

cannonbal G A Z E T T E

Official Publication of the Michigan Charter Boat Association • FALL 2023

2023 ANNUAL CONFERENCE & BUSINESS MEETING (Page 2)

Tribal-State Decree Adopted

On August 24, the Federal Court in Kalamazoo issued an order implementing an agreement presented by the United States, the State of Michigan, and four Michigan Indian tribes that directly impacts the health and availability of the fishery in the northern Great Lakes. The agreement replaces one implemented in 2000 governing commercial fishing by five Michigan Tribes in northern waters of Lakes Michigan, Huron and Superior. That 2000 agreement had reduced commercial gillnet fishing, promoted lake trout rehabilitation, and encouraged a working relationship between the Tribes and sportfishing interests.

The Coalition to Protect Michigan Resources, of which the MCBA is a principal

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member along with the MUCC, the Michigan Steelheaders and over a dozen other organizations, filed objections to proposed agreement earlier this year. At a two day hearing in Federal Court in late May, the Coalition explained the biological and scientific shortcomings in the new agreement, noting that the new agreement expands gillnet fishing by the Tribes to large areas of the Great Lakes that haven't had gillnets fished in decades, promotes the use of gillnets at a time when lake trout and whitefish are in serious decline in many areas of the Great Lakes, shrinks refuges that promoted lake trout rehabilitation, and reverses the path the parties had pursued for 35 years. These objections were opposed by the United States, the State of Michigan, and four Indian tribes. In its (Continued on page 2)



















SECRETARY'S REPORT

By Captain John Giszczak



The MCBA has over 600 members currently enrolled for the 2023 season.

The USCG imposed a 50% random drug testing rate for

all merchant mariners due to a higher than normal failure rate amongst captains and mates. Do not be upset if you are called twice in a season for a random drug test. We do not pick the candidates, our MRO service First Advantage maintains the random selection pool, ensures testing throughout the year at the current USCG rate.

Membership applications will be mailed out in October. Sign up by December 31st to avoid having to pay for an extra preemployment drug test to be reinstated in our drug and alcohol program, plus you will be pulled from the MCBA website.

See you in Holland 🛬

(Continued from page 1) . . . Tribal Negotiation

August ruling, the Court overruled the Coalition's (and MCBA's) objections. The Court contemporaneously approved and entered the '2023 Great Lakes Fishing Decree'.

Despite overruling the Coalition's objections, the Court provided the Coalition with the right to appeal to the U.S. Court of Appeals in Cincinnati. The Coalition must file its appeal by



late October if it chooses to do so. (In an earlier appeal involving the Coalition, the Court of Appeals recognized the importance of the Great Lakes fisheries to all in this

state and nationally while suggesting that the Coalition might have the opportunity to appeal an adverse decision by the Federal Court.) Accordingly, the Coalition and its member organizations must decide whether an appeal should be filed.

Stephen O. Schultz • Counsel

Fahey Schultz Burzych Rhodes PLC

2023 MCBA Fall Conference

by Holly Engel

The MCBA Fall Conference will be held Saturday October 28, 2023, at the Haworth Hotel at Hope College in Holland Michigan (225 College Ave, Holland MI 49423). There will be a hospitality setting at the Haworth Hotel Friday October 27, 2023. All MCBA Board Members and MCBA Members are invited. This begins at 5:00 pm with a cash bar provided for those to mix and mingle until dinner is served at 6:30 pm. If

VISIT MCBA Members Area

MCBAmembers.com

"CANNONBALL GAZETTE"

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Haworth Hotel at Hope College in Holland

you plan to attend the mix and mingle.

Please contact Holly Engel

holly.engel014@gmail.com

616-916-2857) as we need to know in advance how many people to account for.

Courtyard by Marriott Holland The Downtown (121 E 8th Street, Holland MI 49423 / 616-582-8500), it is across the



The Courtyard by Marriott Holland Downtown (121 E 8th Street, Holland MI 49423 / 616-582-8500)

street from Haworth Hotel and has 20 rooms reserved at a discounted price of \$199.00 for Friday evening. These must be reserved by September 27, receive the discounted price.

