



**Northwest Sportfishing
Industry Association**
PO Box 4, Oregon City, OR 97045

PRESIDENT

Dan Parnel
Leisure Sales

VICE PRESIDENT

Trey Carskadon
BDC Advertising

TREASURER/SECRETARY

B.G. Eilertson
Fisherman's Marine & Outdoor

BOARD OF DIRECTORS

Jim Bittle
Willie Boats

Dave Eng
Frank Amato Publications

Dick Figgins
Dick Nite Spoons

Steve Grutbo
Kershaw Knives

Ron Hiller
Tom Posey Company

Brian Kurzbein
All Sports

Fabian Lomas
Holthe Ward Lomas

Gabe Miller
Farwest Sports

Jeff Morton
Morton & Associates

Mike Perusse
Don Coffey Company

Martha Peterson
Maurice Sporting Goods

Buzz Ramsey
Buzz Ramsey Promotions

Lora Sanchez
Willapa Marine Products

Matt Schlecht
Bob's Sporting Goods

Zach Schoonover
Maxima, USA

Brad Schoenborn
B.S. Fish Tales

Scott Weedman
Three Rivers Marine & Tackle

EXECUTIVE DIRECTOR

Liz Hamilton

GOVERNMENT AFFAIRS

Carl Burke-Washington
George Okulitch-Oregon

SCIENCE & POLICY ADVISORS

Dr. Doug Dehart

Dan Diggs

Jim Martin

Rod Sando, Chair

Don Swartz

Maddy Sheehan, Of Counsel

Testimony of the
Northwest Sportfishing Industry Association

On SB 5511

Before the

Joint Committee on Ways and Means Subcommittee on Natural Resources

Thursday, April 2, 2015

Honorable Co-Chair Senator Devlin and Co-Chair Representative Rayfield,

For the record, my name is Liz Hamilton and I've had the good fortune of serving as the Executive Director of the Northwest Sportfishing Industry Association since its inception in 1993. NSIA's sectors include manufacture, wholesale, distribution, retail and tourism/service sector. A partial membership listing is attached to my testimony, as well as NSIA's Board of Directors and Science and Policy Board. NSIA's policies are developed through the lens of conservation, economics and social equity. On behalf of the Northwest Sportfishing Industry Association, I am here in opposition to the substantial fee increase package submitted on behalf of the Oregon Department of Fish and Wildlife.

An infographic of a recent federal study done by Southwick Associates of Sportfishing in Oregon is attached. **Six hundred thirty eight thousand adult anglers spent more than 5.6 million days fishing in our state.** This activity sustains an industry of over 11,000, generates state and local tax revenues exceeding \$72 million and provides over \$1 Billion in economic benefit annually. Additionally our industry pays a federal excise tax that is returned to Oregon, indexed to the number of fishing licenses sold. For the current biennium, the industry excise tax, known as the Sportfish Restoration Fund, was appropriated at \$16.3 million, twice the entire commercial fish fund.

Further economic research by Southwick Associates looked at daily trip expenditures for the spring chinook fishery which is occurring in the Columbia River as we speak. Southwick valued an angler trip at \$115/day for this fishery. According to ODFW, anglers average, over **eight days fishing for every spring chinook they take home.** These fish are worth their weight in gold and illustrate that sport fishing in Oregon means business.

Simply put, ODFW manages resources that are worthy of a better plan than killing the goose that lays the golden egg. And a fee increase of a magnitude greater than any I've seen in over two decades will do just that. We can and must do better.

For more than two decades NSIA has worked in both Salem and Olympia in support of ODFW, WDFW and the fee increases needed to keep the

agencies that regulate our industry healthy. For over 20 years we have supported, authored and led the charge for literally dozens of various fee increases for the agency, such as when NSIA introduced and passed the hatchery harvest tag. Additionally we have worked with members of Congress to secure important federal funds for Oregon, such as the Pacific Coastal Salmon Recovery Fund, Mitchell Act funding, Rec Fin and many others. All this effort has been aimed at helping the agency protect, restore and manage fishery resources to abundance levels that secure the future of the fish, the jobs in our industry and the cultural, economic and environmental benefits from sport fisheries.

If passed, this historically large fee increase will drive away customers--then where will we be in six years? Even less participants paying an even larger fee increase? How can the agency, its conservation mission, and our industry survive?

Our customers, the license holders are funding the core functions of the agency. License dollars, combined with excise tax are the second largest funding source to the fish division, barely second to federal funds. By the agency's own admission, the 33% increase for just the fishing license, is being increased enough to turn away 10,000 customers. It is important to know is that there will also be substantial increases if you fish for salmon, steelhead, sturgeon or halibut, or fish in the Columbia, go crabbing, or include the agency's request for an ocean tag. If you spend your discretionary dollars doing all those things in rural Oregon communities like I do, then your license fees will go up 65% primarily to maintain the status quo. Again, killing the goose that lays the golden egg.

