

FALL  
2016

# The Loop

THE JOURNAL OF FLY CASTING PROFESSIONALS



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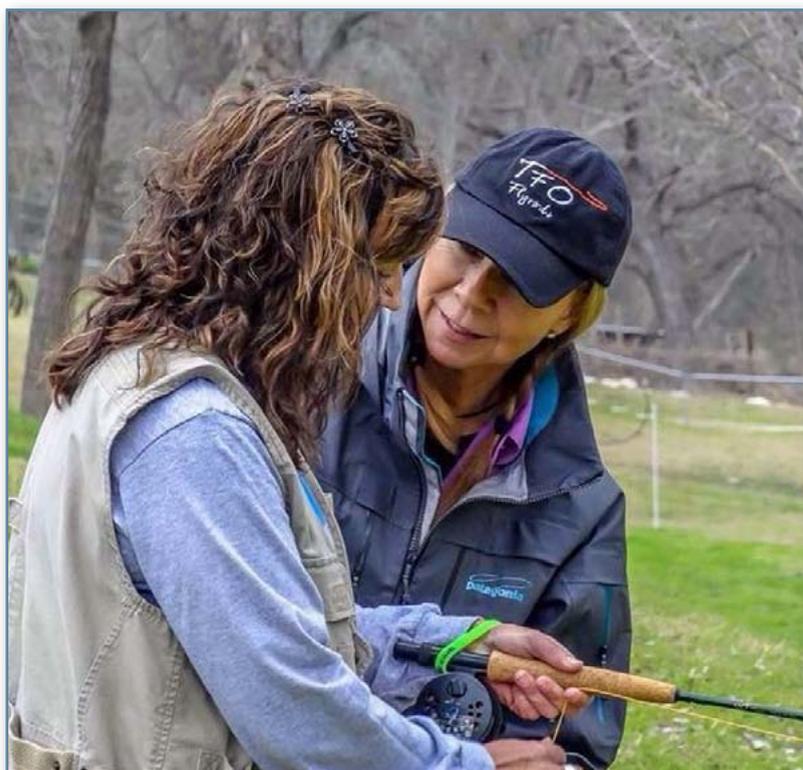
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*Jordan Cervenjak, first light on last day of season in Australia  
Photo by Morgan D. Taggart*



# Awards and Recognitions

Please join *The Loop* editors in sending congratulations to fellow instructors *Wanda Hair Taylor* and *Dusty Sprague*.



MCI *Wanda Taylor* is a 2016 inductee into the *Fly Fishing Museum of the Southern Appalachians' Hall of Fame*, Recreation Category, for her many contributions to fly fishing in the Southeast -- as a professional guide, certified fly casting Instructor and highly involved fly volunteer with Casting Carolinas, Project Healing Waters, Casting for Confidence, and Casting for Recovery.

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Awards and Recognitions *continued...*

MCI **Dusty Sprague** is the 2016 recipient of the prestigious **Mel Krieger Award** from the IFFF's Casting Board of Governors. Says Dusty, 'I'm very proud and humbled to have received the Mel Krieger Award. Through the IFFF's Casting Instructor Certification Program (CICP) I expanded my knowledge and skills as an instructor enormously while making wonderful new friends, traveling and teaching. It's a great program and I am so happy to be a part of it. While I don't examine candidates for certification any longer, I continue to teach and enjoy helping others become more skilled in the wonderful sport of fly fishing.'



I'm very proud and humbled to have received the Mel Krieger Award from the International Federation of Fly Fishers (IFFF) Casting Board of Governors (CBOG) at the annual IFFF Fair in Montana last month.

Through the IFFF, Casting Instructor Certification Program (CICP) I expanded my knowledge and skills as an instructor enormously while making wonderful new friends, traveling and teaching. It's a great program and I am so happy to be a part of it. While I don't examine candidates for certification any longer, I continue to teach and enjoy helping others become more skilled in the wonderful sport of fly fishing.

Best wishes, Dusty



# The Case for Continuing Education

by Jonathan Walter,

*“Should any of us really be teaching the same way we did 5, 10, or even 20 years ago?”*

Recently there’s been an increase in offerings for continuing education for casting instructors; each annual fair has more than the previous one. I think this is a good trend. ***Steady improvement in instructing is important, and keeping up with new ideas and information is vital.***

My perspective is that I trained for and practiced general internal medicine for 27 years. It’s a commonly held belief that most physicians are at the top of their game overall about 5 years after finishing post-graduate training, or residency. This is due to being close enough chronologically to their intense training and learning, but also having five years of practice experience. After about five years, medical knowledge gets outdated and rare diseases and phenomena start fading from memory. One can also develop a narrow view of diagnosis and therapeutics -- sort of a “when-you’re-a-hammer, all-the-world’s-a-nail” syndrome. Only through continuing education can we keep up and remain open to new ideas and information.

As casting instructors the stakes are clearly not as high. If you missed creep as the cause of your student’s tailing loop, high morbidity and mortality will not ensue. ***But I’ve yet to meet a certified instructor who doesn’t care.*** We are passionate about the sport and want to give good instruction that is appropriate and lasting.

Should any of us really be teaching the same way we did 5, 10, or even 20 years ago? There are “best practices” -- methods of teaching that achieve good outcomes easier and quicker than others -- why not learn and use those?

Clearly in our ranks there are experts in certain facets of fly fishing and fly casting. The continuing education workshop offers the opportunity to learn new things from an expert instructor. It’s an opportunity to engage in the instruction and think through the material, to ask questions and offer your thoughts and perspective; everyone will benefit from your attendance. You may not agree with everything, but bits and pieces may give you a fresh, interesting perspective, which may enhance your instruction, casting and fishing.

***Continuing education done in a group setting also allows everyone to be an instructor and student at the same time.*** We are all in this together and have many common experiences, however, we usually approach them differently. I’ve heard teaching approaches that I immediately adopted; but also ones that I was ambivalent or negative about. Many of the latter turned into “regulars” for me as I tried them out. The wealth of knowledge, experience and generosity amongst CIs, MCIs and THCIs is nothing short of remarkable.

***We must share our knowledge and expertise on an equal footing. All of us have strengths and weaknesses.*** There is nothing wrong with attending a workshop from a peer as a “paying student.”

## The Case for Continuing Education *continued...*

(Attending the workshop as an “observer” without paying and actually being a student isn’t fair.) Continuing education puts us in touch with peers who struggle with, or succeed with each and every aspect of casting and its instruction. Friendships are kindled and refreshed. Many of us learn new skills or to seek higher levels of certification. I learn little when I am an instructor of casting; I learn much when I am a student of casting.

***It’s my feeling that all certified instructors should support continuing education by attending workshops at the annual fair and by organizing workshops locally.*** Even if it is primarily a casting session with sharing of ideas and approaches (sort of an Instructor’s Jam Session) it will be enjoyable and helpful. (After all, we’re all casting geeks, right?!)

***Continuing education for MCI/THCIs includes the Examiner Development Pathway.*** I took the L2 class at the Fair in Livingston this year. What a great experience to see how others examine, what their expectations are and then discuss (argue?) the same. I left the class thinking I would probably take it again in 1-2 years to go through the same exercise and learn and share more next time. We must learn from the intelligence of the group and be consistent in examination administration.

I hope this short article has convinced you of the value of continuing education for casting instruction and examination. Get involved and you will find the same rewards! If you don’t get involved, it will always be just another casting lesson or certification examination.



***About the Author: Jonathan Walter*** is a native of Cleveland, Ohio and moved to Colorado in 1988 to practice internal medicine.

*He started fly fishing then and has never looked back. He teaches fly Fishing, fly casting, and fly tying through local shops and the Colorado Mountain Club. He received his MCI in September 2013.*

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## Casting Masters:

# NOW & THEN BRUCE W. RICHARDS

An interview by Bruce Morrison

Bruce Richards is celebrated as both a casting instructor and fly line designer. In 2004 he received the Lew Jewett Memorial Life Award. In 2015 Bruce was awarded The Order of Lapis Lazuli, the highest honor given by the IFFF. In 2006 he was named "Angler of the Year" by Rod and Reel magazine. Bruce was one of the original Casting Instructors Certification Committee (CICP) members, as well as its longest serving member. He is credited with playing a key role in the development of the certification programs.

## Casting Masters: Then and Now - Bruce W. Richards *continued...*

Bruce has taught and run fly fishing schools for over 30 years. He has drawn on that experience to write many articles on casting for the Loop and other publications. Another product of those years of teaching was his Six Step Method, a process instructors can use to critique casting faults. Understanding and being able to employ the Six Step Method is considered essential knowledge for aspiring CI candidates. With Dr. Noel Perkins, Bruce developed the Casting Analyzer, a machine that measures the casting stroke.

