego Sportfishing, Inc.  
Mr. Donald C. Brockman, Owner - Freelance  
Mr. Buck Everingham, Everingham Bros Bait Company  
Mr. Joe Exline, angler  
Mr. Robert Fletcher, Sportfishing Association of California  
Mr. Michael Gauger, Seaforth Sportfishing Inc.  
Mr. Mike Hansen, Dana Wharf Sportfishing  
Mr. Fred Huber, Captain and Owner of the Half-Day Boat Daily Double  
Mr. Paul Lebowitz, Kayak Fishing Association of California  
Mr. Merit McCrea, Marine Biologist and former sportfishing boat owner  
Mr. Marc Mills, Okuma  
Mr. Jim Pearce, Lead Masters  
Mr. Vic Romano, Leisure Sales Inc  
Mr. Cody Shedd, AFTCO Bluewater  
Mr. Norris Tapp, Captain and former manager of Davey's Locker Sportfishing  
Ms. Wendy Tochihara, Izorline  
Mr. Joe Villareal, Sportfishing and Squid Lightboat Operations

To ensure balanced representation of the recreational fishing community on the SCRS, it is important that an adequate number of members from all sectors of the recreational fishing community be nominated, including individual anglers, the sportfishing industry, charter/party

**Partnership for Sustainable Oceans: American Sportfishing Association, Coastside Fishing Club, Kayak Fishing Association of California, National Marine Manufacturers Association, Northern California Kayak Anglers, Sportfishing Association of California, and Southern California Marine Association**

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boats, live bait fishermen, kayak fishermen, and pier and shore fishermen. Please contact us with any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Gordon C. Robertson". The signature is written in a cursive style with a large, prominent initial "G".

Gordon Robertson, Vice President  
American Sportfishing Association

cc: Members of the Partnership for Sustainable Oceans