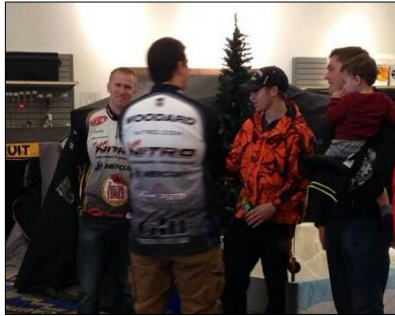


# THE BUSS REPORT

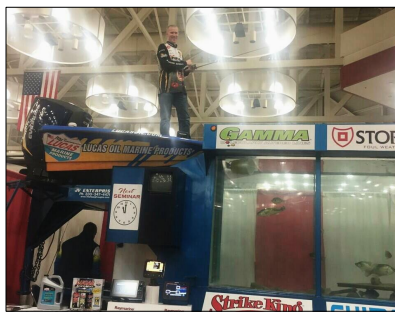
Andy Buss' Quarterly Newsletter  
January—March 2017

## Public Appearances



**January 7:** At Bass Pro Shops (Portage, Indiana) I was a guest at their annual Ice Fishing Extravaganza. While there I interacted with countless consumers (left) to discuss ice fishing tactics, but also shared countless tips and stories about my fishing endeavors from the boat. This was an excellent opportunity to establish relationships and promote your products.

**January 15:** I was a guest emcee at the Wild Indiana Outdoors Show (Kokomo, Indiana). Throughout the event I not only notified guests of special events and speakers, but handed out prizes to children (right) and interacted with scores of outdoors enthusiasts. Again, this allowed me to build relationships and promote your products that were proudly displayed on my apparel.



**January 28-9:** The [Outdoor Sports Lake and Cabin Show](#) (Fort Wayne, Indiana) provided me unique opportunities to promote your products by performing a number of seminars on top of the Hawg Tank (left). Here I was able to model how to work lures to live fish, share fishing stories, and promote the sport. After the seminars, I worked with [ProX Outfitters](#) to sell many of the products I modeled.

**February 18:** During the second largest boat show in the state of Indiana, [Fort Wayne Boat Show & Sale](#) (Fort Wayne, Indiana), I worked with [Schnelker Marine](#) to educate boat enthusiasts about Tracker Marine boats. Often enthusiasts wanted to hear fishing stories, which I gladly provided.



**February 25-6:** Bass Pro Shops (Portage, Indiana) provided me an awesome opportunity to stand atop their famed fish tank and model fishing techniques on their live fish. While being aired live on Facebook, I shared many of my fishing philosophies and followed that with a Q & A (left). The seminars were scheduled to last 30 minutes, but dragged out to over an hour because of questions. Afterward, I worked the floor answering more questions and helping consumers purchase appropriate tackle.

**March 11:** The Open House at ProX Outfitters (New Haven, Indiana) further helped me make new and stronger relationships with outdoors enthusiasts. I conducted a seminar (right) about spring bass fishing.



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**Andrew Buss**

