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[00:00:10] Lots of stories for me. Fishing is it's a lifestyle. It's a chance to get outdoors. It's a way to meet people. To learn science. To spend time in nature. It can be competitive and exciting and an adrenaline experience. Can also be relaxing and meditative and. Spiritual to. This is hugely important. I feel. Privileged to have had the chance to fly fish to spend time outdoors. My great grandparents fish for food. Like many of our ancestors have. I think Parks and Wildlife organizations work hard to protect the outdoor resource the wilderness the wildlife. It's. Essential not just so that we can build fly rods and get people fly fishing but really for humanity to get to spend time. In fresh air close to water exploring nature. It isn't just for fun. It's proven to show physical and mental health benefits when people are outdoors. In Colorado for instance Colorado Parks and Wildlife does a tremendous amount of work for education outreach trails. Parks maintenance. All of it goes into preserving the beautiful outdoor resources that we have in Colorado. Nationally our national parks programs. There's. Lots of systems there. They do tremendous work as well. In this. Time in our in our world it's especially essential. There are lots of different strings and layers and opportunities for our economies and our marketplace to to succeed and grow. I truly believe that we have to protect. Our parks our outdoor resources. Ones so that we continue to have them for future generations and to support our existing population can we can have opportunities to be an outdoors. I do.

[00:02:32] Like is that I. I'm fortunate to have. Fishing as part of my life and to be raised in a family that went camping and got to play outdoors. Now that we're making. Fly rods. Especially for women and girls and. It's essential that we. Participate in that. And. We have an active voice. Not. Some of it can be through the sport of fly fishing associations and organizations. That exist within fly fishing. Personally I believe it. Needs to be even bigger than that. Participating in the outdoor recreation industry is. It's huge right now. I'm involved with an organization in Colorado called co active and it's a trade association for Colorado manufacturers to produce outdoor goods. And we're beginning to have. A voice and a presence in Colorado. About the importance of. Of. These topics of. Protecting and Preserving our outdoor resources. The outdoor industry is pretty powerful. Just last year. It was. Signed. Into. Into legislation that outdoor industry will now be. GDP. So the outdoor industry as a whole I think will be taking on more. And. More of an important role in. Outdoor resource preservation. I think it's huge. I think fly fishing is. A sport that. Is accessible to all humans. That all humans can benefit from. In one way or another. Right now the data shows about one in 3 flight anglers are female. And. It's the fastest growing segment. Of. The sport. So that's exciting. More women are getting involved there they're booking trips they're buying licenses they're they're purchasing equipment and most importantly they're discovering the joys and the beauty of this great sport. I think. By allowing. Youth and minorities and folks from. All different. Demographics to participate in fly fishing. Is a tremendous opportunity. It's proven that when youth in particular learn outdoor skills. Whether it's. Tying knots. And G. Being connected with water practicing a sport that they can go to. In the nearby streams. And ponds. Where they live. That they not only gain more confidence. They have great memories. But it also. Reflects in their academics. And their. Opportunities. Right. So I'm a huge advocate in. Connecting you. To fly fishing in particular. I love going to student groups. Working with schools and education programs. I do it all the time. Sometimes I. Tell our social media community and our cerebellum followers a lot of times I just do it. I'll. I'll presented it. At a high school fly fishing club or do a workshop for teenage girls on knots or things like that. And. It's really important to me. Connects. Youth with the outdoors. There's a lot of great organizations that are doing that. As well. So Sarah Bella can. Partner and pay you back with a lot of great things happening. For instance there's one that's developing called the May 5

