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12/1/11

Jim Kellogg, President
California Fish & Game Commission
P.O. Box 944209
Sacramento, CA 94244-2090

RE: Proposed Hatchery and Fish Stocking Regulations

Dear President Kellogg and Commissioners,

My name is Bryan Friedman. I am 27 years old, and the CEO of Lip RipperZ Inc., a very successful fishing tackle company I started from a dream nearly seven years ago. My products can now be found in nearly every major sporting goods retailer in the West. I am writing to you today because I strongly OPPOSE the new regulations the Department of Fish and Game (DFG) is asking you to move forward. I see huge mistakes about to be made that will ultimately cost thousands of people their jobs, including myself, and further destroy recreational fishing as we know it.

As a child I enjoyed fishing with my family, those experiences shaped who I am today. A business owner in the fishing tackle industry, family man, and friend to literally thousands of fisherman, all with the same love for fishing, I developed as a child. I know that if fishing was not an affordable and fun family recreational activity, as it has been in the past, I would not be the entrepreneur or the job creator I am today.

Before any final decisions are to be made, please seriously consider the negative impacts the proposed regulations would likely cause if they were to move forward. Below are just a few of the crippling implication I can foresee and why I am opposed to these costly and unnecessary regulations.

1. Hatcheries will drastically increase fish prices to the fish buyers like private lakes and food markets, all of which will be passed down to the sportsmen, and or fewer fish will be stocked and purchased.
2. Landowners and or private recreational lake operators will stock fewer fish and increase their higher prices to the sportsmen.
3. Pre-stocking environmental assessments will cost lake operators, and anybody that wants to stock fish tens of thousands of dollars, if not more, just to get permission to stock the same fish they have been stocking for decades.
4. Anglers aren't going to be able to afford such absurd costs passed on to them to go fishing.
5. Anglers will find alternate hobbies and will stop fishing completely.
6. Private lakes will go out of business because fishing is now way too expensive.
7. Hatcheries go out of business because private lakes can't afford to buy fish.
8. Tackle dealers go out of business because anglers aren't going fishing and purchasing fishing related items.
9. Fishing tackle manufacturers like me will have fewer dealers to sell product to and go out of business.

10. Marketing groups and tackle distributors across the state suffer and shut down.

CONCLUSION: Recreational fishing GONE, thousands of jobs LOST.

The recreational fishing industry would be devastated in California if these regulations were to pass. Thousands of hard working individuals in the industry would be left on the streets and without jobs. We are working hard to fulfill our dreams and ask you not to crush them by moving forward with these unnecessary and over burdensome regulations.

Respectfully,

A handwritten signature in black ink, appearing to read "Bryan Friedman". The signature is fluid and cursive, with the first name "Bryan" being more prominent than the last name "Friedman".

Bryan Friedman, CEO
Lip RipperZ, Inc.
909.996.2214

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