

**For Immediate Release**

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## Sportfishing Industry Association Appoints a New R3 Director

*Industry veteran brings years of experience in working to increase participation*

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**Alexandria, VA – May 22, 2018** – The [American Sportfishing Association](#) (ASA) is pleased to announce that Emily Beach, most recently with the Archery Trade Association (ATA), is the association's new R3 (Recruitment, Retention and Reactivation) Director.



Emily Beach  
R3 Director

Beach has spent the past 16 years developing the Explore Bowhunting (EB), Explore Bowfishing (EBF) and Explore Archery (EA) programs, and assisted USA Archery in developing their archery instructor certification programs. EB, EBF and EA are found in schools, utilized in summer camps, community-based programs, and parks and recreation associations nationwide. Beach is well known in the outdoor recreation industry – particularly hunting – as well as the fish and wildlife community.

“I’m glad to join the ASA team,” said Beach. “Helping people of all ages find their way to engage in the outdoors is my passion. How can we expect kids to take care of tomorrow’s environment if they’re not engaging in the outdoors today? Playing outside isn’t a punishment. It isn’t a luxury. It’s a necessity. And I’m eager to start tackling the challenge.”

“Emily will be taking on the incredible challenge of “connecting the dots” between R3 practitioners and our industry,” said ASA's Chief Marketing Officer Liz Ogilvie. “It will be a

multi-year and multi-phase task and she is the perfect person to do the job. I'm excited to have her experience and expertise on board."

"We're all happy that there has been an uptick in recreational fishing, according to the most recent report from the U.S. Fish and Wildlife Service," said ASA President Glenn Hughes. "For our industry to stay strong, every sector, from manufacturers to retailers to state fish and wildlife agencies to other organizations, needs to play a role in increasing participation."

Hughes concluded, "We are glad that Emily Beach, with her years of experience, will be working with the ASA team and our members to help us do our part to see those numbers continue to climb. Welcome aboard, Emily."

Beach started May 21, but her first week will be spent with ASA President Glenn Hughes and Liz Ogilvie at the National R3 Symposium in Lincoln, Neb.

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*The [American Sportfishing Association](#) (ASA) is the sportfishing industry's trade association committed to representing the interests of the sportfishing and boating industries as well as the entire sportfishing community. We give the industry and anglers a unified voice when emerging laws and policies could significantly affect sportfishing business or sportfishing itself. ASA invests in long-term ventures to ensure the industry will remain strong and prosperous, as well as safeguard and promote the enduring economic, conservation and social values of sportfishing in America. ASA also gives America's 46 million anglers a voice in policy decisions that affect their ability to sustainably fish on our nation's waterways through [Keep America Fishing](#)<sup>®</sup>, our national angler advocacy campaign. America's anglers generate more than \$48 billion in retail sales with a \$115 billion impact on the nation's economy creating employment for more than 828,000 people.*