

THE BUSS REPORT

Andy Buss' Quarterly Newsletter
October — December 2016

2016 in Retrospect

By all measures, 2016 was a great season on and off the water. Below are many of the highlights and data showing explicitly the exposure I provided you. Thank you for your support.

Your Mobile Billboard:



- ◆ Our wrapped truck traveled over 20,000 miles through seven states over 300 days.

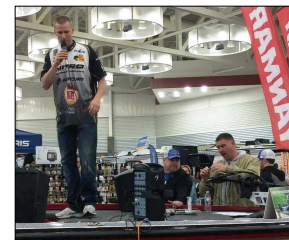


- ◆ The boat traveled through seven states as well with 12,000 miles added to the tires. Furthermore, it spent over 600 hours on the water.



- ◆ This billboard attracted crowds at convenience stores, boat ramps, parking lots, hotels, etc.. Like many others, these gentlemen (left) could not resist the urge to visit and share stories each night at a hotel in Syracuse, NY.

- ◆ A dozen days of my year were spent at various Outdoors Shows, which brought me closer than ever to my followers and countless opportunities to brag about you.



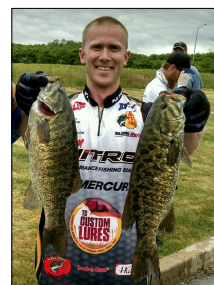
- ◆ During those shows, I conducted a dozen seminars (right) ranging in topics from marine & fishing products, plus, fishing stories & strategies.



- ◆ The greatest joy of my position are the adolescents I meet each year on the water, at shows, or when I'm invited as a guest speaker. Pictured, (left) I am with the Elkhart County 4-H Fishing Club.



- ◆ Throughout 2016 I participated in 26 tournaments in 4 states: 3 professional and 23 regional. I finished 29 out of 197 professionals in the FLW Northern Costa Series and enjoyed considerable success regionally. Along with the boat and truck, my jersey was on display at each event.



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Andrew Buss

