

THE BUSS REPORT

Andy Buss' Quarterly Newsletter
October—December 2017

Exposure

YouTube: I have continued to produce videos on my YouTube channel. In 2018 I will begin a “**Day on the Lake**” series featuring a fishing trip with myself and another angler every month. Anglers selected will have impressive fishing resumes and large social media followings. This is sure to be a big hit, and your exposure will increase significantly. The two videos released this past quarter are below:

St. Joe River: <https://youtu.be/HGJD1Ma5E10>

Lake Maxinkuckee: <https://youtu.be/z28IVm7kfe0>

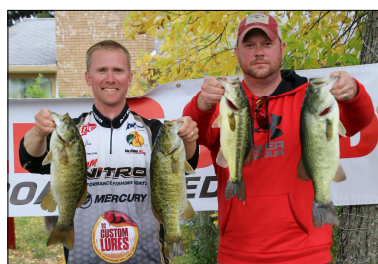


Tournament Success



November 25: Despite a water temperature of just 39.6 degrees, I was able to coax many smallmouth (left) bass by twitching blade baits around wood in the main river channel to finish **Third Place** at the Thanksgiving Tournament held on the St. Joe River (Elkhart, IN). This annual event attracts many of the area's best anglers.

November 11: A limit of largemouth bass at the Polar Bear tournament held on Eagle Lake (Edwardsburg, MI) led to **Victory**. In fact, we were the only team to bring a limit to the scales (right). Cold temperatures were again the theme, as it was just 21 degrees at take off!



October 7: The R & B Bass Circuit Classic on Houghton Lake (MI) pitted many of the state's best anglers against each other. A mixture of largemouth and smallmouth bass landed us in **Eleventh Place** (left). This alone was impressive, but I also planned and directed the event while simultaneously competing.

2018: The [R & B Bass Circuit](#), which I own and operate, grew to over 200 members in 2017. This momentum and influence in my possession has led me to develop a new, third division in 2018. I anticipate up to 300 members this season! Your involvement in this circuit will expose your products to hundreds of anglers - keep in mind, our website reaches hundreds more.

BASS
R & B
CIRCUIT



[buss.andrew](#)



Andrew Buss



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