



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. Marc Mills to be a member of the Marine Life Protection Act (MLPA) South Coast Regional Stakeholder Group (SCRSG). His full contact information is:

Mr. Marc Mills, Marketing Promotions/Product Manager
Okuma Fishing Tackle Corp

Ontario, CA 91761

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

While Mr. Mills is a member of the sportfishing industry, he is also an avid recreational fisherman. He is very active in local fishing clubs, and has worked extensively in the recreational fishing community – including with the Sportfishing Association of California – and is well respected in many circles. As a sales professional, he understands the “give and take” and respect required for a serious negotiation to be successful. Mr. Mills has followed the MLPA process thus far and understands the time commitment necessary to participate in the SCRSG. We are very confident in his 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. Mills’ nomination.

Sincerely,

A handwritten signature in cursive script that reads "Patty Doerr". The signature is written in black ink and includes a long horizontal flourish extending to the right.

Patty Doerr
Director of Ocean Resource Policy

cc: Mr. Marc Mills

Marc Alan Mills

Laguna Niguel Ca. 92677

MARKETING / BRAND MANAGEMENT

2006 - Present Marketing Promotion /Product Manager-Okuma Fishing Tackle Corporation

- Trade show booth design and management
- Integrated Monthly E-News Letter
- Marketing Budget Management
- National Prostaff Manager
- Market research
- Product research
- Point of Purchase display design
- New Product introduction
- Catalog writing, design and development
- New Product development rods, reels, accessories
- Extensive Travel within the United States, Canada, Mexico and China creating and maintaining relations

2006 Marketing Coordinator- Shimano American Corporation

- Integrated Monthly E-News Letter
- Ad tracking and monthly management
- Shimano Fishing Tour Management
- Extensive Travel within the United States, Canada and Mexico creating and maintaining relations

2003-2005 Marketing Promotion Specialist- Shimano American Corporation

- National and regional promotion development and implication
- Extensive Travel within the United States, Canada and Mexico creating and maintaining relations
- Trade show booth design and management
- Special event coordinator
- Website maintenance
- Prostaff program management
- Co-Op management

2001-2003 Brand Management / Product Development- Shimano American Corporation

- Extensive Travel within the United States, Canada and Mexico creating and maintaining relations
- Market research
- Product research
- Point of Purchase display design
- New Product introduction
- Catalog writing, design and development
- Trade show booth design and management

COMPUTER SKILLS

- Microsoft Word
- Excel
- Power Point
- COM Share
- AS 400
- Communiqué
- Blue Martini

EMPLOYMENT

- 2001-2006** Shimano American Corporation
1989-2001 Dana Wharf Sportfishing
2000-2001 Let's Talk Hook Up On the Water Seminar Director
1992-2001 Let's Talk Hook Up radio show weekly report host
1999-2001 (SAC) Sportfishing of California Marketing Manager
2002-2004 United Anglers of Southern California MLPA Team

OTHER

- San Diego Recreation Council- Served on the board
- Anaheim Tourism Council- Served on the board
- Military, Welfare and Recreation Council- Served on the board
- Dana Point Chamber of Combers- Event Marketing
- Catalina Express- Event Marketing

EDUCATION

- 2005** Business Writing- New Horizons Computer Learning Center
1992 -1996 Business Administration- Saddleback College. Mission Viejo Ca.
1988-1992 Dana Hills High School



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

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