In addition to his expertise as a casting instructor, is known as one of the leading designers of fly lines. He joined 3M Scientific Anglers (3MSA) in 1976. Over his career he was involved, at one time or another in nearly all aspects of the operation. Although he retired in 2009 he is still doing some consulting for them. His many years' experience developing and designing fly lines culminated in his seminal book, *Modern Fly Lines*, which unfortunately is out of print.

**BM:** *What do you think have been the most significant developments in fly line design over the past thirty years?*

**BR:** If we can go back just a bit farther than 30 years, I'd have to say the development of computer operated line making machinery developed by 3M/SA. Prior to that, line tapers were made by a mechanical system that relied on big metal cams. That made it time consuming and expensive to experiment with line tapers. Because of that not much experimentation was done. We had basic Double Taper (DT), Weight Forward (WF), Level (L), Bass Bug Taper (BBT), Saltwater Taper (SWT) and not much else. This one development allowed me to make and test as many as 5 generations of a new taper in ONE DAY, something that took months before.

This accelerated ability to experiment spawned a much better



understanding of fly lines and fly casting. Eventually, the involvement of Dr. Noel Perkins, Univ. of Michigan engineering professor, added the real science that allowed line design and fly casting improvement to take another big step forward.

**BM:** *Who were the people who most influenced your thinking about fly line design? What was it about their ideas that captured your imagination?*

**BR:** As I mentioned above, Noel Perkins was very influential. Not because he was a fly fishing expert, or even a good caster when I first met him, but because he completely understood the physics of fly casting and fly lines. We worked together for years, with his students, developing the first and perhaps only functioning fly casting robot

## Casting Masters: Then and Now - Bruce W. Richards *continued...*

and the Fly Casting Analyzer. But let me make it very clear, Noel and his students did most of the work!

Lee Wulff was influential also. He came to 3M/SA way back when with an idea for a line with a continuous taper, no level belly like typical WF lines. He explained his idea and why he thought it would make a better fly line and that got me thinking about how lines should be "mass profiled" to get the performance we want. His original design didn't work, but with some modifications, became the very popular Triangle Taper series of lines.

Lefty Kreh was on 3MSA's Pro Staff when I started working at 3MSA in 1976. He had very broad world-wide fishing experience that I didn't have. His thoughts about what fly lines were needed opened my eyes to possibilities I hadn't envisioned. He also urged 3M/SA management to send me fishing around the world so I'd have a solid background and wouldn't have to rely solely on outside input that was often conflicting. Thank you Lefty!

Certainly the largest body of influence were 3M/SA dealers who sold lines, the guides who used the lines, and SA sales representatives who dealt with the dealers. This group was in daily contact with fly line users. They had a very good handle on what real people spending real money on fly lines needed.

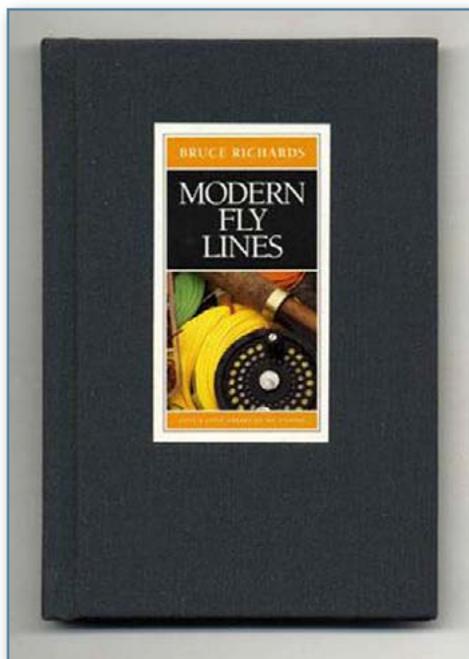
**BM:** *During your years as fly line designer, which of the lines you designed is your favorite?*

**BR:** Like most products, fly lines are designed to work well for typical users in normal fishing situations. Those are the lines I use day in and day out, like everyone else. But there were a few occasions when I had the opportunity to design/make lines that were for more esoteric



use, like for competitive distance casting. My easy favorite was the Mastery Expert Distance line (originally XXD). This line has a very long head and long tapers that allow it to carry extreme distances, in expert hands. Several casters have been able to throw this line (5 wt.!) over 130 ft., a couple over 140 ft. Incredible distances for a 5 wt. floating line! For many applications it is also a very fine fishing line.

The original Mastery Trout and Mastery Bonefish lines were of similar design, but with shorter head and tapers, they are also favorites. The brand new MPX line follows the same design philosophy in a shorter, more powerful version.

Casting Masters: Then and Now - Bruce W. Richards *continued...*

**BM:** *Your book Modern Fly Lines is considered the gold standard. You've been working on a new edition of the book. How will the new edition differ from the current version?*

**BR:** Yes, I'm working on it, but slowly. Going back to work for SA as a consultant has taken up much of the time I was expecting to use writing. The old book has been out of print for a while and the publisher is no longer in business. That is one reason to rewrite it. Plus, I want to add some new stuff. The new book will be very similar to the old one. The

original book was based on how lines work, the physics of lines, and that hasn't changed. I will improve a few areas and add information on some technologies that hadn't been developed yet. I also plan to add a new section that will deal with the basics of fly casting dynamics and loop formation, something I've been asked to write many times. Since the book is really about how lines work, it seems appropriate to add something about fly casting to close the loop, so to speak!

**BM:** *There are no restrictions on the line used for the CI test except that the line cannot be heavier than a 7 wt. and it cannot be marked with distance designations. In terms of line design, what are the line characteristics that give a candidate the best chance of doing well on the CI exam? Would you recommend the same line for MCI candidates?*

**BR:** First, the line also has to be a floating line, and it can be marked for distance, but not in a way that would be helpful in the accuracy task. For the CI test just about any DT or WF floating line would work fine. None of the tasks require long range line control or long roll casting so just about any WF design is suitable. Also, the 75 ft. distance cast could be accomplished with a DT line for most well prepared candidates. That said, I'd choose a typical WF line, not too delicate, with mid head length (35-45 ft.) and a very visible color. The color is important, both examiner and candidate must be able to see the line. A line with a long head is fine too, but not necessary for the CI test.

For the MCI test a longer head is necessary. Tasks 4 & 6 are very difficult (or impossible) to accomplish with a line with a head that is too short.



## Casting Masters: Then and Now - Bruce W. Richards *continued...*

I'd strongly recommend a line with a head at least 45 ft. long, longer if the rear taper is also very long. This is necessary to be able to make the 50 ft. roll cast and make longer aerial mends. Many candidates choose the orange instructor/competition version of the Mastery Expert Distance line. A side note.... The leader used is very important also. Most candidates these days cast with 6 or 7 wt. lines and rods. Most "trout" leaders have butt sections that are a bit light for 6/7 wt. lines. Not a real problem for fishing, but for best performance in testing, or competition, a heavier butt is very desirable. My favorite leader for this purpose is an SA 8' bass leader with 10 lb. tippet. This leader is guaranteed to turnover well even if conditions are tough and the heavy tippet prevents most fly loss.

Candidates often show up to test with tippets of 4X or 5X, what they fish with. Their flies rarely survive the testing process and the examiners have to wait while they tie on a new one.

**BM:** *During your development as a caster, who were the people you looked to for advice? What did you learn from them?*

**BR:** When I was a kid my father and his best friend Rod Towsley, who was sales manager at SA at the time, were most helpful. I started teaching for a big fly fishing school in Michigan in the early 70s and Bill Fraser and Doug Swisher, who also taught there, were influential in making me a better caster. After I started working for SA I got to travel to all the shows and got to watch and cast with all the greats, Mel, Joan, Lefty, Jim Green, Leon Chandler, Chico Fernandez, Gary and Jason Borger, and many, many others.

I was also very fortunate to befriend many of the world's best casters, Jerry Siem, the Rajeff brothers, Paul Arden... It's hard to list names, because there is no way to include all of the people who should be

mentioned. I also learned a LOT by mentoring distance casters and scores of good casters wanting to be casting instructors. The large group of IFFF Master Instructors, and especially the CICP Governors were also a major influence. Probably the most important thing I learned from this diverse group is that there is no one "best" casting style.

**BM:** *You coached competitive casters. Do aspiring competitive casters have any common faults, either in their casting or in their mental attitude?*

**BR:** Yes, they all have the same three things to improve. First, they must eliminate all creep and add drift. Second, they must learn to accelerate the rod very smoothly (constant acceleration), third, they must optimize the haul.





## Casting Masters: Then and Now - Bruce W. Richards *continued...*

Mentally, most people have it in their mind that they going to beat people they are not yet ready to beat. As a result, they cast with 110% of normal effort and fall well short of their normal distance, or accuracy. I coach those casters to determine what distance they can realistically expect to cast in competition and have that as their goal, not beating Steve Rajeff!

