



**The Northern California Council, Fly Fishers International (NCCFFI)** is participating in the International Sportsmen's Exposition (ISE), California's largest indoor event for outdoor enthusiasts at Cal Expo (located at 1600 Exposition Boulevard, Sacramento, CA) for four days (from Thursday, January 19<sup>th</sup> through Sunday, January 22<sup>nd</sup>). The ISE Show fills the Pavilion and Buildings A & B (plus outside space), and no other event spotlights as many products and destinations for fishing, hunting, boating, off-roading and watersports. Perfect for the entire family, for experts and first timers...for those seeking an outdoor adventure in their California backyard or around the world, the ISE is the perfect first stop for discovering and enhancing your life outdoors! Check out the attached ISE Fast Facts for more information about the show at [https://bit.ly/ISE\\_SAC\\_Facts](https://bit.ly/ISE_SAC_Facts).

We invite you to come join **The Northern California Council, Fly Fishers International (NCCFFI)** at the ISE show to experience all of the great outdoor & fly fishing opportunities available that we can deliver along with many of our partners in the fly fishing industry. In addition, NCCFFI will be on hand to provide you with specific information and how to get engaged in the sport of fly fishing. **NCCFFI has arranged with the ISE Show to offer you a discount** to attend the show, by going to the Website (<https://www.sportsexpos.com/attend/sacramento/>), click to purchase a ticket and enter the **promo code GOSAC23** and **get \$4 off** the \$16 ticket price to \$12 (just order, pay & print your \$12 ticket(s) and bring them with you to the show).

**NCCFFI will be at booth #3812** in the Pavilion Building and will be ready to deliver information about Fly Fishing and our 26 affiliated Fly Fishing Clubs in Northern California & Nevada, so that you can learn more about the sport in the community where you live. Plus, NCCFFI will be having a raffle for those that **sign up** to get information about our fly clubs for the **opportunity to win an Adamsbuilt 5 Weight Combo Starter Fly Rod/Reel**. In addition, as in years past, NCCFFI will host the Fly Tying "How-To" Center, where interested fly fishers can come, see, learn & interact with expert fly tiers at work creating inspired flies that catch fish. Bring your questions and ideas so we can talk about what is happening in Fly Fishing in 2023.



In addition to the NCCFFI booth, two local Sacramento area Fly Fishing Clubs will have booths at ISE:



California Fly Fishers United (Booth 3432). This fly fishing club has just celebrated its 60<sup>th</sup> anniversary and has over 400 members. The club meets on the 1<sup>st</sup> Tuesday of each month at the Richard Conzelmann Community Center in Sacramento and has fly fishing outings at least once per month. For more information, go to [www.cffu.org](http://www.cffu.org).



Granite Bay Flycasters (Booth 3241). This fly fishing club has over 280 members and was founded in 1986. The club meets on the 2<sup>nd</sup> Thursday of each month at the Granite Bay Activities Center on Folsom Lake and has fly fishing outings at least monthly. For more information, go to [www.gbflycasters.org](http://www.gbflycasters.org).

Also participating in the ISE Show will be a number of partners in the Fly Fishing Industry.



Fly Fishing Specialties (Booth 3137). This is one of the local Sacramento Fly Fishing Shops located in Citrus Heights, CA offering a full array of fly rods & reels, packs, bags & wading gear, outerwear, flies & tying materials, guide services and fly fishing classes. Their ISE “Show Special” is a free fly fishing lesson at the shop with the purchase of any fly rod & reel set up. Ask them at their booth about this offer. For more information, go to [www.flyfishingspecialties.com/](http://www.flyfishingspecialties.com/).



Adamsbuilt (Booth 3133) has been supplying fly fishers with great gear including fly fishing outfits (rod & reel combos), waders, boots, outerwear, nets, rod cases and numerous tools & accessories for over 12 years. Adamsbuilt is noted for high quality products at reasonable prices and is available at many retailers through California and the western United States. For the ISE Show, all Adamsbuilt items at the booth will have a “show special” price. For more information, go to [www.adamsbuiltfishing.com/](http://www.adamsbuiltfishing.com/).



