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2008 SIOUX EMPIRE SPORTSMEN'S SHOW

AT A GLANCE. . .

Love the outdoors? You'll love the Sioux Empire Sportsmen's Show!

WHAT	The 41st annual Sioux Empire Sportsmen's Boat, Camping and Vacation Show
DESCRIPTION	Approximately 200 exhibits include wide variety of new model boats, RVs of all sizes, motors, docks, marine electronics, fishing gear, hunting and camping equipment, lodges, resorts, outfitters and campgrounds. Daily seminars by fishing and hunting pros. Fun, family-friendly special features.
WHERE	Sioux Falls Arena and Convention Center
WHEN	Thursday, March 6 to Sunday, March 9
HOURS	Thursday 5 p.m. to 10 p.m. Friday Noon to 10 p.m. Saturday 10 a.m. to 10 p.m. Sunday 10 a.m. to 6 p.m.
ADMISSION	\$7.00 adults; \$2.50 children aged six to 12; five and under free
SPEAKERS	Tommy Skarlis: Extreme walleye tactics, Thursday and Friday Kurt Amundson: Hunting the whitetail rut, Thursday and Friday Dave Csanda: Smallmouth bass and shallow-water walleyes, Saturday and Sunday Todd Amenrud: Mature buck strategies and "Spring Tom Tactics, Saturday and Sunday
SPECIAL ATTRACTIONS	The Great Bear Show—NEW! Odie Sudbeck's Awesome Antler Collection Fishing in the Live Trout Pond Kids' Fishing Workshops with Shannon Hanson from Sportsman's Warehouse, Saturday and Sunday
MORE INFO	Call 763-755-8111 or go to www.siouxfallssportshow.com .
SPONSOR	The Cosmopolitan Club

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FOR IMMEDIATE RELEASE

EXPLORE THE OUTDOORS AT THE SIOUX EMPIRE SPORTSMEN'S SHOW

The great outdoors are waiting for you at the 2008 Sioux Empire Sportsmen's Boat, Camping and Vacation Show. The show, which is celebrating its 41st year, opens Thursday, March 6 and runs through Sunday, March 9 at the Sioux Falls Arena and Convention Center.

The Sportsmen's Show is tailor-made for outdoor enthusiasts, showcasing a perfect mix of outdoor products and services, combined with free seminars and fun, family-friendly special features. New model boats and RVs are ready for inspection and purchase. The cool new toys, accessories and necessities for fishing, hunting, camping and boating are exhibited. The Show also offers a wealth of information about vacation getaway destinations. In all, there are nearly 200 exhibits to explore.

Watercraft on display at the Sportsmen's Show includes powerboats, fishing boats, pontoons and personal watercraft. To help outfit those boats, there's a large array of marine accessories, motors, docks and lifts at the show. The newest 2008 model RVs range from tent campers to five wheelers to motorhomes.

Many regional and national manufacturers and retailers will display the newest innovations in rods, reels, fishing tackle and electronic equipment. Representatives from hunting and fishing lodges, resorts, campgrounds, fly-ins and outfitters can help you plan your summer vacation.

Seminars by professional anglers **Tommy Skarlis**, appearing Thursday and Friday, and **Dave Csanda** on Saturday and Sunday, will help anglers get ready for that fishing opener. Hunters will enjoy outdoor writer **Kurt Amundson's** sessions on hunting whitetail and managing property for quality deer on Thursday and Friday, while **Todd Amenrud's** weekend seminars cover mature buck strategies and "Spring Tom Tactics."

Special fishing workshops for kids will be presented on Saturday and Sunday mornings by **Shannon Hanson**, Fishing Manager at Sportsman's Warehouse.

Every member of the family can have fun at the Sportsmen's Show. A new special feature is **The Great Bear Show**, the oldest and longest-running educational wild animal show in the country. Five North American black bears will be at the show—males Jacki and Andy, young Cindi, and her two cubs, Bucky and Brock. According to trainer Bob Steele, bears are extremely intelligent, fast learners, with exceptional balance. While the adult animals display their skills, Steele discusses bear behavior in the wild and in captivity.

Odie Sudbeck of Topeka, Kansas has been captivated by whitetails and their antlers since he was a child. He says he's never seen an antler he doesn't like, and has a ravenous appetite for viewing and collecting many of the biggest and most unusual ones.