**BM:** *You have also mentored many candidates for certification. Have you noticed any common problems among them?*

**BR:** Candidates come to me with a wide range of casting skill, some need a LOT of work. Those who are good casters usually need to improve the same things as competitive casters, plus performance refinements in many of the tasks. Most of them need to significantly improve their accuracy techniques. Most candidates can do all the tasks, but not do them well enough to pass the test. In addition, they cannot effectively teach them.

Most candidates I see these days have a rather poor understanding of casting dynamics. That makes it very tough to analyze and cure casting flaws, and that is what instructors do. This lack of clear understanding also leads to very ineffective communication with their students. I've found that the less someone knows, the more words they use to explain something! Being able to clearly, concisely explain something requires a deep understanding of the material.

Even fairly well prepared candidates often struggle to match casting demos to their verbal demonstrations, which is confusing for students. Too many candidates try to read and remember every casting detail before they develop a complete, simple understanding of fly casting. Without that basis, miscellaneous details actually impede their progress.

**BM:** *Those who write about taking the CI or MCI exams often refer to examination stress as being a factor in the candidate's success.*

Are there qualities a successful certification candidate needs that differ from those of a competitive caster? Are there any differences between the mind game of a CI candidate and an MCI candidate?

**BR:** Success in both testing and competing relies on confidence. They need confidence that the cast can be made, and that they know the subject well. Competitively, if I know I can cast 110 ft. but have the goal of casting 130 ft. in competition, I'm going to be stressed! If I was to go into the MCI test knowing that I can cast 85 ft., sometimes, when everything is just right, I'm going to be very worried when I get to that task. It is rare for anyone to perform their best under the stress of testing or competing. Being over prepared counters that stress. Great preparation is the best cure for stress.

There are not significant differences between CI and MCI testing. The subject is the same, but a higher level of casting performance, understanding, and instructional ability is expected in a Master. In my opinion, if someone is well prepared to pass the CI test they are 75% of the way to being prepared for the MCI examination. When I coach someone for the CI test I always over prepare them so their confidence level is high. That puts them even closer to being ready to take the MCI.

**BM:** *You and Dr. Noel Perkins developed the Casting Analyzer. Can you tell us what the Analyzer is designed to do and how it can help casters.*

**BR:** The heart of the Casting Analyzer (CA) is a small rate gyro that measures angular acceleration. The most important parts of any fly cast are how the rod is accelerated, then stopped, that is precisely

## Casting Masters: Then and Now - Bruce W. Richards *continued...*

what we measure. Not only are those the most important parts, they happen fast and are the hardest parts for an instructor to clearly quantify. The CA very clearly shows creep and exactly how much creep there is, we very precisely show how “smooth” the rod acceleration is, and how quickly the rod is stopped. The CA also shows if there is any drift, and exactly what the casting arc is. The motion we don’t measure, hand translation, is easily seen by any instructor and is of much less importance.

**BM:** *You have been one of the longest serving members of the CBOG. During your tenure have the goals of the CBOG changed? During that time, what do you think are the most significant accomplishments of the CBOG?*

**BR:** Our early goal was to develop a great program and implement it, which we did. But any new program will have flaws. The CICP had some problems. Our next goal was to resolve those problems. That process has been continuous since 1992. We have standing committees who are always working on improved versions of our tests as well as every other aspect of the program. When we realized that we didn’t focus enough on instructional ability, we revised both tests to reflect that new emphasis.

Initially any certified Master instructor could also examine candidates. As the tests became more refined, we realized that just passing the MCI test did not insure that person would be a good examiner. The Examiner Development Pathway (EDP) was implemented recently. Now anyone wanting to be a CICP examiner must follow the EDP training and certification process.

The CICP is the preeminent casting instructor program with over

1500 certified instructors around the world and it has been a real pleasure being heavily involved since the beginning. We all owe a big thanks to you Mel Krieger!



**Bruce Morrison - The Loop Editorial Staff**

# A COMPENDIUM OF FLY CASTING PRACTICE

## Comments from the Master's Study Group

Compiled by Gordy Hill, Florida, USA

We have discussed casting practice in general terms including information on the discovery that practice can yield very good fly casters even if the caster isn't particularly 'gifted' or athletic. The 'secret' lies in amount of time devoted to practice and, more importantly, the way we do it.

The greatest and most rapid accomplishments are made when we:

1. Practice to a purpose. This has been called 'deep practice' or 'concentrated practice' by some authors. Others have used the term 'problem solving' to describe what happens with this kind of practice. The caster tries to analyze each fault or problem occurring with each cast and uses various methods of correction along with a certain amount of trial and error to come up with solutions which work best.
2. Minimize 'casting for the sake of casting.' Simply casting for the pleasure of it has you doing it, almost on 'autopilot,' is a slow way to learn.
3. When possible, practice with a 'casting buddy.' By sharing casting problems with someone else and critiquing one another, casting expertise is accelerated.
4. Gain the assistance and guidance of a mentor. Practicing with or after working with a person who knows more than you do and has far greater fly casting and teaching experience elevates the experience



and helps to make you a better caster. Sharing your casting problems with this person and learning from him/her will go a long way toward helping you meet your goals.

5. Devote the most time and effort into practicing the casts/tasks you do least well. Students tend to want to make the casts they've already mastered well. This is fine, but it doesn't get you closer to your ultimate goals as well as practicing the casts which give you the most trouble.



## A Compendium of Fly Casting Practice *continued ...*

6. Practice OFTEN rather than long sessions to the point of fatigue.
7. Conclude our practice sessions with a few successful casts.
8. Practice with the ESSENTIALS of fly casting in mind.
9. Don't hesitate to go back to the basics. Going back to the basics of casting while carrying less line to help solve a casting problem can teach us a great deal. Follow this with incremental increases until the objectives are met.  
Example -- Problem: When practicing distance casts, my back cast loops are too large and poorly controlled.  
Solution: Go back to basics, making great tight loop back casts while carrying less line. Then gradually adding small amounts of line carry while paying close attention to the size and quality of the back cast loops.
10. Compare your casts with those studied on videos made by world-class casters.
11. Leave a difficult-to-solve casting problem 'til later. Rather than becoming frustrated over a problem we can't solve after much concentrated effort, take a break and perform some easier casts before re-addressing the 'monster.' Sometimes, we can come up with a solution while 'sleeping on it' and returning to it on the following day.
12. Always cast to a target, and actually measure your distance casts.
13. Practice roll casts and Spey casts on water as well as on grass.
14. Practice the technique of coming to a crisp STOP.
15. Practice using different styles of casting.
16. Practice with our non-dominant casting arm. This is one way of forcing us to 'go back to basics,' because it is necessary for most of us to think about each and every move when we do this.
17. Pay attention to our practice tackle. Easy to get into a 'practice rut' by forgetting to frequently clean our lines, check our leaders, etc. Sometimes helps to change practice lines to appreciate the differences that makes with certain casts. Especially the roll casts.
18. 'Practice' when we fish? Well maybe. It's been said, many times, that 'casting while fishing is not practice.' Sometimes, however, when we make carefully planned presentations repeatedly before turning and actually presenting to a large fish, we are, in fact, practicing. When, while fishing, we take the time and effort to critique our casting presentations, we are actually practicing.
19. Practice multiple cast scenarios such as change of direction casts and casts made with wind blowing onto the casting arm side with the help of written plans based on algorithms.  
The change of direction techniques, for example, can be based upon differing degrees of change. The wind casts might be selected on the basis of progressively increasing wind velocity.
20. Heed the words of accomplished experts. Experts and authors often use different words and different methods of description and teaching. Compare them as you go to the literature to help solve a problem. Before practicing after you have done this reading, go back and note their DIFFERENCES. Then do it again, and note their similarities. If the least bit confused, go with advice I once learned from Lefty Kreh: 'Listen to the one who makes the most sense to you.'

## A Compendium of Fly Casting Practice *continued...*

21. Speak out loud to yourself while practicing. This is one way to help solidify casting ideas in our brains and have them connect with what we are actually doing as we cast.

22. Use video feedback. Many casters find great value in using video renditions of their casts and techniques as they practice.

23. Teach someone else. See Number 3 above. Taking time from practice to teach someone else to cast can also help to firm up and even improve upon what we have learned during practice.

24. Use super-slow pantomime practice. Very slow pantomime of casting strokes can help us learn. The acclaimed golf teacher, Harvey Penick taught us that method.

25. Practice to do accomplished tasks more easily and with less effort. We've just learned to cast 90 feet ten out of ten times. Now let's try to make the same distance with half the effort.

26. Learn what is actually meant by teaching phrases such as, 'No Power until midnight,' or, 'Squeeze to a stop' before taking them literally as we practice.

