

December 2, 2011

Mr. Jim Kellogg, President  
California Fish and Game Commission  
P.O. Box 944209  
Sacramento, CA 94244

Dear Mr. Kellogg,

We are OPPOSED to the new California Fish and Game Department plan that would require, for the first 30 years, recreational fisherman to purchase fishing license to catch privately stocked fish on private property as well as a private fee for fishing lakes—and costly regulations that threaten every fresh water hatchery, fish farm and stocking pond in California. Such regulations will put our independent tackle dealers, many small businesses, and private fee for fishing lakes out of business and thousands of jobs that rely on outdoor recreation and fishing will be lost. Our AWR Sports Distribution Center in Fresno, CA employees California residents and ships fishing tackle products to our retailers throughout California. Simply put, neither Big Rock Sports nor California's economy can afford this plan!

Sincerely,

Gary Zurn  
Senior Vice President Marketing

Big Rock Sports, LLC  
173 Hankison Drive  
Newport, NC 28570



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