The MCBA Fall Conference on Saturday October 28, 2023, at Haworth Hotel's

doors will open at 8:00 am, donuts and coffee will be served. There will be tables marked for the Lakes and Basin Coordinators. Enjoy your coffee and voice your concerns with your Basin Coordinator before the event begins at 9:00 am. A full lunch will be provided by the MCBA at 12:00 pm with an awards ceremony and raffle. The program will resume at 1:00 pm with final items being wrapped up by 2:30 pm-3:00 pm. Afterwards, there will be an MCBA Business Meeting, election of officers and a large cash raffle prize for members that stay through the end of the program. We look forward to seeing you in Holland.

Upcoming Board Meetings

Sept 24, 2023 - Clare, MI Doherty Hotel - 10:00 am

All board meetings are open to all MCBA members who would like to attend. Doherty Hotel address: 604 N McEwan St, Clare, MI 48617

Please let us know in advance if you plan on attending so we have enough materials on hand to pass out. Contact any board member or call: 800-MCBA-971.

The Merchant Mariner Certificate

Suitable for Framing is presently available at: Mariners who hold or have held а valid Merchant Mariner Credential (MMC) can download, save, print



and proudly display the new certificate.

Users are reminded that the certificate, which is to be used for display purposes only, is not authorized as a substitute for a valid MMC and will not substitute for the MMC where the requirement to post a credential exists. There is no fee for

downloading the certificate.

From the Helm . . .



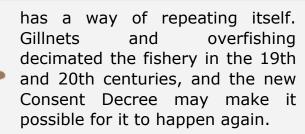
Its been a very busy summer. Since the last Cannonball was published, Federal

Maloney issued his final approval of the new Tribal Consent Decree. The sport fishing industry took a beating in the negotiations for this new Consent Decree.

The Coalition to Protect Michigan exhausted Resources every option available to prevent the adoption of what we believe is a bad Consent Decree. We raised real biological issues with the Court but the Judge ignored them. Federal Judge Maloney gave final approval to a new 24 year agreement, which we believe is full of loopholes and which includes increased tribal gillnet fishing that we also believe will negatively impact our fishery. It will go into effect soon, with the main parties ironing out the implementation details at this time.

The Coalition is currently weighing what our options are concerning the Decree and the Court's order. The Judge did provide an option to appeal the Consent Decree. The coalition will consider it fully. Meanwhile, don't count on the states negotiating team or the DNR to protect your fishery during the term of this new Consent Decree.

I've spent over six years dedicated to this issue. The Association and the coalition have devoted endless hours to this issue. But unfortunately our efforts were not successful. Sadly, I've talked to some Captains who have pretty much stated that until nets are dropped in their fishing area, it really doesn't matter to them. "Fishing is good" they say! That may be true at the moment, but history



In other major Association news, this will be our first all-digital Cannonball newsletter. The board approved the decision to move to digital to reduce the cost and create a newer, better, Cannonball, which will reach all our members faster.

Also in the major news category, the board has authorized a new streamlined fall conference format, designed to serve the membership better, increase attendance, lower cost, and lead to the opportunity for more members to be present for the fall business meeting. The newly re-organized MCBA Fall Conference will be on October 28 at the Haworth Hope College in Holland, Hotel at The conference has been Michigan. shrunk down to a 1-1/2 day event, with all the main events occurring on the one day; Saturday, October 28. The Friday evening activities are optional, but will be interesting to those who like to participate at a greater level. I hope this new one day format will make it easier for you to attend. I'm hoping for a great fall conference using this new format. Your opinion on fishing issues and your voice needs be heard by our DNR leadership who will be present. I hope to see you there also.

Changing the conversation and looking to the fishing season now in the fall of 2023. It's been a good summer. Charter trips are about average from the Captains I've talked with.

Salmon fishing from Manistee south has been fantastic. Frankfort north has

(Continued on page 5)

(Continued from page 4) From the Helm

not been as good. Northwest Michigan is hurting for bait and silver fish. Lake Trout fishing was fantastic late May and all of June. Starting in July it started to fizzle and by August fishing was tough in the northern waters.

As always, the Walleye fishing was excellent in Saginaw Bay, Lake St. Clair and Lake Erie. However, Saginaw Bay fishers better start being extra vigilant. It appears that the commercial fishing industry is coming after the Walleye. We will all need to be alert and vigilant to confront this potential threat to the Saginaw Bay fishery.

Reviewing from the top: The Consent Decree has been settled in a way that concerns us greatly. The Association is adopting an new all-digital Cannonball. We are embarking on a new fall meeting format. It's been a busy four years for me since I was elected President in 2019. Four years of many challenges to our Association and our fishery. Here's hoping the work we've done will pay off in the future. I will be at the preconference meetings the evening of October 27, and at the full day fall conference on October 28. Hope to see you there!

