



## SHOWTIME 2007

### Unbelievable introduction of 5 new tubes for 2007!

Every year I work on a new top quality bait to introduce but this year is special. There are 5 new baits so far, and it looks like more are on the way.

- Sand Craw**
- Brown Craw**
- Green Craw**
- Golden Goby**
- Hybrid Craw**

No gimmick here...These baits will give us some real options when it comes down to crunch time.

The new tubes are based on some simple, but effective design features. Small flake, laminated baits and proven color combinations.

**Sand Craw** and **Brown Craw** both have small orange flake but with completely different tones in the plastic. **Green Craw** gets us back to basics with some dark melon plastic with red flake as a base. Wait until you see the tinsel flake mixed in!

**Golden Goby** is a beautiful mistake. A smoke top with small purple and orange flake featured on top, and copper on the bottom. **Hybrid Craw** is also a mistake but I have to say that it might be a favorite out of the bunch.

Dark melon w/red and tinsel flake on top



Clear w/copper flake on the bottom

Combine these baits with St. Clair Goby, Great Lakes Craw, Firetiger and our two staple colors and you've got a powerful combination of high percentage baits to fight with in 2007.

### ULTIMATE FISHING SHOW at Novi Just Another Show?

*Not this time!*

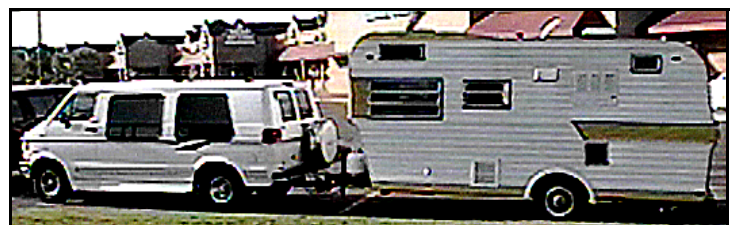
I'm making this show with daily seminars, a completely updated and redesigned booth and a record number of new baits designs. I hope that makes it more than worth the trip for my customers. Even the bass fishing related events going on outside my booth are better than ever.

#### SEMINARS

This is the first time my research secrets will be discussed in seminar format. As always, each seminar will be unique in content and I'm fortunate to have Dan Kimmel, Dave Misaras and Bob Mann Sr. available to deliver even more info. I'll be covering: how to fish high percentage baits, getting the most out your pre-fishing time, converting the area into productive spots (lake) and converting the area into productive spots (river), and more...

#### BOOTH

When you see it for the first time you might say... where has all the plywood gone? Brian Belevender and I stumbled on this display design after working a 10 ft. booth at the Grand Rapids show last year. We found that going vertical with the product gave us a superior display. The square is gone and we now have a 20'X10' booth that will display the product front and center.



*We've come a long way since the tackle trailer in 1999!*