27. Pay attention to and try some of the 'practice tips' and 'Hints' we've learned from our Group messages.

28. Take a break from 'deep practice' to participate in challenging casting games.

29. Look at casting videos on the Web critically before taking the information as gospel prior to practice.

30. Practice casting faults. Understanding them and being able to reproduce them is the best way to avoid them.

31. Keep a practice rod strung up and at 'the ready' to take quick advantage of any opportunity to practice.

32. Practice in adverse conditions including high winds.

33. Use an indoor 'yarn rod' when outdoor conditions are so bad as to preclude decent practice.

34. Stay in good physical condition with directed exercise.

35. Be pro-active. Whenever at gatherings of fly casters, be quick to grab a rod and cast with them. Don't be bashful about doing that. It's a great way to learn.



# 飛釣中國

## FLY FISHING in CHINA

By by Kenneth Chia, Shanghai, China

Fly-fishing was practically unheard of when I arrived in Shanghai, China's most bustling and trendy city, in 2004. Fishing is a huge sport and past time here in China but it's mainly carp-style fishing using traditional long rods and powder mix as bait. I presumed there weren't many varieties of game fish to pursue. Carps are considered obnoxious species in many countries so I tend to pay little attention to them

SUB-TITLE



## Fly Fishing in China *continued ...*

Two years later, artificial lure fishing starts to pick up. Forums and discussion groups start popping up all over the internet on lure fishing. Being bilingual, I began posting my knowledge and experience about fly fishing and what fly fishing is about in the Chinese language.

It was difficult in the beginning, with no precedents or professional technical terms I could turn to. Still today, there is still an argument on the term "FLY" in fly fishing. "FLY" can be translated as an insect or common house fly thus the word is "蝇" -(pronounced "*ying*") which in terms of the word fly fishing becomes "飞蝇钓" - (pronounced "*fei ying diao*") - fishing with a flying insect or housefly (which mislead new fishers until they saw that you were fishing with a hook tied with furs and feathers no bigger than a nail). Then they would think that we are just fishing for small tiny minnows which they are not interested.

Beginners to fishing always want to catch something big. They mistakenly think that a bigger lure or bait size will catch larger fish. So they would opt for the lure fishing which promises catches of large-mouth bass and other like species better than a small catch. I have shown them pictures of bigger catches like GTs, tarpons, sailfishes and marlins and many other bigger species on fly, but many think that is impractical in China. Since then I never use the word "蝇" and just stick to "飞钓" which directly translates to "FLY" - "飞", "Fishing" - "钓", literally.

China has a huge land mass and population, reaching out to like-minded fishermen is a daunting task. Using the internet, I was able to reach out and spread the sport. Being in a developing and bustling city, I was fishing in city parks with curious looking eyes staring at me wondering why I'm whipping an imaginary cow. I have people



*Fishing for Qinling Lenok, Heihe River, QinLing Mountain Range, Shaanxi, China.*

coming up to me and say the line I used is too thick (flyline). They stared at me with doubt and curiosity when I show them what I used to fish, a fly, a hook tied with feathers. I can see the worried frown on their faces, they must think this guy must be nuts. I was even offered a can of worms and was told to put some worms on my fly hook if I were to catch some fish. Eventually I was able to catch some crucian carps and minnows on flies (without the help of worms). I have caught other species since then, largemouth bass, topmouth culter, seabass and carps which are common here.

I started posting my Shanghai local catches in forums in my home country Singapore (did I forgot to mention I'm from Singapore?). Somehow this move turns a few expats working here in Shanghai whom are fly-fishing fanatics came looking for me. They probably googled "fly-fishing Shanghai" and found my post in the Singapore forum, asking me whereabouts to fly fish in Shanghai. Eventually some of us became good friends in a foreign country with limited resources for fly-fishing.

Fly Fishing in China *continued...*

2008 Fly Casting workshop in the mountains of Qinling with Mr. Soon Lee.



Slowly I was able to build up a core group of fly-fishing enthusiasts which until today are still doing fly-fishing. Of course I have many people interested but, with limited resources, many still turn towards lure fishing. There wasn't any tackle store that caters to fly-fishing, internet shopping wasn't popular at that time and, due to language barrier, many people turned to me for help.

Meantime, lure fishing was picking up and becoming a huge sport with competition springing up everywhere. I was invited to attend these competitions and do a fly fishing demonstration and introduction.

**2008**

Mr. Soon Lee IFFF MCI, THCI & CBOG Emeritus managed to get hold of my name (can't recall through who or how). I was told that he will be traveling in China and hoped to find a place where he can fly fish. He was lucky; I have actually been fishing for a local species of Lenok or Qinling Lenok (*Brachymystax lenok tsinlingensis*) which is only exist in the Qinling Mountains in Shaanxi Province. We met in April 2008 with him and local friends and Soon finally caught his first Qinling Lenok. As his Chinese language wasn't up to par at that time, I acted as an interpreter between the local friends and him.

## Fly Fishing in China *continued ...*

He told us he was a member of FFF (before it was renamed IFFF) and what the FFF was actually about and what it meant. I have heard of the FFF organization before but wasn't really paying much attention then, being halfway around the world. This is my first contact with the FFF.

Mr. Soon Lee and I stay in touch, keeping each other updated. In 2010, Soon Lee again expressed that he will be traveling down to China after his Taimen fishing in Mongolia and wished to talk about some casting if possible. I gathered up the local fly-fishing boys and told them that he would be giving a talk on casting during a weekend fishing trip up the Qinling Mountain.

This is like the first ever proper casting class with a qualified instructor. Before that I was teaching people how to fly fish, fly tying, a little on casting, I wasn't a CI then. As long as they are catching fish and cast ok, I'm happy just to spread the sport. Soon Lee seriously asked me to look into the CICP, since I have already been doing it for the last 5 years in a foreign language. It would benefit me and give assurance to others. I even helped him with the CI test paper (2007 version) translation into Chinese language at that time.

In the beginning it was tedious and hard work with the fly fishing terms used, there wasn't much precedent I could turn to in the Chinese language. Some were easy with direct translation and easy to understand. From tackles to tying tools to tying materials to fishing terms to even the names of the flies, it was a steep learning curve for me as well being English as my first language.

Fly 毛钩 (*mao gou*) which means fur or feathers on hook is quite straight forward. Woolly Bugger, I started out with 毛毛虫 (*mao mao chong*) which means furry worm, but the term is so generic that



*September 2010 workshop with friends from Malaysia, Taiwan and China.*

can be used for any other similar looking flies. Slowly over time it transcends to using phonetics of the word, Woolly Bugger becomes 武力八哥 (*wu li ba ge*) when pronounce sounds like *Wool-li-bug-ger* which somehow becomes the name specific to this fly.

Tailing loop was kind of difficult to explain, to explain the upper leg of a fly line crossing the lower leg of a fly line seems like a long sentence for a technical term. I didn't want to detract from the actual English term too much. Tail means to follow and also the end of something. This term 追尾环 (*zhui wei huan*) keeps popping up in my mind which actually means chasing the tail loop or following the tail loop which I deemed appropriate and everyone has been using it ever since. Creep was another difficult term. The word itself wasn't difficult but to actually use it as a term to explain what creep is in casting terminology was stretching my language proficiency.

## Fly Fishing in China *continued ...*



To describe early rod rotation in a casting stroke is easy if you are describing it in a whole sentence but with a word or words is not easy. Creep can mean crawl which in Chinese is 爬(*pa*) so rod creep could be 爬竿 (*pa gan*) crawling rod which still sounds incorrect and 爬 (*pa*) besides crawl can mean climb in Chinese so it could be misunderstood as climbing rod. So I look back at the action done when creeping which actually is moving rod forward before your line extends fully, which like in a race before the start pistol went off your foot is already over the start line, stealing steps. May not be the right analogy, but it seems right you are trying to steal steps ahead, so I coined the term 偷步 (*tou bu*) which literally means stealing steps. May not be perfect or sound fantastic but it is easily understood when talking about casting in general to people learning fly casting and easier to understand among the general fly fishing community here.

2010 September -- I hooked up with some like-minded friends from Malaysia and Taiwan, Dennis Pat, Dr. CK Ling (Doc Ling), Lean Chuan Ti, Nik Rahimi, Caddis Hu and An Ren to come over to Ningbo city in Zhejiang Province for a tiny workshop and some bass fishing. I realized that pushing the sport alone in a huge country such as China is really a huge task to undertake. I need help from friends who are keen to teach and are able to speak the Chinese language at least. At that time none of us were CIs yet, but we love the sport and love to educate and spread a wonderful way of fishing.

These friends from overseas became like mentors to the fly fishing community here. They impart their skills and knowledge, they helped to answer questions, they post their fishing trips to let people see that fly fishing is really fun.

