

The Buss Report

Andy Buss' Quarterly Newsletter

October — December 2013

Media Exposure

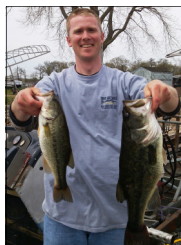


December 8: 3rd Place Finish at the annual *Thanksgiving Tournament* on Klinger Lake (left). *Tournament success published in the South Bend Tribune and Goshen News:*

December: An article of mine was published in the *MidWest Outdoors* publication, "A Winter with Bite." The article highlighted my favorite techniques for catching bass during the winter months.

2013 Tournament Season Review

My 2013 tournament campaign was a success. I participated in 29 tournaments and won thousands of **dollars**. The schedule took me every direction encompassing several hundred miles. Several highlights stick out, most notably:



- A singles tournament victory soon after my father's death (left)
- A second place finish at the Bass Pro Shops Lake Michigan Big Bass Bash (right)
- Third place overall finish in the R & B Bass Circuit



- Victory at the R & B Bass Circuit season finale (left)
- Victory at an Angler's Choice tournament (right)
- Overall, winning cash or prizes in 61% of entered events



My successes this year were chronicled in three separate newspapers seven times along with two websites. One event interviewed and streamed me online live. The attention I receive is growing and it has been rewarding.



R & B News

October 5: Of the 40 teams that qualified for our Classic tournament, 37 attended. Our payback was an astounding **\$6,000!**

November 9: Just for fun, we hosted an open tournament on the St. Joe River during a time period when most bass anglers have retired their boats for either deer season or to prepare for the upcoming ice fishing season. Despite frigid temperatures, 22 teams still participated. The event paid back 100% and drove considerable traffic to our website during a time when traffic typically decreases.