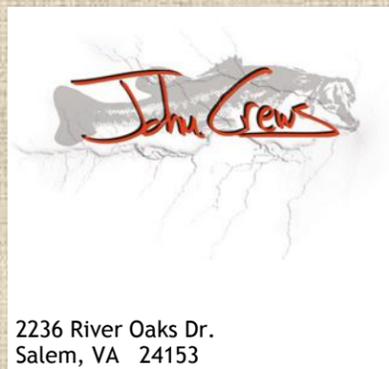


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2236 River Oaks Dr.
Salem, VA 24153

3rd Quarter of 2008 (July, August, September)

The Crews Letter

Quarterly Newsletter of Bass Business

Supplement to www.JohnCrews.com
EMAIL: crewsmissile@hotmail.com

SPRO Shows MD in Vegas

The annual ICAST show in Las Vegas during mid July was the platform for SPRO to show the MD. The new Little John MD that is. It is a medium diving version of the original Little John crankbait. The MD dives 7 to 9 feet deep! The action is great and it comes through cover fantastic. SPRO also introduced some other awesome new products. Rojas unveiled his new Bronzeye Popper frog. Mike McClelland showed off his McStick jerkbait that he has been perfecting. Bill Siemantel displayed his BBZ-1 4" Shad swimbait that took 2 years to perfect. Any pro would be proud to represent SPRO and their innovative fish catching lures.



Mountain Home-coming

Straight from Las Vegas to Mountain Home, Arkansas might be a culture shock for some. Not for me. I felt right at home there since Bass Cat Boats is headquartered in Mountain Home. I made this trip to attend the Bass Cat Dealer Meetings. We saw the new Puma FTD that incorporates the front deck of the Puma and back deck of the Cougar FTD. It is sure to be a hot model. In fact I will run one in 2009. I also got to chance to run a Cat for a catalog picture. (left)



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- Little John MD cranks will be in soon!!!!
- PAA Corporate Cup will be at Lake Pickwick in October!
- More videos on my web site!

Serious Smallies at Erie Elite



The last week of July was the time the Bassmasters Elite Series visited Lake Erie near Buffalo, NY. The second chance was better since I got into some serious smallies (see picture). I caught enough for 32nd place with a 3 day total of over 49 pounds of smallmouth! What a lake! Being on that big lake made me glad that I was running a **Bass Cat**. I did not have a single boat problem after being in 8 foot waves all day on the first day. The fishing was worth it. Those brown fish love the **Berkley Gulp!** I put Gobies, Wacky

Crawlers, and leeches on a drop shot. They ate them all. Using 6 and 8 pound **Trilene 100% Fluorocarbon** on those 3 to 5 pound bass was nerve racking but I never broke off a fish the whole week. I had so much fun that I took out my 9 year old step-son, Noah, for a few hours on the morning after the tournament. We caught a dozen smallies and each had one in the 3.5 pound range. He found out the power of the **Gulp!** Leech.

Oneida Elite Efforts

After the smallmouth smash fest at Erie, the Bassmasters moved over to Oneida Lake for the final Elite Series of the year. Knowing that I was out of the Classic was disappointing but I wanted to have a great event. My practice was tough in that I did not get a strong pattern for the largemouth or big smallmouth. I jumped around to scramble up a couple limits of large and smallmouth. My efforts were enough for 76th place from a 2 day total of 19-11. I caught largemouth on a **Berkley Fat Sink Worm** and a natural



red **SPRO Bronzeye Frog**. All my better smallmouth came on the new **Berkley Slug** and a **SPRO Dawg 125** in Spooky Shad. Some new 30 pound **Berkley Fireline Braid** allowed me to launch my top water plugs far enough to get the smallies to blast it. The strikes jar your arms since the braid has no stretch. It is very exciting. Even after catching a bunch of fish, I was headed home again. Typifying year when I did not catch what I needed to finish where I am accustomed to finish.

PAA Paying Off

In May, I was elected to the Board of Directors of the PAA. It is an honor to be elected to such an important position by my peers. I was also voted to hold the position of Secretary within the Board. Eleven other anglers are on the board including Tim Horton, Chad Morganthaler, and Kevin VanDam. We have been working hard on many projects. We are having another unique event in October called the PAA Corporate Cup presented by Optima Batteries. Keep an eye out in the next Crewsletter for more details on that event. We



also secured another Texas Toyota Bass Classic on Lake Conroe for 2009. That is a \$750,000 pay out with no entry fee! We are soon beginning to film episodes for our own TV show that will air during all of 2009 on the World Fishing Network (WFN). The PAA has an Affinity Program with many hotel, fishing tackle, and other discount opportunities. We have many more exiting plans to benefit our members. Some of those plans include growing the number of members significantly! www.fishpaa.com

Other Happenings

As the pro bass angler's off season approaches, we find ourselves with more time than we are accustomed to having. As if all the obligations of a bass pro are not enough, most pros find activities to jam into their "off season." I have been enjoying all the time I can with my 13 month old daughter, Myah Jane (see pic). Helping coach my step-son's football team has been a lot of fun, too. I have not stopped fishing. I have taken about 7 trips to Smith Mountain Lake since Oneida. Elite Series events are there in 2009 and 2010. My wife and I have been going to work out together. We both like to stay in the best condition possible. Oh yeah, this is what I do when I am not working on designing new lures, working with the media whenever possible, communicating with current sponsors, soliciting prospective sponsors, working for the PAA, making reservations, and scouting lakes for next year.



Upcoming Quarter

- October 2 Filming TV Show with Charlie Ingram
- October 9-11 PAA Corporate Cup—Lake Pickwick, AL
- Late October Filming TV Show for PAA with Mike Iaconelli
- November Scouting trips