September 2012, I attended the International Fly Fishing Festival held in Kuala Lumpur, Malaysia. I met many wonderful people, with fly casting and tying demonstrations. There are some candidates taking the CI test as well. Mr. Soon Lee was there as well and he urged me again that I should take the test. The following year 2013, I became the first certified casting instructor in China.

July 2013, Mr. Soon Lee and I held a little casting clinic in Chengdu, Sichuan Province. Mr. Soon Lee happened to be in the Sichuan area for vacation, so I quickly gather the local boys interested in having a little casting clinic. Turnout wasn't great but as long as there are people willing to learn, we are happy to teach.

Fly Fishing in China *continued...*



May 2014, Dennis and I with a core group of local fly fishermen organized the first China Fly Fishing Convention held in Suining, Sichuan Province. Mr. Soon Lee MCI, THCI, Mr. Peter Hayes MCI, CBOG from Australia, Dr. CK Ling MCI (*Doc Ling*) and Dennis from Malaysia were invited as guest instructors for the event. Dennis and I worked as translators for Peter and Soon Lee.

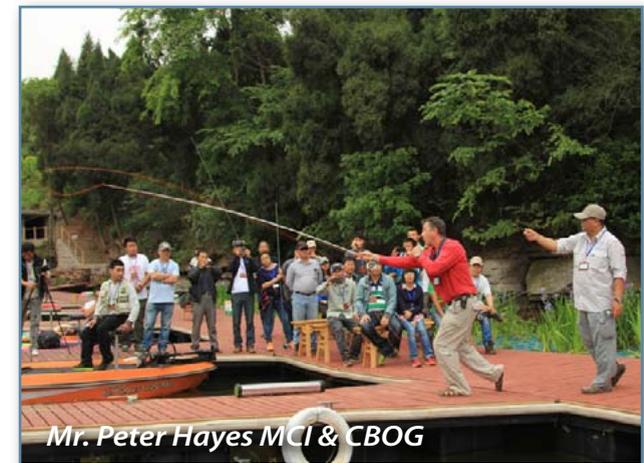
The turnout was a huge success. Peter was hailed as the Chinese Fly Fishing Idol. Even with language barrier (with us as translators), he was able to get the basics and message across. Mr. Soon Lee did an introduction on Spey casting. The event was a huge success.



Dr. C.K. Ling MCI



Mr. Soon Lee MCI, THCI & CBOG Emeritus



Mr. Peter Hayes MCI & CBOG

## Fly Fishing in China *continued ...*

June 2016, Dennis and I decided to do a workshop that serves as a continuum to the 2014 convention. It was held in Lake Nansha in Shaanxi Province. Many of them had been casting and fishing for some time, some couldn't make it for the previous convention and turned up this time round for guidance, some are new beginners. We even cover some grounds on Spey casting. Over the last two years there are some fly fishermen who express interest in CICP and hope to be certified someday. With the latest test paper translated, I gave those interested a copy, to help understand what the CICP is all about -- what is to be expected of them, besides being able to cast well, they should be able to teach efficiently. During the event, Dennis and I went through a mock up test for those interested in the program, to let them understand what the program is about and what to expect of them.

Ten years have passed; I can see that the numbers of fly fishers here grows slow but steadily as compare to lure fishing. Too many factors involved to discuss. I have seen many who picked up the rod and abandoned the sport after sometime due to the limited resources here and the misconception of only catching small fishes. Although catch and release are heavily emphasize and encouraged, many fishermen here still likes to keep their catches, so fly fishing as a recreational sport does not seems attractive.

There are many others like me in helping to spread the sport in a huge country with limited knowledge and access to the outside world. We will keep on spreading the sport and bring the joys of fly fishing to others. I would like to take this opportunity to thank Mr. Soon Lee, Mr. Peter Hayes, Dr. CK Ling and Mr. Dennis Pat for their support and help in this endeavor.



*June 2016 Shaanxi Province Fly Fishing Workshop*



*About the Author:*  
**Kenneth Chia** is a Singaporean who works as an architect and lives in Shanghai, China. Fly fishing passionately since 1997, he has fished in SE Asia, US, Australia, Japan, Korea and China. He has actively promoted and taught fly fishing as a sport since 2006 in China in their native language. He became the first certified casting instructor in China in the year 2013.

# ***How Students Best Learn Fly Casting***

## ***A Study of Instructional Methods by Lee University***

by Guy DeLoach and Brian DeLoach,  
with Tom Rueping, Eric Cook, Mac Brown,  
and David Lambert

Earlier this year, researchers at Tennessee's Lee University, in partnership with the International Federation of Fly Fishers, began studying how people best learn fine motor skills like fly casting.

A 20-year trend in *classroom* teaching has been to align a *method of instruction* with a student's perception of how he/she learns most efficiently. This concept suggests that top results come when an instructor teaches in a style the student is most comfortable learning from. First, though, a student's Perceived Preferred learning style is assessed to reveal his/her dominant **Perceptual Learning Preference** (PP) – that is, how the student perceives he or she learns best -- visual, tactile, textual, or auditory. These methods of teaching result from a number of recognized, reviewed and highly visible studies of how students learn. *(These studies are cited in the original paper, which is linked at the end of this article.)*

Many coaches and fly casting instructors have adopted the Perceptual Preference (PP) method of instruction, assuming that they would achieve similar successful results when this method of instruction outside of a classroom environment, especially to teaching motor-skill sports like fly casting. Taking their cue from classroom studies, the coaching and athletic community began to tailor instruction



## How Students Best Learn Fly Casting: *continued...*

to a student's PP. (Reid 2007). However, little data could be found to support the theory that conclusions drawn from the classroom studies would apply to the teaching of fine motor skills in the athletic arena, including fly casting instruction.

If fact, the authors (six IFFF certified fly casting instructors – 2 Cis, 4 MCIs and examiners) have found that almost no studies exist which studied how students learn fine-motor-skill sports, and thus, there is a lack of recognized data for this teaching concept.

The researchers asked these questions:

1. Does aligning the teaching method with a student's perceived learning preference (PP) result in greater motor skill performance (acquisition) than a student learning from a teaching method NOT aligned with his or her PP?
2. Using isolated methods, is tactile instruction a superior practice for acquiring a basic motor skill?
3. Is there a best-practice or superior-teaching method for basic motor skills regardless of a student's perceived preferred learning style?

To establish parameters for the testing, the research team chose fly casting because, to minimize variables, a skill had to be chosen with which (1) none of the subjects had any experience with, (2) did not require a great deal of coordination, and (3) could be performed well regardless of size, sex, or strength. Subjects were both pre-tested and post-tested and none had held a fly rod prior to the testing. The researchers used various teaching modalities to teach a basic fly cast to students with a variety of tested Perceptual Learning Preferences (PP).



The subjects, students at Lee University, were given an exam to diagnose their dominate PP. Once their PP was determined, each was given a standard-length rod setup, a 9-ft., 5-wt rod and WFF 5-wt line). Master Certified Instructors from the Federation of Fly Fishers evaluated students using a standardized rubric. In the pre-test, subjects held a rod for their first time and, with no instruction, attempted to execute a basic overhead cast to a target. Instructors ranked students on their performance, including their accuracy, timing, distance, acceleration, loop size and other factors.

## How Students Best Learn Fly Casting: *continued...*



### ***Concept and Testing Parameters***

The concept was that pre-instruction testing would be compared to post-instruction testing. Those comparisons would be analyzed, then the results compared with other subjects and evaluated in light of the current concepts of PP teaching methods.

In both pre- and post-session tests, students were judged the same rubric – including accuracy, timing, distance, acceleration, loop size and others factors.

After a pretest, each group of five-to-six subjects was given an

hour-long teaching and practice session which emphasized one teaching method only – either visual, auditory, tactile, or text based.

Another group received a combination of auditory and visual teaching methods.

For example, the first group received tactile training where master instructors used only kinesthetic, or 'hands-on,' techniques to teach an efficient overhead cast - no auditory or visual instruction, only hands-on. Following the one-hour teaching session, subjects took their rod setups and performed the basic casting motions they'd



How Students Best Learn Fly Casting: *continued...*

learned from the teaching session. A 10-foot high cloth partition separated each of the casters so the subjects would not be influenced by watching their peers. The group was then given practice time, then they were post-tested, according to the same rubric as the pre-test, to gauge progress. Instruction and practice times were intentionally kept short and frequent within the hour-long session.

