



3rd Quarter of 2009 (July, August, September)

The Crews Letter

Quarterly Newsletter of Bass Business

Supplement to www.JohnCrews.com

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MS River Elite

After a positive Elite event at Kentucky Lake, the Elite Series moved north to a section of the Mississippi River at Ft. Madison, Iowa. Conditions were tough during the mid June tournament on the mighty Miss. The floods from the previous summer washed lots of the fish and food out of the river. There are still a decent number of fish left in a few areas. I managed to blank on day 1 after catching 25 short fish. I changed areas and Day 2 was better. A limit weighing 9-5 jumped me to 61st. The **SPRO** Little John caught every fish for me during the tough tournament.



Fishing U Again

During the last week of June, I met Charlie Ingram and his TV production crew at Kentucky Lake. We shot a Fishing University show on the new **SPRO** Little John DD. We caught about 30 fish on camera that day with fish up to 4.5 pounds. The Cell Mate color (below) was on fire late that day. The show will air on Versus during the first quarter of 2010. I also got to demonstrate the



cast ability of 12 pound **Berkley Trilene** 100% Fluorocarbon and the REVO Winch reel.

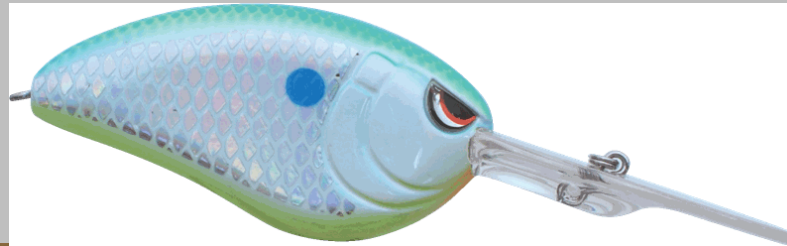
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- **Little John DD** will be in stores in mid October!!
- Finished 13th at the Elite on Oneida
- Awesome new reels from **Abu Garcia** coming!

ICAST in Orlando

The mid July trip to ICAST took a southern turn to Orlando, Florida in 2009. All the usual exhibitors were there. I went on behalf of **SPRO** and we did our unveiling of the new **Little John DD**. The **DD** casts like a rocket from its soft-tungsten, weight transfer system and dives to 20 feet. The crankbait has a great fish-catching action and comes in 8 deep crank favorite colors. I am super pumped about this bait. During the show I got to mingle over to the **Pure Fishing** booth to see their new gear.



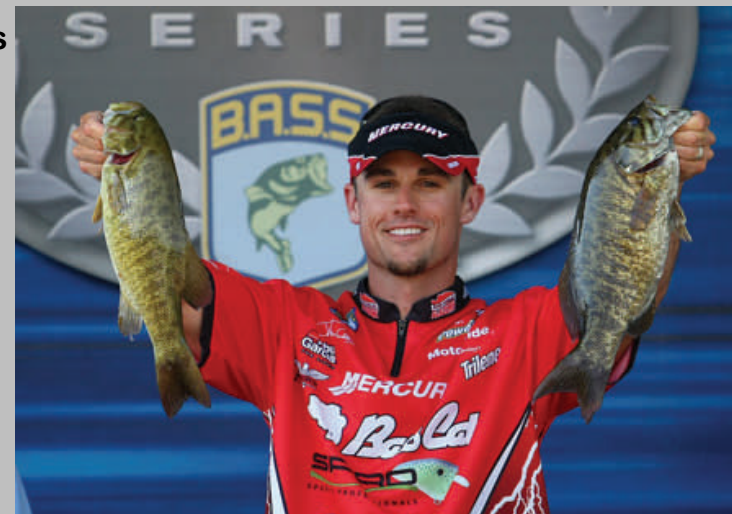
FLW Championship



The first week of August is the time for the FLW Championship, which took place on the Three Rivers in Pittsburgh, PA. I was in attendance to help promote the PAA. We signed up new members and educated hundreds of people on what the PAA has to offer. We also got to hear from some of our members and how happy they are with their membership benefits. The trip was positive for the organization and continues to build our momentum.

Oneida Elite

Going into the final Elite Series event and not having any shot to make the Classic, what would be my motivation? I wanted to have the best early August Elite Series event in order to build momentum for 2010. I went to New York wanting to have fun, work hard, and catch fish. I let my instincts guide my **Mercury** powered **Bass Cat** around Lake Oneida. I developed a few reliable patterns in practice. Smallmouth bass were the only species I caught during the tournament. Flipping a **Berkley** Chigger Craw into deep grass lines was one reliable pattern. The other was throwing a **SPRO** Aruku Shad, **SPRO** Dawg 125, and a **Berkley** Wacky Crawler on a drop shot into schooling fish. My two prong approach landed me consistent limits for three days that totaled 42-11. My efforts earned 13th place. The Oneida finish felt normal. I was on the verge of making a cut and was disappointed not to be there. I plan on continuing that approach in 2010.



Buggs Island BFL

With no bass tournaments on the books for September and knowing I have at least one event in October, I found an event close to home to fish. I signed up for the FLW Outdoors BFL on Kerr Reservoir in mid September. It was the first time I had been back to Kerr, a.k.a. Buggs Island, in about 7 years. It was also the first BFL I had fished in about 8 years. Little did I know fellow Elite pros, Chad Griffin and Bryan Clark, were fishing a BFL on the same day in Texas. As for my tournament, I finished a disappointing 42nd. I had a decent practice and thought I would be able to catch a good limit. My fish came on a **SPRO** Little John and a **Berkley** Power Hand Pour worm on a drop shot. It was fun seeing lots of old friends but I wish I could fish it all over since I think I realize the bite I missed.

PAA Progresssions



Since May, I have been the President of the PAA. There are numerous responsibilities that come with the position. Leading the organization and looking out for the best interest of the PAA can be difficult and time consuming. The PAA has made great progressions since I have been in office and been able to work with a new Board of Directors. We have started the PAA Auctions on eBay that raise money for various charities and the PAA by auctioning unique trips and items you can't get anywhere else. The PAA has also formed a partnership to have an official online magazine called the *Online*

Fisherman.com. We are conducting a C.A.S.T. for Kids event during the TTBC. The PAA has a partnership with the Bass University Conferences and PAA members get discounts to Mike Iaconelli's Bass University seminar series. We have started some joint programs with Boat U.S. The organization now has a site on Twitter and Facebook. The PAA is continuing to pay out PAA Payday winners and have new companies sign on to be Affinity Program partners. We are also working vigorously on our tournament schedule for 2010 and the corresponding sponsors that will be a part of the excitement. As you can see, the PAA is progressing and will continue to do so.

Upcoming Quarter

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|-----------------------|---|
| • October 8-10 | Carrot Stix/ PAA Series—Toledo Bend, TX |
| • October 15-18
or | Toyota Texas Bass Championship (promo fish) - Lake Conroe, TX |
| • December 5-6 | Bass University Conference—Dallas, TX at Fun-N-Sun |



Current Sponsors



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