



# The Crews Letter

Quarterly Newsletter of Bass Business



## BASS Postseason

Making the top 12 in the BASS AOY was a great experience. I finished 8<sup>th</sup> on Lake Jordan where I caught fish on the **SPRO Little John DD** and a drop shot. The second leg was on the Alabama River and I finished 11<sup>th</sup>. I would have done worse but the **SPRO Fat John** bailed me out late on day 2. I ended the year in 12<sup>th</sup> in the points but learned a great deal about finishing the year and those waters. The exposure was awesome and I am ready for it again.

## PAA Events

Starting the PAA Bass Pro Shops trail this year was Lake Cherokee in east Tennessee in early July. The lake was tough but I caught over 11 pounds on day 1 with a topwater bait on 30 pound **Vicious Braid**. I blanked on day 2 but still squeaked out a check. The next PAA event was on Lake Norman in North Carolina in August. Plenty of fish were begin caught but quality bites were hard to get. I rode a spinning rod with 6 pound **Vicious Fluorocarbon** on a drop shot to a disappointing 62<sup>nd</sup> place finish. The next PAA tournament was in east Texas on Lake Towakoni in early September. The lake has nice fish in it but they are tricky. I managed to finish 26<sup>th</sup>. I caught my bass on a **SPRO Fat John** and a hand made jig pitched on a sweet, new **Pinnacle Perfecta** rod. With Table Rock to go, I am 28<sup>th</sup> in points and hoping to make the PAA All Star event in 2011.



## ICAST Show

During the annual ICAST trade show in Las Vegas, it was hot outside but cool in the convention center. My feet felt like they were outside because I did not sit down much. It was nonstop in the **SPRO** booth. I unveiled the all new **Fat John** shallow crankbait. It is a wide body bait with flat sides and I am pumped about it. The **Fat John** runs 1 to 3 feet deep while thumping very hard. The unique feature is that it hunts a little off center during the retrieve. Once people fish it, they will see why I am so excited about it! Look for it in stores around the first of the year.



[www.JohnCrews.com](http://www.JohnCrews.com)



**NEWS AND NOTES FROM Q3:**

- Fishing with **Pinnacle Rods and Reels** in 2011 and beyond!!!
- Caught over 20 pounds on Day 2 at the PAA on Lake Towakoni!!
- Went to the **Bass Cat** Dealers meeting in August- I got to check out the fast, new Eyra!!!!
- Filmed a Lost Lake TV show that will air on WFN in 2011
- Already booking numerous shows for 2011
- After being in the Top 12 in BASS AOY, I have to go back again soon

**UPCOMING EVENTS IN Q4:**

- Toyota Texas Bass Classic on Lake Conroe, TX
- PAA Bass Pro Shops Event on Table Rock Lake, MO
- Bass-A-Thon appearance at Anglers Marine in Anaheim, CA
- Central VA Bass Cast Seminar Dinner in Lynchburg, VA
- Prefish the Louisiana Delta for the Bassmaster Classic

For more information go to the NEW:

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



*John Crews*

**2236 River Oaks Dr  
Salem, VA 24153**