The next group received auditory instruction, where the instructor could neither demonstrate visually nor touch the student in any way. All instruction was delivered orally, with the instructor's hands behind his back. A third group received visual instruction, which made use of real-time video, mirrors, and modeling by an instructor with no verbal communication. In the textual instructional method (IM) session, subjects were asked to read a popular beginner's written guide to fly casting. Finally, a combination group was tested which pooled the two highest scoring IMs. And each subject completed an exit survey after their post-test was completed. The experiment was repeated again four months later for consistency. Sixty subjects were tested in all.

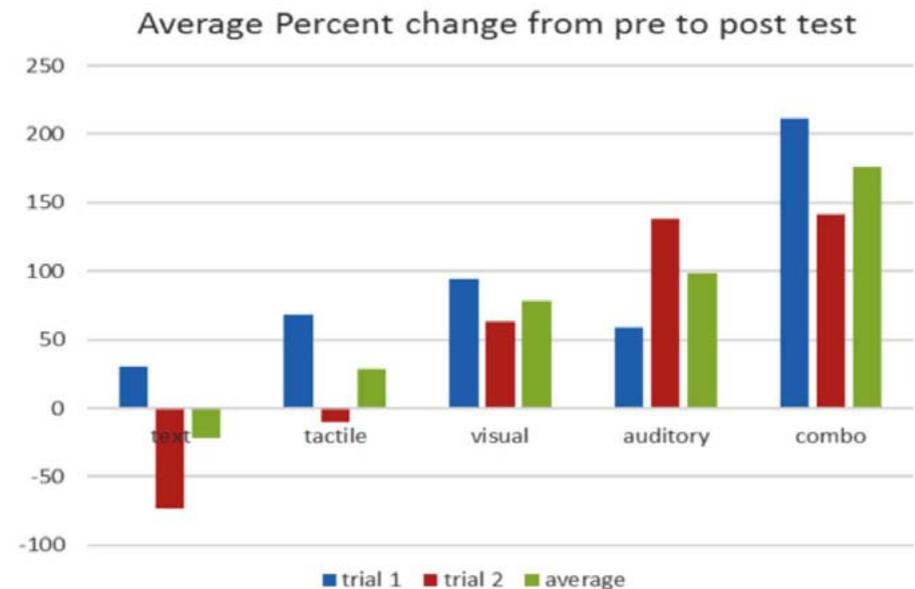
Conclusions:

Researchers found that in both trials, aligning the subject's perceptual learning had no effect on that individual's performance with a basic fly cast, when the data was compiled from the video analysis, the scoring rubric, the point value system, and the exit surveys, (see figure 1 and 2 and Appendix A in the original study paper).

For example, students who perceived that they learned best from tactile instruction performed no better than tactile students who were given visual or auditory instruction; these findings support

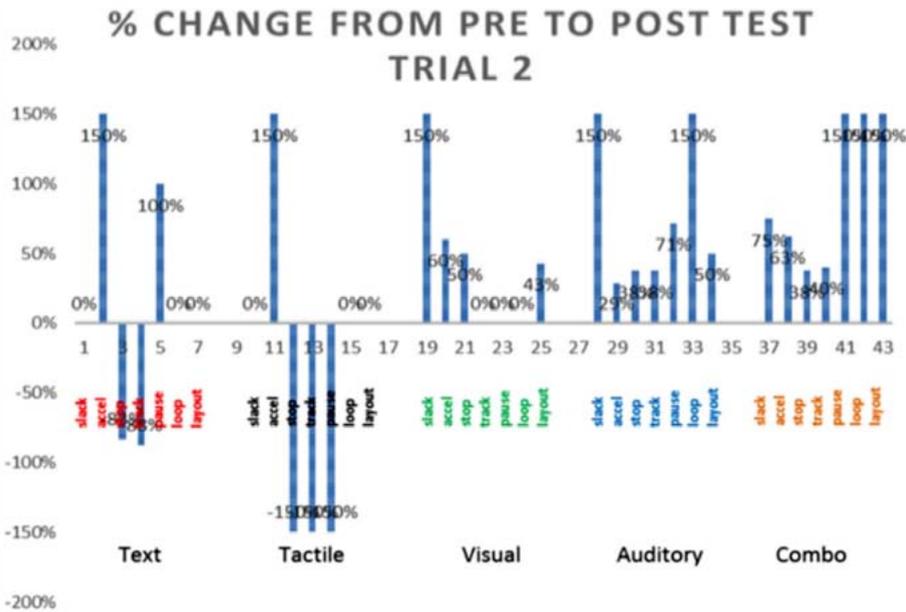
Fuelscher's hypothesis that the academic trend of aligning teaching method with a student's PP may not translate to aligning coaching method to the athlete's PP in the teaching of motor skills.

As the data from the table suggests, a combination instruction of auditory and visual teaching modalities (the two highest scoring isolated Instruction Methods) proved to be the most effective means of instruction, with a 176% average score increase from pre- to post-testing in both trials (see figure 1).



Of the isolated instructional modalities (visual, tactile, auditory, text-based), researchers found that Auditory was the most effective IM regardless of the individual's perceived preference for learning this motor skill. In this circumstance, Auditory proved to be the most effective regardless of PP at a 98.5% average improvement

How Students Best Learn Fly Casting: *continued...*



Though students receiving tactile instruction performed only slightly better on average than text-only, their exit surveys indicated that the Tactile IM students' average engagement levels were higher than any other isolated IM (see figure perceived student engagement), that is, students felt like they had learned more and better, when in reality, they retained less and performed more poorly than with other methods of instruction. The perceived learning effect for tactile also ranked high on a 1-5 scale at 4.1 compared to 4.5 and 4.2 for visual and auditory respectively (Apx. B, figure 1), though the data indicated that Tactile's actual learning effect was ranked lowest in the post test behind text-based.

increase from pre- to post-test. Visual came in second at an average improvement of 78.5%, yet Tactile only averaged a 29% increase in performance.

In four of the five elements measured, Tactile IM exhibited a negative influence. The tactile instruction methods actually confounded or confused the students in regards to other critical motor skill elements. See graph 1.

Text-based instruction where students were solely given instructions via a book and practice time, showed negative results at -21.5% from pre to post-test; students who had never cast a rod before performed worse after receiving text-only instruction.



## How Students Best Learn Fly Casting: *continued...*

The average evaluation for the combination IM was ranked higher by the students' exit surveys than any other IM except "perceived student engagement" in which the scores were equivalent (see apx. B Fig. 1, 3, 5, and 7) with the free response comments being favorable to the combination IM and highly critical of the text-based learning, with comments such as "very frustrated," and "didn't learn anything," (see apx. C); this confirms the value of direct instruction and suggests the difficulties a student may encounter in trying to learn this motion by simply reading a book.

For the teaching of motor skills, alignment of IM with PP was found to be ineffective, with Auditory, not Tactile, being the "best practice" among the isolated IMs. Text-based instruction had negative effects on beginners in this study, when used exclusively.

For the purpose of teaching a motor skill in this study, the data indicated that matching PP to IM had no effect on performance.

### ***Data Suggest Best Practices***

The data indicates a best practice regardless of Perceptual Preference. The 'Combination' instructional method was the most effective means of teaching fly casting, but, in isolation, auditory instruction was superior and may be the optimal choice for a foundational IM in constructing a multi-faceted approach rather than visual or, the traditional tactile as the axis of instruction for motor skill acquisition. In short, for this motor skill, in this context, regardless of PP, there exists a best practice when IMs are used in isolation.

Despite the tradition of reliance upon tactile instruction and the scores of anecdotal evidence in its favor, caution needs to be applied in using tactile methods as a foundational IM.



In teaching with the Tactile IM, Instructors reported that movements were not translated into longer term memory and were quickly forgotten even though the students duplicated movements quickly. An instructor would manipulate the student's hand, forearm, or rod and demonstrate the movement; the student would duplicate the movement, but shortly after, the student's motion deteriorated at a higher rate than the other methods. The instructor's notes were confirmed when reviewing video logs with time stamps of the training and testing. Although they were able to duplicate movements quickly, the students receiving tactile instruction also lost the motion quickly as well; the motion was quickly learned and quickly forgotten. This observation supports the hypothesis that tactile training for beginners does not translate into longer term memory as effectively as visual and auditory methods.

## How Students Best Learn Fly Casting: *continued...*

Tactile instruction appears to have a very limited, but specific place for beginners. The researchers and data support several hypotheses concerning its placement: tactile was found to be effective in teaching proper acceleration, despite this IM's detracting and deterioration to other key elements of the movement such as tracking and timing. In essence, tactile instruction may have a very limited application for teaching the force and speed required in a movement. Caution should be used in employing tactile instruction for beginners as it is more beneficial to intermediate and advanced casters due to their development of an internal kinesthetic perception.