Simms (Booth 3121C) has been supplying top quality fly fishing equipment since 1980 and is one of the best known brands in the industry. Simms is renowned for its high quality waders, outerwear, footwear, clothing, packs, vests & bags, plus numerous fly fishing tools & accessories, with its wide array of products available at most fly shops. For more information go to [www.simmsfishing.com/](http://www.simmsfishing.com/).



St. Croix Rods (Booth 3033) has been providing top quality fishing rods since 1977 including all types of conventional freshwater & saltwater rods as well as fly rods available at major retailers like Dick's Sporting Goods, Bass Pro Shops, Cabela's and numerous other retail outlets. For more information, go to <https://stcroixrods.com/>.



California Fly Fisher (Booth 3242) is the only magazine dedicated to providing you with thoughtful, informative articles that cover the breadth of the fly-fishing experience in California, whether angling for trout or for the myriad other species -- warmwater and saltwater included -- found in our waters. For more information, go to <https://www.calflyfisher.com/>.

A number of fly fishing guides will also be at the ISE Show including:



Confluence Outfitters (Booth 3305) has been in business since 1997 and guides on all the major trout and steelhead destinations in Northern California and Southern Oregon. Most of the Confluence guides have multiple decades of experience crafting great fishing experiences for their clients. For more information, go to [www.confluenceoutfitters.com/default.aspx](http://www.confluenceoutfitters.com/default.aspx).



Matt Heron Fly Fishing (Booth 3131) was started by Matt Heron over 2 decades ago and is an all-inclusive fly fishing outfitter and school located minutes from Lake Tahoe. Outfitter and guide trips are focused on the Truckee River, Little Truckee River and other local waters nearby. Matt's talented team of guides and instructors will make sure you have an unforgettable day on the water. For more information, go to <https://mattheronflyfishing.com/>.



NorCal Fly Guides (Booth 3138) was founded by Brian Clemens in 2009 and provides expert guide service on the Feather, American, Yuba, Lower Sacramento & Trinity Rivers and other Northern California waters, plus private fly casting lessons. For more information, go to [www.norcalflyguides.com/home.html](http://www.norcalflyguides.com/home.html).

There will also be a strong conservation presence at the ISE Show from groups like:





Trout Unlimited (Booth 3332) was founded in 1959 and is dedicated to conserving, protecting and restoring North America's fisheries and watersheds. With over 300,000 members, TU staff and volunteers work from coast to coast to protect, reconnect, restore and sustain trout and salmon habitat on behalf of today's anglers and coming generations of sportsmen and women who value the connection between healthy, intact habitat and angling opportunity. For more information, go to [www.tu.org/](http://www.tu.org/).



Golden State Salmon Association (Booth 3436) is California's leading voice for salmon protection and restoration, particularly in the Bay-Delta ecosystem, which produces most of the salmon caught in the state. GSSA represents the entire California salmon community, including commercial and recreational fishermen, charter boat skippers, inland river guides, restaurants, fishing manufacturers and retailers, tribal members and more. For more information, go to <https://goldenstatesalmon.org/>.

People will be coming to the ISE Show from throughout Northern California, southern Oregon & western Nevada to the largest presentation of outdoor sports related travel destinations, outdoor gear and services.



Please come and join us at the International Sportsmen's Show in Sacramento in January and get in on the fun, and learn all about Fly Fishing. This promises to be a great event!



For more information go to the International Sportsmen's Exposition website ([www.SportsExpos.com](http://www.SportsExpos.com)), or the NCCFFI website (<https://www.nccffi.org>).



Scan this QR code with your phone to go right to the NCCFFI website.



**FLY FISHERS**  
INTERNATIONAL

**NORTHERN CALIFORNIA**  
COUNCIL