Sudbeck's **Awesome Antler Collection** features more than two dozen of the world's most cherished record and unusual racks. Included are world record antlers such as Goliath, the largest whitetail ever, scoring 410 5/8 NT, The Apple of My Eye (the world's widest beams), Monster Mass (The World's Most Massive Antlers) and Pop-Eye, with an antler growing from the eye sockets.

Rounding out the special features is fishing in the **Live Trout Pond**.

Doors to the Sportsmen's Show will be open to the public Thursday from 5 p.m. to 10 p.m.; Friday from noon to 10 p.m.; Saturday from 10 a.m. to 10 p.m.; and Sunday from 10 a.m. to 6 p.m. Admission is \$7.00 for adults, \$2.50 for children aged six to 12, with children five and under admitted free of charge.

Produced by Cenaiko Productions, Inc. of Minneapolis, the Sioux Empire Sportsmen's Boat, Camping and Vacation Show is sponsored by the Cosmopolitan Club. For more information, call 763-755-8111 or go to www.siouxfallssportshow.com.

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FEATURED SPEAKERS
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FOR IMMEDIATE RELEASE

LEARN FROM THE PROS AT THE SPORTSMEN'S SHOW

The seminar lineup at the 2008 Sioux Empire Sportsmen's Boat, Camping and Vacation Show offers something for all outdoor enthusiasts. The show, now in its 41st year, runs March 6 to 9 at the Sioux Falls Arena and Convention Center.

The following professionals are appearing at this year's show:

TOMMY SKARLIS: The first memory Iowa native Tommy Skarlis has of fishing was hooking a farm country bluegill under the watchful eye of his mom. He continued honing his fishing skills on the Mississippi and its backwaters, small lakes, countless ponds, and expansive reservoirs.

Throughout the years, Skarlis has become proficient as a multi-species angler. His knack for stalking walleyes was turned into a tournament-fishing career that took root in 1991. From 1993 to 1998, he fished the Masters Walleye Council (MWC), winning several honors. In 1996, he joined In-Fisherman's Professional Walleye Trail (PWT), where he's snatched nine top 10 finishes. His total weight of 138.28 pounds for 15 fish at the 2002 Lake Erie PWT event set an all time world record for total tournament weight in a professional event. Skarlis was named PWT Angler of the Year in 2004. In 2005 he was named Ranger Cup Champion, and became the Ironman Champion in 2007.

On Thursday and Friday, Tommy will cover "Extreme Walleye Tactics" and "Moving and Grooving for More Walleyes" during his seminars.

KURT AMUNDSON: Kurt Amundson is an avid outdoorsman and outdoor writer from Starbuck, Minnesota. His big passion is hunting whitetail deer. He spends several days in the stand each fall in pursuit of big bucks.

A realtor by trade, Kurt markets and sells hunting land. He has purchased several farms and has spent countless hours improving the land for wildlife. His outdoor columns have been featured in Outdoors Weekly, Midwest Outdoors, Dakota Outdoors and Outdoor News. Kurt will cover "Hunting the Whitetail Rut" and "Managing Your Hunting Property for Quality Deer" during his seminars scheduled on Thursday and Friday.

DAVE CSANDA: A veteran outdoor communicator, Dave Csanda spent 28 years as an editor of In-Fisherman publications and co-host of In-Fisherman Television. Dave recently rejoined his friends at Lindner Media Productions to tackle diverse and exciting new challenges in the creation of Angling Edge TV, educational DVDs, television commercials and promotional videos for the outdoor industry.

Dave has fished from Alaska to Australia, Europe to South America, and all across the U.S. and Canada for many species of fish. An award-winning outdoor writer, he has co-authored numerous books and videos. He is also a recipient of the prestigious Walleye Unlimited USA Man of the Year Award for his contributions to sport fishing. Dave will be at the Sportsmen's Show on Saturday and Sunday. His seminar topics are "The Many Moods of Smallmouth Bass" and Shallow-Water Walleyes."

TODD AMENRUD: Todd Amenrud is a full time sportsman whose job keeps him in the outdoors much of the year. He is addicted to bow hunting for whitetail and spends considerable time researching, studying and learning about them. He also hunts other big game, turkey and waterfowl throughout the country and Canada.

Todd has written three books on whitetail, including *Details for Whitetail*. He has trained extensively on whitetail management, habitat improvement and planting food plots. In addition, he is certified through the state of Minnesota as an instructor for bow hunter education, firearms safety and advanced hunter education. He currently writes columns in over 60 outdoor and general circulation publications. Todd's seminars on "Strategies to Help You Get Closer to Mature Bucks" and "Spring Tom Tactics" are scheduled on Saturday and Sunday.

