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

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 (SCRSG). Their full contact information is:

Mr. Cody Shedd, General Manager
AFTCO Bluewater
[illegible]ue
Irvine, CA 92614

Mr. Victor Romano, Jr
Leisure Sales Inc.
[illegible]
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 SCRSG.

AMERICAN SPORTFISHING ASSOCIATION
225 Reinekers Lane, Suite 420, Alexandria, VA 22314 • 703-519-9691 • Fax: 703-519-1872
Web: www.asafishing.org • E-mail: 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.

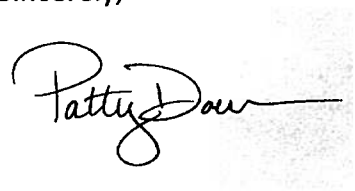
While Mr. Shedd's current position as General Manager is demanding, he is fully prepared to devote as much time as needed to the SCRSG. Mr. Shedd is a graduate of University of California – Berkeley with a degree in economics. He understands that the Shedd family has benefited greatly from ocean resources,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



Patty Doerr
Director of Ocean Resource Policy

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

Cody Shedd

Costa Mesa, CA 92626

OBJECTIVE To obtain a position in the SCRSG

EDUCATION **University of California, Berkeley**
B.A. Economics, August 2002 (G.P.A. 3.28)
Minor: Business Administration (G.P.A. 3.51)

EXPERIENCE

March 2006-Present **General Manager**
AFTCO Bluewater
- Manages all aspects of Production and Operations, overseeing a total of 30+ employees
- Successfully fostered at least 20% growth annually since taking over as General Manager
- Able to reach a wide range of people in the fishing community; as I attend trade shows, consumer shows, and communicate with customers on a regular basis

December 2003-February 2006 **Operations Manager**
AFTCO Bluewater
- Responsible for all Production and Purchasing of over 1,000,000 T-shirts per year
- Directed the Warehouse Manager and his 15 employees
- Controlled all aspects of Inventory

December 2002-December 2003 **Technical Sales Representative**
Pro Lighting, Inc.
- Represented General Electric Sports Lighting Equipment
- Responsible for selling Sports Lighting Equipment to all Cities, School Districts, and Fair grounds in Northern California
- Hired General Contractors and Electrical Contractors for each individual job.
- Made the most sales of any rep except for the Owner of the Pro lighting, Mike Bauer.

July 2001-October 2002 **Assistant Financial Advisor**
Morgan Stanley, Berkeley CA
- Prospected potential clients via telephone, mail and e-mail
- Attended Investment Consulting Services seminars
- Personally responsible for opening accounts for Senior Financial Advisor
- Successful in persuading ten or more clients to attend Investment Consulting Seminars

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 (SCRSG):

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 SCRSG, 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

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

Sincerely,

Gordon C. Robertson

Gordon Robertson, Vice President
American Sportfishing Association

cc: Members of the Partnership for Sustainable Oceans