Captain Bill Winowiecki President Michigan Charter Boat Association

Involvement is Addicting

Now is the time of year when captains should be asking themselves pertinent questions about their businesses:

- Is my brochure working?
- Am I getting the most out of the Internet?
- Am I spending too much or too little on advertising?

- Am I really keeping up with what is going on in my industry?
- Am I adapting to the changes in my charter industry?

If you have asked yourself any of these questions, you are among the majority of charter captains in Michigan. So, how exactly does this all relate to MCBA you might ask?

MCBA is dedicated to improving the Michigan Charter Industry and helping Michigan captains stay knowledgeable and up-to-date about what is going on. However, this can't be done unless there is input from MCBA members. Members must become involved.

Through my long time involvement with MCBA as Port Captain for Escanaba, Director for the Upper Peninsula (Lakes Michigan and Superior), and as MCBA President, I heard from members that the Board of Directors positions are just for the "Old Guys". Granted, the MCBA Board of Directors represent about 180 years of experience in the charter industry but the success of MCBA lies deeper than all this experience. The success and vitality of MCBA lies with the involvement of each individual member's input.

Younger captains in our association bring with them an expertise in computer and Internet skills as well as different marketing strategies, which, in turn, help our entire association. It helps all of us stay "UP" on what's out there. New ideas are brought to board meetings, discussed, eventually included in our conference in the form of presentations given by experts in their fields. This is one reason why the MCBA Fall Conference educational is and informative. Members are very much encouraged to attend this conference, learn what is (Continued from page 5) ... Involvement is Addicting going on and submit their input on current events.

The MCBA Board of Directors consists of one Executive Secretary, four officers and seven Lake Directors. The officers are elected every year while the Lake Directors are elected for two-year terms. The Lake Director appoints Port Captains. Elections are held at the fall general membership meeting. Generally, individual concerns should be submitted to the Port Captain, which will then be handed over to the Lake Director, but members should feel free to address concerns directly to the Lake Director. These concerns will be dealt with in a very timely manner.

In summary, the Michigan Charter Boat Association not only needs a constant flow of fresh ideas but NEEDS YOUR INVOLVEMENT. Remember, "Involvement" leads to greater knowledge thus improving business.

Capt. Dick Stafford MCBA Past President

DIRECTORS' PORT REPORT

Southern Lake HuronBy Captain Karl Burnside - MCBA Director

We had excellent fishing on Saginaw Bay for the majority of

the spring and summer. Fishing out at the Charity Islands outstanding and so were the size of the Walleye. I was again encouraged this year to see young more



enthusiastic anglers on the water. It's great to see kids put down electronic devices and pick up a fishing pole. It's

been a growing trend these past few seasons, and I hope to continue seeing that in the future.

The proposed consent decree is now law. You have all heard the board's many concerns for years now regarding what the decree allows. During this process, you have witnessed the MCBA and other entities representing the interest of the general public, being denied access to the negotiation process. While I have several issues over what is allowed in the new decree, let me share with you one of my biggest concerns.

As written, the consent decree does not mandate a requirement for sharing information with the public, such as catch reports or violations of treaty vessels. It also does not provide a mechanism for independent third party observation of treaty vessel fishing operations. Rather, it has been left up to the consent decree participants to 'self' regulate.

I hope you are as shocked as I am with this aspect of the consent decree. It is not that hard to draw the conclusion that what happens out of sight of the public view, can easily lead to abuse of the rules set forth in the decree. As the old saying goes "Figures don't lie, but lairs sure can figure" comes to mind.

I would encourage MCBA members to be vigilant when near these vessels while on the water. If you see something that doesn't look right, it probably isn't, and you need to speak up immediately to us here at the MCBA and report your concern to the DNR as well.

I wish you all a safe and enjoyable conclusion to the 2023 charter fishing season. I look forward to seeing our members in Holland on Saturday October 28th for the MCBA annual meeting.