SHANNON HANSON: Shannon, the fishing department manager at Sportsman's Warehouse, sees to it that kids get in on the action, too. She will host special weekend **Kids' Fishing Workshops**, scheduled Saturday at 11 a.m. and Sunday at noon. An only child, Shannon's father raised her as he would have raised any son. She started hunting and fishing as a small girl and both hobbies have stayed with her. She loves to share her passion for fishing with others, especially children. The Fishing Workshops will cover fish identification, water safety and the importance of involving parents in kids' activities. All children attending will receive tackle samples and other fishing "goodies."

The Sportsmen's Show will be open Thursday from 5 p.m. to 10 p.m.; Friday from noon to 10 p.m.; Saturday from 10 a.m. to 10 p.m.; and Sunday from 10 a.m. to 6 p.m. Admission is \$7.00 for adults, \$2.50 for children aged six to 12, with children five and under admitted free of charge. Produced by Cenaiko Productions, Inc. of Minneapolis, the event is sponsored by the Cosmopolitan Club.

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2008 SIOUX EMPIRE SPORTSMEN'S SHOW SEMINAR SCHEDULE

THURSDAY, MARCH 6

- 6:30 p.m. **Kurt Amundson:** *Hunting the Whitetail Rut: 7 Steps to Becoming Successful for Big Bucks*
- 7:30 p.m. **Tommy Skarlis:** *Extreme Walleye Tactics*

FRIDAY, MARCH 7

- 1:30 p.m. **Kurt Amundson:** *Hunting the Whitetail Rut: 7 Steps to Becoming Successful for Big Bucks*
- 3:00 p.m. **Tommy Skarlis:** *Extreme Walleye Tactics*
- 5:30 p.m. **Kurt Amundson:** *Managing Your Hunting Property for Quality Deer*
- 7:00 p.m. **Tommy Skarlis:** *Moving and Grooving for More Walleyes*

SATURDAY, MARCH 8

- 11:00 a.m. **Kids' Fishing Workshop** with **Shannon Hanson**, Sportsman's Warehouse
- 1:00 p.m. **Todd Amenrud:** *Strategies to Help You Get Closer to Mature Bucks*
- 2:00 p.m. **Dave Csanda:** *The Many Moods of Smallmouth Bass*
- 6:00 p.m. **Todd Amenrud:** *Spring Tom Tactics*
- 7:30 p.m. **Dave Csanda:** *Shallow-Water Walleyes*

SUNDAY, MARCH 9

- 12:00 p.m. **Kids' Fishing Workshop** with **Shannon Hanson**, Sportsman's Warehouse
- 1:30 p.m. **Todd Amenrud:** *Strategies to Help You Get Closer to Mature Bucks*
- 2:30 p.m. **Dave Csanda:** *Shallow-Water Walleyes*

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FUN “OUTDOORSY” FACTS

- ✓ Nearly one of out four South Dakota residents hunt or fish.
- ✓ Nationwide, active outdoor recreation contributes a total of \$730 billion to the economy, supporting 6.5 million jobs and generating \$88 billion in federal and state tax revenue.
- ✓ South Dakota sportsmen outnumber the populations of Rapid City, Aberdeen, Watertown and Brookings (136,000 vs. 125,000).
- ✓ Americans spend more time hunting and fishing each year than days spent running the Federal government (737 million days vs. 486 million).
- ✓ Annual spending by sportsmen in South Dakota is three times the combined revenues of C&L Utility Construction, Showplace Wood Products, and Falcon Plastics—three of the fastest growing companies in the state (\$350 million vs. \$102 million).
- ✓ Sportsmen support more jobs in South Dakota than Sioux Valley Hospitals and Health Care, one of the state’s largest employers (6,000 vs. 5,000).
- ✓ Spending by hunters and anglers nationwide is more than the revenues of Microsoft, Google, eBay and Yahoo combined—\$76 billion vs. \$73.6 billion.
- ✓ Hunters and anglers provide more than 75% of the annual income of the 50 state conservation agencies.
- ✓ The \$2 billion hunters spend on food and drink on hunting trips is equal to what the US Army spends to feed 360,000 soldiers for a year.

Sources: The American Sportsman, American Sportfishing Association, Congressional Sportsmen’s Foundation