Fishing Licenses/Tags	Current	2016	2018	2020	% Change
Annual Angler	\$ 33.00	\$ 38.00	\$ 41.00	\$ 44.00	33%
Adult Combined Tag	\$ 26.50	\$ 35.00	\$ 40.50	\$ 46.00	74%
Hatchery Harvest Tag	\$ 16.50	\$ 25.00	\$ 28.50	\$ 33.00	100%
Col. Riv Basin Endorsement	\$ 9.75	\$ 9.75	\$ 9.75	\$ 9.75	0%
Totals	\$ 85.75	\$107.75	\$119.75	\$132.75	55%
Crab	\$ 7.00	\$ 9.00	\$ 10.00	\$ 10.00	43%
Ocean Endorsement	\$ -	\$ 10.00	\$ 10.00	\$ 10.00	
Total w/Crab and Ocean	\$ 92.75	\$126.75	\$139.75	\$152.75	65%

Oregon deserves a plan, not excuses about why we are not selling licenses. When one of our businesses is losing revenues, we don't cut off our nose to spite our face. We don't raise prices to a point where we lose even more customers, we make a plan to increase our market share. There are states where license sales are increasing, where agency budgets are robust. These agencies know their customer and promote to that customer. They know their partners, like the industry, local government, state government, tourism, for instance, and they leverage those partnerships to attract and maintain participants.

ODFW has a talented workforce that performs functions every day for all the citizens of Oregon. We do not wish to see any of them go away, or even shifted to duties they did not chose, as is happening right now. But with license dollars funding a preponderance of the vital functions of

the agency, we are not doing them a favor, either, if we stay on the current path. There are many things that must change, and most of these things need your vision and active attention.

I challenge you to find one commission or board in the entire state of Oregon that does not have one single member representing the industry they regulate? It's unimaginable and inexcusable. We ask that you work with our new Governor to address this very egregious oversight. We also ask that you actively work with experts in our industry to look at what other states are doing right to attract and retain participants and invest time with us to find the funding for all of the necessary functions this wonderful agency performs.

The definition of insanity is to do the same thing over and over and expect a different outcome. Unlike our past, we cannot support this fee increase hoping things will be different or better. We wish to work with you, our Governor, ODFW and other agencies to change course and protect the future of ODFW and its mission by finding ways to grow sportfishing opportunity, and the licenses sales, jobs sustained by this treasured activity. Thank you again for this opportunity to participate in your important deliberations.

In Service,

Liz Hamilton, Executive Director
Northwest Sportfishing Industry Association



Oregon Sport Fishing : A Heritage and an Economic Force for Conservation

Sportfishing Means Business! In Oregon, growing sport fishing opportunity grows jobs, protects an important piece of our culture, connecting families and friends to each other and the natural environment.

Sportfishing & the Oregon Economy

11,043 Jobs

\$382,802,979 Salaries & Wages

638,000 Adult Anglers (resident and non resident)

\$680,636,132 Retail sales

\$1,172,481,577 Multiplier Effect

\$72,381,359 State & Local Tax Revenues

\$91,781,493 Federal Tax Revenues

5,658,437 Total Fishing Days

*Citation: Southwick Associates.
Sportfishing in America: An
Economic Force for Conservation.
Produced for the American
Sportfishing Association (ASA)
under a U.S. Fish and Wildlife
Service (USFWS) Sport Fish
Restoration grant (F12AP00137,
VA M-26-R) awarded by the
Association of Fish and Wildlife
Agencies (AFWA), 2012.*



Did You Know?

- Recreational fishing ranks higher than bowling or playing basketball, softball or soccer, according to data from the National Sporting Goods Association.
- More Americans fish than play golf (21 million) and tennis (13 million) combined.
- If fishing were a company, the amount spent by anglers to support fishing-related retail sales would rank number 51 on the Fortune 500 list.
- Fishing generated more revenue (\$48 billion) than Lockheed Martin (\$47 billion), Intel (\$44 billion), Chrysler (\$42 billion) or Google (\$38 billion).
- The economic activity generated by sportfishing is greater than the economies, measured in Gross State Product, of 17 states.
- At more than 46 million anglers in 2011, more than twice the number of people fished in 2011 than attended every NFL game combined.

American Sportfishing Association 2011 report



Rank	State	Number of Non-Resident Anglers	Total Non-Resident Expenditures
1.	Florida	1,197,279	\$898,283,876
2.	Michigan	347,029	\$326,337,857
3.	Wisconsin	336,753	\$445,006,874
4.	North Carolina	328,810	\$260,296,738
5.	Alaska	327,418	\$361,768,322
6.	New York	297,070	\$282,573,249
7.	Oregon	264,424	\$241,771,577
8.	Minnesota	259,324	\$364,108,877
9.	New Jersey	256,950	\$106,323,764
10.	Missouri	244,290	\$205,686,074

**NORTHWEST
SPORTFISHING
INDUSTRY ASSOCIATION**



Dedicated to the preservation, restoration and enhancement of sport fisheries and the businesses dependent on them.
Northwest Sportfishing Industry Association, for more information visit: www.nsiafishing.org or call 503.631.8859