Central Lake Michigan

By Captain George Freeman MCBA Director



It has been a good



summer for fishing in Central Lake Michigan. Anglers reported consistent catches of King and Coho Salmon. We have not seen as many big Kings this year. Last summer Captain Chucks II Ludington reported sixty-six 30 plus pound

King Salmon weighed in at their shop in Ludington. This year the average fish

weighed in was between 25 and 27 lbs. Only thirteen 30 plus pound Kings were weighed in this year. Our personal best was a little over 26 lbs. Last year it was 33.34 lbs. We

Hope to See You at MCBA's Annual Fall Conference on October 28th in Holland

were seeing more Coho this summer. It looks like the Coho plants at Ludington State are paying off. Did not hear any complaints from clients about fish size. All the fish appeared healthy and well fed.

Some trap nets were set in central Lake Michigan waters by a tribal fisherman. They were well marked, and locations published on the web and at local tackle shops. We appreciated the cooperation from the tribal fisherman.

Hope to see you at MCBA's Annual Fall Conference on October 28th in Holland. I am looking forward to being there!

If you are interested in providing news from your area of our region, please give me a call at 231 425-8723.



Northern Lake Michigan
By Captain Bruce Shane
MCBA Director

As I write this the Benzie Frenzie Salmon Tournament festivities just finished,

Congratulations to all who participated. Looking at the results the 2023 participation greatly exceeded 2022 and the catch success was mixed with 28 boats

competing in the pro division and 55 boats in amateur division.



For more information on results see

- https:// facebook.com/ FishBenzie/ or
- https:// tournamenttrail.net/

Speaking of participation it seems like a lot more boats

overall fishing out of Frankfort this year. Not sure if this is due to more reports of King Salmon success this year in Lake Michigan or not.

I fish Lake Erie from April to mid June so I did not personally get to enjoy the early season Lake Trout



or salmon fishing and based on reports the pattern seemed similar with the season starting off with good catches this spring for lake trout. King Salmon of all age classes then showed up in decent numbers, but then were scarce, at least for me the last half of July, luckily Lake

(Continued on page 8)



(Continued from page 7) . . . Directors Report

Trout and steelhead fishing options were available. Salmon fishing was good in August but wind has seemingly been more of a factor this August blowing hard either from the north or the south with several charters either re-booked to a different date or canceled.

Stocking this past Spring in Benzie county included over 800,000 Coho Salmon while Manistee county received 270,00 King Salmon. Other species stocking information in Northern Lake Michigan and the whole state can be found at

https://www.dnr.state.mi.us/fishstock/

Another boating tragedy in the news as a boat off Arcadia sunk on August 27th with one person deceased and another still missing as of this writing, there was an another boat in the vicinity that was able to save 3 out of the five people involved. I was fishing that day out of Frankfort and it didn't seem rough at all so not sure the cause but it serves as a reminder to me to always go through the safety orientation with the crew and guests before departing. A good article on safety from Gallagher Charter Lakes insurance was included in the Summer 2023 edition of this newsletter is worth reading again.

Finally, this report is to cover updates from Manistee north to the bridge so any captain that would like to provide news for the Cannonball please contact me at rigandrollcharters@gmail.com or 419-356-4317. Good luck to all on the remaining season and hope to see you all at the fall conference.



Upper PeninsulaBy Captain Jim LaBeske - MCBA Director

Greetings from the Keweenaw

The Hot bites and Cold bites that I reported in the Spring continued into

Summer. It was a Coho fest at last ice on lower Keweenaw Bay and continued with open water trolling. Then came a temporary lull in the action. The fish showed up again in good numbers in mid June near both Entries to the Keweenaw

Waterway as well as Big Traverse Bay, Eagle Harbor, Copper



Harbor and Bete Grise. Good mixed bag catches of Lake Trout, some Coho and unexpected influx of Pink Salmon. For a while they would disappear and then return Reports from my friends again. Marquette mirrored our situation. neighbor Dylan (who I occasionally will "fun fish" on his boat on my day off), told me that on his recent trip he had a Coho about 10 pounds smack a spoon 60 feet down on a rigger, surfaced in a heartbeat and then stripped off 150 feet of line... tail walking like a Marlin!!! NO he didn't get it on video before it threw the hook.

The Pinks and Cohos really turned on in mid July and by mid August the really bulked up. This is the reason why. Alewife and Smelt population is stable and supplemented with an explosion of Sisco. See...

 https://duluthnewstribune.com/sports/ northland-outdoors/cisco-explosion-inlake-superior-may-be-largest-on-record



The Walleye bite on the Keweenaw Waterway has been a "head scratch-er"

for most, as well as many seasoned anglers. They had great success for a few days and the "Eyes" would disappear for a week.

