

# The Crews Letter

Quarterly Newsletter of Bass Business

## THE BIG ELITE SERIES WIN ON THE DELTA

The long drive to California was well worth it to start the Elite Series season in early March. Unseasonable cold temperatures kept the fish from being very cooperative. After my first keeper came on a Little John crankbait, I concentrated on flipping deep hydrilla. My fish came on a Sweet Beaver and a Gambler BB Cricket in the grass. I was able to get at least one big bite a day, which proved to be huge. I edged out Skeet Reese by one ounce! Most of my family was on hand to see it. The scenario was fantastic. The trophy is still the centerpiece on our dining room table.



## SHOW SEASON 2010

The 2010 show season was a very productive one. I worked the Richmond (VA) Fishing Expo, a Bassmaster University seminar in Nashville, and the Bassmaster Classic in Birmingham for various sponsors. Everywhere I went, more and more people recognized me, the companies with which I do business, and the Little John crankbaits. It is an honor to be able to see progress in my career every year.



## CLEAR LAKE ELITE HUMBLD

The week immediately after all the excitement of my first Elite Series win, the tour moved up to Clear Lake in California. It was very hectic and mentally exhausting after the win. I had a hard time mentally transitioning into the Clear Lake event. I did not practice properly and did not execute as well as I normally do. The result was a humbling 72<sup>nd</sup> place finish. The lake is phenomenal and I was glad to see my friend, Byron Velvick, win it.

**NEWS AND NOTES FROM Q1:**

- Win on the Delta!
- Successful show season
- Humbling Clear Lake event
- New sponsors for 2010- Carolina Lunker Sauce and Vicious Fishing
- Many prospective sponsors still on the horizon
- Running the blazing Bass Cat Puma FTD and Mercury Pro XS again in 2010
- The PAA continues to expand by adding events, more staff, and evolving as an organization
- Active on Facebook and Twitter

**UPCOMING EVENTS IN Q2:**

- BASS Elite on Smith Mt Lake (VA)
- SPRO Workshop
- BASS Elite on Pickwick Lake (AL)
- BASS Elite on Guntersville (AL)
- Vicious Workshop
- Mark's Outdoors Tournament (AL)
- BASS Elite on Clarks Hill Lake (GA)
- PAA Corporate Cup on Pickwick
- BASS Elite on KY Lake (TN)
- BASS Elite on Arkansas River (OK)

For more information go to the NEW:

[WWW.JOHNCREWS.COM](http://WWW.JOHNCREWS.COM)



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