NORTHWEST SPORTFISHING INDUSTRY ASSOCIATION

SCIENCE AND POLICY DIRECTORS

P.O. Box 4, Oregon City, Oregon 97045

T: 503.631.8859

F: 503.631.3887

E: nsializ@aol.com



Rod Sando

Chair

Former Director
Minnesota Department of Natural Resources

Former Director,
Idaho Department of Fish and Game



Don Swartz

Former Fisheries Manager
Oregon Department of Fish & Wildlife

Life-long fisherman



Jim Martin

Conservation Director
Berkley Conservation Institute

Former Chief of Fisheries
Oregon Department of Fish & Wildlife



Daniel H. Diggs

Former Assistant Regional Director
U.S. Fish and Wildlife Service



Dr. Doug DeHart

Former Fisheries Chief
Oregon Department of Fish & Wildlife

Former Senior Fisheries Biologist
U.S. Fish and Wildlife Service

Dedicated to the preservation, restoration and enhancement of sport fisheries and the businesses dependent on them.



NORTHWEST SPORTFISHING INDUSTRY ASSOCIATION

BOARD OF DIRECTORS

P.O. Box 4, Oregon City, Oregon 97045

T: 503.631.8859

F: 503.631.3887

E: nsializ@aol.com

2015 Officers:

**President: Dan Parnel
Leisure Sales**

33250 190th Ave SE
Auburn, WA 98092
T: 206.399.2016 F: 253.735.5610
E: dmparnel@aol.com

**Vice President: Trey Carskadon
BDC Advertising**

706 Main Street
Oregon City, OR 97045
T: 503.201.4668
E: Trey@bdcadvertising.com

**Secretary/Treasurer: B.G. Eilertson
Fisherman's Marine & Outdoor**

901 N Columbia Blvd
Portland, OR 97217
T: 503.537.4308
E: bgeilertson@fishermans-marine.com

Board Members:

Jim Bittle

Willie Boats
1440 Justice Road
Central Point, OR 97502
T: 541.779.4141
E: jim@willieboats.com

Dave Eng

Frank Amato Publications
PO Box 82112
Portland, OR 97208
T: 503.653.8108 F: 503.653.2766
E: deng@amatobooks.com

Dick Figgins

Dick Nite Spoons
PO Box 175
Lake Stevens, WA 98258
T: 425.377.8448 F: 425.377.9707
E: dicknite@dicknite.com

Steve Grutbo

Kershaw
18600 SW Teton Avenue
Tualatin, OR 97062
T: 503.682.1966 x 1114
E: sgrutbo@kai-usa.com

Ron Hiller

Tom Posey Company
15757 SW 74th, Suite 510
Tigard, OR 97224
T: 503.968.2828 F: 503.670.7108
E: rhiller@tomposeyco.com

Brian Kurzbein

All Sports
11245 SE Hwy 212
Clackamas, OR 97015
T: 503.516.7790
E: bkurzbei@bigrocksports.com

Fabian Lomas

Holthe Ward Lomas
T: 425.293.3866
E: fabian1127@aol.com

Gabe Miller

Farwest Sports
4602 20th Street E
Fife, WA 98424
T: 425.876.7447
E: gmiller@farwestsports.com

Jeff Morton

Morton and Associates
10001 124th Street E
Puyallup, WA 98373
T: 253.435.5463 F: 253.435.5465
E: jmorton@mortonandassociates.net

Mike Perusse

Don Coffey Company
Lake Tapps, WA 98391
T: 253.405.9875 F: 253.862.1878
E: glxrep@comcast.net

Martha Peterson

Maurice Sporting Goods
Portland, OR
T: 503-820-3520
E: martha.peterson@maurice.net

Buzz Ramsey

Buzz Ramsey Promotions
PO Box 195
Klickitat, WA 98628
T: 509.369.3850
E: buzzramsey@yakimabait.com

Lora Sanchez

Willapa Marine Products
P.O. Box 157
Menlo WA 98561
T: 360.942.2151
E: lora@willapamarineproducts.com

Matt Schlect

Bob's Merchandise, Inc.
P.O. Box 1279
Longview WA, 98632
T: 360.425.3870
E: matts@bobsmerch.com

Brad Schoenborn

BS Fish Tales
PO Box 1279
Longview WA 98632
T: 360.425.3870
E: brads@bobsmerch.com

Zach Schoonover

Maxima USA
5285 NE Elam Young Parkway
Hillsboro, OR 97124
T: 503.547.8555
E: zachs@maximafishingline.com

Scott Weedman

Three Rivers Marine
24300 Woodinville Snohomish Rd.
Woodinville, WA 98072
T: 425.415.1575 F: 425.415.1675
E: scott@3riversmarine.com

NSIA Staff:

Executive Director

Liz Hamilton
Public policy, management, executive leadership
nsializ@aol.com
503-631-8859

Deputy Director

Michele Bailey
Events & Outreach
outreach@nsiafishing.org

Director of Communications

Sarah Holcombe
info@nsiafishing.org

Executive Assistant

Lisa Bloker
office@nsiafishing.org