(Hay and Reid 1982)



*The Testing Team L-R Mac Brown, David Lambert, Eric Cook, Tom Reuping, Guy DeLoach, Brian DeLoach*

- Aligning a parallel method of instruction to a subject's perceived learning preference had no effect on that individual's performance in performing a basic motor skill. For example, students who perceived they learned better from a tactile IM performed no better than tactile students given visual or auditory instruction.
- An integrative, multi-sensory coaching approach was superior, but in using isolated IMs, the data suggested that auditory instruction was the single most effective IM (auditory), regardless of the individual's PP.
- The erroneous concept that tactile IM is a superior teaching method for motor skills possibly persists because of anecdotal evidence and the phenomena of perceived learning versus actual, measured learning. For instance, students of various PP designations, who received tactile instruction, reported high levels of perceived learning although when tested, they scored much lower than students who receiving visual or auditory instruction in the post testing.
- With regards to this study and additional contemporary biomechanics investigation, the researchers recommend a structured, multifaceted approach to teaching motor skills such as fly-casting.
- There is no data to support Tactile instructions' prevalence and continued dominance in the teaching of motor skills to beginning learners even when it aligns with an athlete's PP.



[Click here to to read the complete Study Papers and Results](#)



# This Business of Teaching Fly Casting

by Lou Bruno, Saratoga Springs, New York, USA

*"... the success of our business is due primarily to referrals and the personal relationships we have built through the years. Being consistent is the best medicine. . ."*

Now that you've earned your instructor's certification, how do you go about getting casting clients and customers? More simply, how do you build your fly-casting or fly fishing business?

So much to consider -- where do you start? My first resource was searching the Internet. I researched businesses owned by other IFFF instructors, even contacting some of them for help and advice. And I found hired a business consultant. He helped me identify goals and explore options and resources available to me.

Below are some things about starting a new business that you might consider:

## ***Time and Money***

Marketing budgets, insurance, site rental, equipment, school materials all cost money. Practicing, creating a syllabus, training and marketing your business all take time. So be honest about what you can afford financially and time-wise.

## ***Your Business Name Is Important***

Your business name and logo are the first things folks see . . . and hopefully remember. When I started, I worked alone and named my

business '*The Casting Coach.*' As the business grew, I increased what I could offer and desired to promote fly fishing in the Adirondack region. Then I changed the name to *The Adirondack Fly Fishing School.*

## ***Your Website***

You need to make your existence known to customers. Today's technology should be viewed as a marketing ally. Websites and blog-spots can be incredibly effective marketing tools. Small business owners can now design a website and make updates in real time, without straining their budget.

## ***Before you begin, however, consider these:***

- A professional looking logo and brand will make your site memorable
- Provide a clear explanation of your services
- What can your students expect to get out of a session?
- Do you cater for all levels – beginners, intermediate and advanced?
- Do you teach river, still- and saltwater techniques?
- What is the cost, and how long will the session last?
- Offer hourly, half day and full day rates, group instruction discounts
- Will you travel to your students or will they need to travel to you?
- Make your client testimonials very visible. They help sell.

## This Business of Teaching Fly Casting *continued...*

### ***What other ways will you use to promote your business?***

Incorporate social media in their marketing mix, including blogs, **Facebook®** and **YouTube®**. These free marketing tools increase your business visibility and credibility. Note that we tried print ads in outdoor and tourist publications. They were costly and ineffective.

It is more cost effective to be seen in person. I speak at several events each year. These help establish you as a fly fishing expert, and they can lead to new business. Joining the local Chamber of Commerce (or other business and social groups) also opened up opportunities for corporate events. They provide space at tourist info booths for our promotional cards and invite us to events. Also, I speak at events with TV celebrities. When I post a photo on my social media sites, my number of views goes up (and my credibility does too).

Never forget, word of mouth has the greatest impact on consumer decisions, so always project your love of the sport and keep a good reputation

### ***What and how will you teach?***

I teach fly casting, but I also teach techniques and methods to catch and land fish. We offer more than one course to meet different needs -- beginner or advanced, 1.5 hours, 6 hours, a weekend retreat at a historic trout camp, laid-back to serious. Always remember, people fish for fun, so make your classes enjoyable.

Now that I have successfully started my school, I continue to talk with other professionals running schools in an attempt to glean new ideas to help grow awareness of the sport and develop effective teaching methods.



*Sheila Hassan*

I am thankful to those instructors who shared their business experiences with me -- Sheila M Hassan (*Cast90.com*), Paul Arden (*of SexyLoops®*), Scott Swartz (*of Pine Island Fly Fishing Schools*) and Dayle and Barbara Mazzarella (*FlyFishWesternWyoming.com*)

***I queried several successful fly casting and fly fishing businesses about how they started and how they run their operations.***

### ***Q: Is your business profitable?***

*Sheila M Hassan:* Yes, I make a profit each year

*Paul Arden:* It wouldn't be much of a business if it wasn't! Fly fishing is my sole income. There are several facets to Sexyloops: Instruction, guiding, advertising and the Sexyloops brand.

## This Business of Teaching Fly Casting *continued...*



*Paul Arden*

There is significantly less instruction to be had now that there are more instructors! So my shift has been to build the brand and to move Sexyloops into tackle design and sales. This has always been the plan anyway. The key (and greatest challenge) will be to expand into North America. No European fly fishing company to my knowledge, has successfully done this. However, Sexyloops is niche and highly specialist and it will be fun trying.

*Scott Swartz:* Yes, but it is "hobby" income and not full time job income

*Dayle and Barbara Mazzarella:* Yes

**Q: Do you currently have a marketing plan and how do you market your business?**

*Sheila:* Yes I market at the local fly fishing shows, web presence, local fly shops and • fishing events locally



*Scott Swartz*

**Paul:** Yes. But my fishing plan takes priority! I'm not a businessman, I'm a fly fisherman. If I was a businessman I wouldn't be working in the fly fishing trade! I'm guessing that everyone who works in the fly fishing trade has made some sort of "lifestyle" decision that involves more fishing and less work/money. I'm pretty much on the extreme of that and MUST fish more than 300 plus days/year, constantly travel and not allow work or business to get in the way of fishing. I've just spent 11 months living on an aluminum boat in the jungle pioneering Gourami fly fishing and advancing Snakehead fishing. My objective in life is to become the best fly fisherman I can be. Sexyloops was built through providing content across the Internet. The plan has always been to build a better mousetrap. Virtually all "marketing" has been through the Internet. Unfortunately, most successful marketing campaigns in the fly fishing world are "hype", which turns me off marketing. It seems that one must hype tackle nowadays. Anyway, I'm not going to do this and would rather go fishing!

## This Business of Teaching Fly Casting *continued...*

*Scott:* No, I market through Hand -to-hand combat at shows, clubs, groups, stores, etc.

*Dayle:* Not really. We are a mom and pop operation that relies mostly on word of mouth and contacts at Fly Fishing Fairs, Club presentations and internet searches. We market through word of mouth, passing out business cards, give presentations at fly clubs and fly Fishing fairs, I became IFFF Certified Instructor

### ***Q: Do you advertise your business and how?***

*Sheila:* Yes - see above

*Paul:* Not particularly.

*Scott:* No

*Dayle:* Only through our website, word of mouth, presentations.



*Dayle Mazarella*

### ***Q: Do you have or use an operating budget?***

*Sheila:* Yes and no. Not a formal budget, but I keep my expenses as low as possible so I can be profitable.

*Paul:* I spilt my businesses about 8 months ago between personal money (guiding/instruction) and Sexyloops money (tackle sales) which I reinvest so that Sexyloops can expand.

*Scott:* No

*Dayle:* Not formally - we spend money on flies, boats, insurance, fly fishing equipment, trespassing fees etc. and we know that about 50% of our gross receipts goes to expenses.

### ***Q: Do you utilize any social media?***

*Sheila:* No, I am busy with my business rather than spending the time on social media

*Paul:* Facebook and YouTube. I have and continue to experiment with Linked-in, Twitter and Instagram, but it's a hell of a lot of work and we already have the readership. Social Media has in many ways detracted from our readership's activity i.e. the discussion Board. So it's been more of a problem than a solution.

*Scott:* No, but I should

*Dayle:* No

### ***Q: Do you attend or belong to business groups?***

*Sheila:* No

*Paul:* No, but I have many friends who are successful businessmen first, flyfishers second. They often give, or try to give me advice.

*Scott:* No, but TU clubs and fishing clubs meetings monthly, not chamber of commerce kind of groups

*Dayle:* Yes. IFFF Guide Association

## This Business of Teaching Fly Casting *continued...*

### **Q: Did you have any prior business experience?**

*Sheila:* Yes, I was an administrator with responsibility for personnel and a \$25 million dollar budget

*Paul:* Not really. I was a Sales Manager for a while, but got sacked from that job!

*Scott:* Yes

*Dayle:* Yes, owned and operated a gym and racquetball court complex

### **Q: Do you have or did you take any business training?**

*Sheila:* Yes, a Masters level business courses.