The recent Angler Young Angler Walleye Tournament held July 30 in Chassell had only two boats (out of 20 or so) that weighed in a limit. Several teams only caught one or two and many zeroed. This inconsistent pattern has continued to date. Smallmouth however have been quite consistently cooperative.

These are disturbing photos of the Government Dock (Corps of Engineers Lake Gateway), at the South Entry to the Keweenaw Waterway from Keweenaw Bay of Lake Superior

The first photo, taken in the early summer, is of a boat blocking Coast Guard Buoy Tender Vessel access to the Aids to Navigation Buoys for the Keweenaw Waterway. The second was taken on Labor Day. Why were the buoys not positioned all year? Safe passage and good Luck to all?

Fellow U.P. Captains, Please send me news, reports questions, suggestions and concerns for me to include in future Cannon Balls. I have only been emailed a couple of times. This is your organization and a platform to express your interests.

Tight lines and catch 'em up while they are still swimming.

Retiree's View over the TransomBy Captain Jim Fenner

This will be a new and different time for the MCBA

going forward. This will be the first newsletter to be delivered to all the members and friends, digitally. Quoting Bob Dylan: "The times, they are a-changing"! The cost of paper, postage, and all the rest has finally brought us to the point where it has become necessary to transition to a full digital newsletter. While I will miss my printed copy very much; having read and saved them for more than 38 years, I know

that it's time for change. Nearly all of us now have good access to digital files, plus they can reach us faster. Also, going digital means we can now do color, and have more photos. And even, in some cases, more timely and better articles. Change is hard, but it needed to be done. If you are like me, you will print your digital newsletter and add it to your permanent file of paper newsletters, and keep the file going. I know how interesting it is to look back through my old printed files from time to time.

And there's more: Almost from the beginning, the Association has struggled to find a meeting time and format which would the members best serve and the Association. We tried spring: we tried fall; we tried different dates, and lots of different and interesting locations. Even free breakfasts and lunches. We planned really interesting and informative sessions, yet the attendance never matched the hoped for and necessary goals. Meanwhile it was becoming more and more difficult to find venues at reasonable costs, and the cost for meals and other expenses kept rising. So, after much discussion and debate the board has changed the structure to a new format; much shorter, much less expensive, while still trying to maintain the essential parts from the previous format, including the informative speaker sessions.

The apparent final settlement of the Consent Decree dismayed the officers and the board. Especially Pres. Bill Winowiecki, and coalition President, Tony Radjenovich. As leaders in the coalition, they have spent uncounted hours trying to make the Consent Decree something we could be proud of. Now we know, without success. The coalition went to court to require the state to allow us to participate directly. Judae Paul L. Maloney rejected coalition's motion to intervene. As a result, the coalition was unable to bring either the (Continued from page 9) . . . over the Transom

biology we know and understand or the institutional history directly into the negotiations. Having been kept from participating, it is almost certain that the

now approved consent decree will be bad for the sport fishery of the Great Lakes, and will set precedent for even worse future decisions. We fought to make clear to all that the consent decree should represent good biology, good stewardship of the resources, and to be

consistent with the institutional history of past decisions which were made to eliminate indiscriminate killing of sport fish by gill net fishing. We fought for decades to eliminate gill nets, that indiscriminately kill

fish of all species. It appears that the new decree moves away from the past and toward more of this indiscriminate method of fishing. We may be witnessing the beginning of the end of charter fishing in much of the great lakes.

Turning my thoughts to fishing for some relief from the terrible Consent Decree news, I note that central Lake Michigan, the region I used to represent, had a fairly strong season this year. There was enough bait this spring to cause a small but noticeable die-off, and the bait remained strong in the area all summer. It was a good summer for Kings, and for Coho's as well. As the season progressed the fishing was mostly strong, with good numbers of good sized fish. If good fishing was our only concern it would have been a good

summer, at least in my region.

But I return to the big issues that our hardworking board and officers continue to deal with. Threats to the fishery and the charter industry. The consent Decree

turned out badly. How it is implemented will need to be watched closely. Commercial fishing issues, especially for Walleye in Saginaw Bay keep reappearing. They have not gone away. For these and other issues, much vigilance will be required.

Are you considering retiring or taking a break,

but want to keep in touch with you MCBA friends and colleagues? Become a retired member. I am; It's easy and not expensive. Look at the membership page of

the website details. vou're If reading this, most likely you are already member of the MCBA. Changing from active an member to a retired member is easy when you're ready to do it.