*Paul:* No. I've read a few marketing books. I got lucky and started Sexyloops in 1998 when the Internet was very small. There were only two fly casting sites, Slowsnap and Sexyloops.

*Scott:* No

*Dayle:* No - Just read books and learned through experience and talking to others

### **Q: Do you have a professional website?**

*Sheila:* Cast90.com

*Paul:* Sexyloops.com and Slowsnap.com

*Scott:* floridaflyfishingschools.com

*Dayle:* FlyFishingWesternWyoming.com

The IFFF continues to be a rich resource and your passion for the sport that led you to become certified is most likely your greatest asset in being able to instruct.

I hope this article has given you some useful pointers and insights if you are thinking about setting up a business. Please feel free to drop

me a line with any questions at [louisbruno1950@gmail.com](mailto:louisbruno1950@gmail.com)

One final thought from Jim and Rachel Andras of Andras Outfitters in Talent, Oregon, USA:

***"... the success of our business is primarily due to referrals and the personal relationships we have built through the years. Being consistent is the best medicine..." (andrasoutfitters.com)***



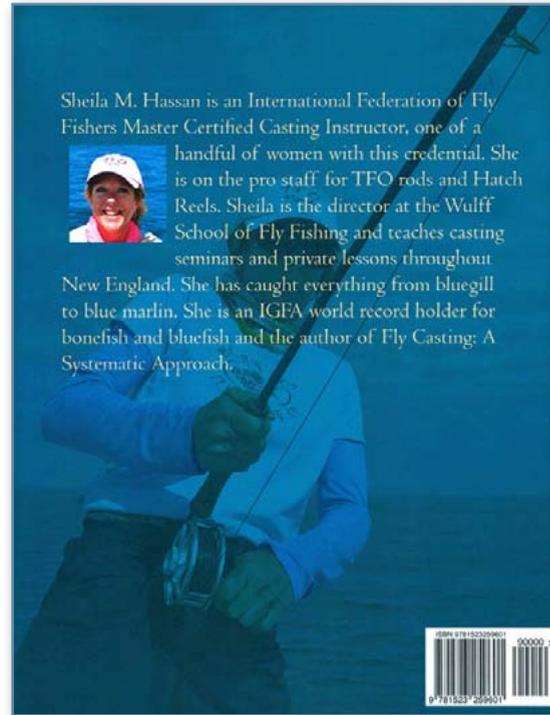
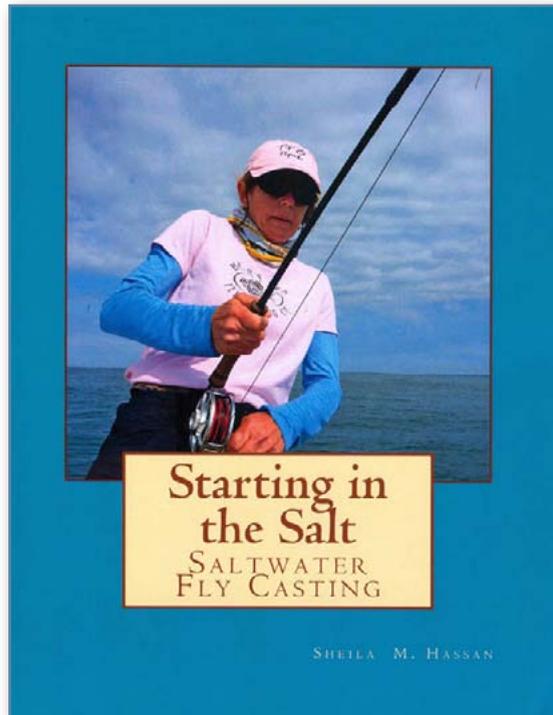
**About the Author: Capt. Lou Bruno** is an IFFF Certified Casting Instructor, a licensed USCG Captain and a licensed guide in the Adirondack region of New York. He is a past member of Capital District Fly Fishers, a member of Matlacha Fly Fishing Club located in Matlacha, Pine Island, Florida. He has worked for LL Bean as a casting instructor, and is now co-owner of Adirondack Fly Fishing School in NY. Lou is the creator of **The Casting Coach** fly casting trainer.



**BOOK ANNOUNCEMENT**

# *Starting in the Salt: SALTWATER FLY CASTING*

by Sheila M Hassan



*Sheila M. Hassan is an International Federation of Fly Fishers Master Certified Casting Instructor. A TFO rods and Hatch Reels pro-staffer, Sheila is the director at the Wulff School of Fly Fishing and she teaches casting seminars and private lessons throughout New England.*



A guide to learning to fly-cast in saltwater. This is a “go-to” book for saltwater fly casters, which includes an extensive practice section -- a valuable tool for fly fishers looking to improve their distance casts.

Starting in the Salt: Saltwater Fly Casting focuses on fishing for Northeast US species like striped bass, bluefish and albacore, but the author also includes a section on flats fishing for bonefish.

*She has traveled extensively, catching everything from bluegill to blue marlin. She is an IGFA world record holder for bonefish and bluefish and the author of Fly Casting: A Systematic Approach.*

**©2016, 134 pp., English, Paperback, 8.5” x 0.3” x 11”  
ISBN-10: 1523259604, ISBN-13: 978-1523259601**

## NEW REGISTERED INSTRUCTORS AND TEST EVENTS

*Newly Certified Instructors listed according to test date.*

First Name	Last Name	City	Region	Certification	Country	Test Date
Jameson	Cunningham	Grand Rapids	MI	CI	United States	07/11/16
Jason	Willoughby	Versailles	KY	CI	United States	08/03/16
John	Biggers	Taos	NM	CI	United States	08/04/16
John	Roskopf	Redmond	WA	CI	United States	08/04/16
Steven	Morikawa	Cloverdale	CA	Ci	United States	08/04/16
Bill	Gallogly	Orinda	CA	CI	United States	08/04/16
Jonas	Magnusson	Gulf Breeze	FL	CI	United States	08/28/16
Chris	Blyth	Eastwood	NSW	CI	Australia	09/21/16
Simone	Hackett	Launceston	TAS	CI	Australia	21/09/16
Ann	Skarratt	Freshwater	NSW	CI	Australia	09/23/16
David	Bracks	Bilgola Plateau	NSW	CI	Australia	09/23/16
Graeme	Hird	Success	WA	CI	Australia	09/23/16
Andrew	Di Stefano	Seymour	VIC	CI	Australia	09/24/16
Frank	Gadea	Burwood	VIC	CI	Australia	10/02/16
Bob	Young	Montmorency	VIC	MCI	Australia	09/21/16
Leigh	Dowell	Euroa	VIC	MCI	Australia	09/23/16
Tony	Loader	Eastwood	NSW	THCI	Australia	09/18/16

For incoming test date and other CICIP events information, please visit:  
<http://fedflyfishers.org/Casting/BecomeCertified/CalendarofEventsTestingDates/tabid/616/Default.aspx>

# The Editorial Team



**Eric Cook** is an MCI and a member of the CBOG. He is a degreed Mechanical Engineer from Atlanta GA, USA. Eric fishes for carp. Cook is the editorial director of *The Loop*.



**John Bilotta** is an MCI & THCI who lives in Connecticut. He is a former journalist. Bilotta is associate editor of *The Loop*.



**Paul Brown, MCI**, NW England, is a GAIA mentor and assessor, an APGAI member, and an instructor with The British Fly Casting Club (BFCC). Paul has 30 years media experience, much of it with some of the best ad agencies and design companies in England. He is an associate editor of *The Loop*.



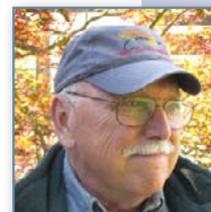
**Peter Morse MCI** is a professional Australian fly fisherman of many years who fishes in all waters for all species without prejudice. He is the author of countless magazine stories and 3 books, as well being a television presenter and script writer.



**David Lambert, MCI**, Florida, USA, is a journalist and editor who works in both print and digital media. He is managing editor of *The Loop*.



**Bruce Richards, MCI**, Montana, USA, designed many great lines for Scientific Anglers and wrote the seminal work, *Modern Fly Lines*. He is a former chair of CBOG and was instrumental in the development of the Casting Instructors' Certification Program (CICP). He is an associate editor of *The Loop*.



**Bruce Morrison** Bruce Morrison of Vancouver Island, BC, is a veteran casting instructor and a retired professor of anthropology. He has both authored and edited books. Bruce is an associate editor of *The Loop*.



**Bintoro Tedjosiswoyo** is a CI & THCI who lives in Melbourne, Australia. Bintoro is a commercial graphic designer and illustrator, he is *The Loop's* graphic design editor and illustrator.

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