Either way, retired or active, I hope I will see you at our newly re-organized Fall Conference on October 28 at the Haworth Hotel at Hope College in Holland, Michigan. And for those of you who enjoy the special comradery of time with your old or new MCBA friends, join me and others on the evening of the 27th for our informal preconference meeting and social time at the same location. Look for additional conference registration information elsewhere in this newsletter. Hope to see you there. Tight lines 🛬

MCBA Annual Meeting Agenda, Saturday October 28th, 2023		
	Haworth Hotel at Hope College – Holland, Michigan	
8:00 - 9:00 AM	Meeting registration, coffee & donuts - Courtesy of the MCBA	
	Meet the new Chief of Fisheries and your DNR Lake Basin Coordinators	
9:00 - 9:15 AM	Introductory remarks and Pledge of Allegiance	
	Bill Winowiecki, President Michigan Charter Boat Association	
	Introduction of Program Moderator – Dan O'Keefe, Senior Extension Educator, Sea Grant	
9:15 - 10:30 AM	Round Table Discussion Ask your questions or concerns to DNR Chief Randy Claramunt, Jay Wesley (Lake Michigan Basin Coordinator) and Tod Wills (Lake St. Clair Fisheries Manager)	
BREAK		
10:45 - 11:30 AM	Steve Schultz, Tribal consent decree update	
11:30 - 11:45 AM	Kendra Kozlauskos – DNR catch reporting	
11:45 - 1:00 PM	Lunch and Raffle (lunch) Curtesy of the Michigan Charter Boat Association	
1:00 - 1:30 PM	Doctor Chris Vandergoot, Walleye tagging program	
	Lake Erie & Saginaw Bay	
1:30 - 2:00 PM	Dan O'Keefe – PFAS and the Great Lakes	
2:00 - 2:30 PM	Chuck Kakuska – Maritime licensing updates	
2:30 - 2:45 PM	MCBA and Pistis Awards	
BREAK		
3:00 -3:30 PM	MCBA ANNUAL BUSINESS MEETING	
	President's report, Committee Reports, New Business; Election of Officers	

We welcome ALL members to join us the evening of Friday October 27th starting at 5:00 PM at the Haworth Hotel for dinner (courtesy of the MCBA) and cash bar. We need to know in advance of your planned attendance. **Please contact Bill Winowiecki** at (231) 228-7417)

2023 Sport Shows

by Captain Richard Haslett

I can't believe that the fishing season is already into September...where has the summer gone?



have signed the contracts for the 2024 season. We will need Captains willing to donate a free trip to the simulator winners. Doing three shows we need 6 trips for us to give away. Please remember that you will receive \$200 for fuel after the trip has been (Continued on page 12)

We will be doing the shows again and





God bless America and our troops

(Continued from page 11) run and all donating Captains will be able to display their brochures at the three shows we participate in. All proceeds from the shows and cookbook sales go into the MCBA scholarship fund.



SHOW DATES

- Ultimate Fishing /Novi January 11-14
- Outdoorama/Novi February 22-25
- Ultimate Sport Show/Grand Rapids March 7-10
 Please contact me if you would like to donate for the 2024 shows.
- Captain Rich Haslett taloncharters@gmail.com



'In God We Trust'

Catch and Cook Claim Your Listing

HOME BUSINESS DIRECTORY ADD LISTING PARTICIPANT



The Michigan Catch & Cook website has been recently update. The new version allows participants to add a new listing, or modify a listing by clicking on the "Claim Listing" butto Approvals do take 24 hours, however MCBA thinks this will allow captains to keep information up to date. To Claim your listing:

Lt. Commander, USCG (retired) Charles "Chuck" Kakuska a Maritime Licensing Specialist, has been assisting our members for the past 20 years. We recommend him a appreciate his continued services to our association. Give him a call at:

email: <u>SEAKsLic@aol.com</u> for help

with your USCG renewal. 🌦

(734)847-1723

MCBA Advertising Will Continu



https://michigancatchandcook.com/

Starting in the spring, MCBA ran facebook and Instagram advertising, as well as an increase of reposts of pictures, opening dates and more public engagement. A new ad will drop in October featuring River, Jigging, Waterfowl, Sturgeon and fall walleye. Stats: 121.6K impressions, 1, 176 visits to the website and 2, 275 facebook visits.