project. And its focus is connecting foster children. With fly fishing. And it's it's beautiful it's amazing to see what happens when. Foster children. Get the chance to fish. Definitely. And an hour in our society today a lot of that is. Removing them from their current duties and distractions whether it's. Screen time. City. City programs. And projects what not. Getting getting us and kids out into nature and showing them that. When they when they take a deep breath when they look when they notice the world around them they have a bigger perspective on. Their place in the world. And. Yes I absolutely believe that when humans do that. Children. Adults. Ourselves. We can be better better citizens and better. Activists and. And we will then. Further protects. The resources. If kids don't get to experience that. When they hear on the news that. Legislation is passed. That will shut down. A river or. Part of a forest they might not care but if that kid has had an. Experience. Connected to the outdoors and they see that that. Is a benefit to their. Their. Life and to society. They're more likely to speak up and be. An advocate. Not. Necessarily I think a lot of anglers are conservationists and are aware of. The outdoor world. But it doesn't always start that way. I think some people come into the sport. As activists or conscious conservationists or wilderness lovers. A lot of people come to the sport with no experience and they can learn you know where does this water come from. What's going on with with the life cycles of the bugs and the birds and everything that affects. Fly fishing. And. A lot of people.

[00:08:15] Learn about those things by being part of the sport. Tons like. Everyone you've interviewed here. I don't discriminate much about where I fish or fish anything but yeah. The most special places to me really are the ones that have the most special memories. I've. Been lucky to fish in lots of places around the world. The ones that are still my favorite are the Kansas ponds where I fished with my grandpa when I was a kid and parts of Wyoming where I got to fish with my dad my grandparents. And my family has a lot of history back when they fished for food throughout Wyoming. So when I go to Wyoming and I get to fish in high net increase or in the big the big rivers I do have a special connection with my ancestors and with the rivers that are still flowing throughout throughout Wyoming. I'm a Colorado girl. The Colorado River will always be the first place that I learned to fly fish. So when you see the Colorado as a small circle in Rocky Mountain National Park all the way to the big Colorado through the western U.S. The Carter ever will always be a special special watershed for me. Give my dad the credit for that. I had grandparents and great grandparents who who brought me fishing and. Have a history of fishing. But it was my dad who taught me how to how to tie knots how to. Catch bugs how to be around the water pick up. Trash and things like that. So I give my dad the credit for taking me out alongside my brother. He didn't leave me at home. He included me. As a girl. I'm fortunate that my dad thought that was important so. I still fish with my dad. We've traveled to South America. We fish throughout Colorado. It's. Still a lot of fun. Fish. Well my oldest daughter's middle name is Brooke. That was after the brook trout. So I have to say living in Colorado. There's something special about brook trout. They're just absolutely spectacular. The colors the white edges on those fins it looks like a work of art to me every time I see a brook trout. And they're often in remote places. They're often kind of tricky small creeks and things like that. So. I think as a Colorado girl and. With my oldest daughter's name being middle name being broke I have to say the brook trout. But you know all species of trout are my favorites. I love catching other species but here here in the in the Colorado region trout are my favorite fish around. In.

[00:11:17] So many places to be fetched even though I've gotten to fish a lot. There's so many places I'd love to do more saltwater fishing. That's one area that I haven't gone to spend a lot of time. I would love to get back to South America. I. Like is that I fish with my dad and I lived in Chile. When I say the got it in college I would love to go back to South

America with my family with my three daughters and I have been and allow them to explore the southern hemisphere and catch them. They see run round trip together. I would be the dream trip. We started Sarah Vella fishing about two and a half years ago. Officially started building fly rod. Long before that. When you ask what or who inspired us.

[00:12:12] I think it's more than more than fishing. For me it's. Brave women before me who have. Seen a need or a purpose to do something. And have found a way to do it. Activists. Leaders. Women and that degree. For actually starting cerebellum Bella fishing and building fly rods. I'm inspired by other women in this industry such as John Wolf. I look to her. She's she's a legend and she's talented and her grace and poise and the sport. I truly admire. The need of. Fly rods for women and girls was apparent.

[00:12:56] For myself personally when I couldn't find the equipment that really met my needs or really what I wanted. So we started building. Products one by one to work on that. When I look. At other women who are joining this sport. Back to the. One in three flat anglers are female. Those women inspire me. The ones who are coming into this sport. And looking for great equipment. That meets their needs. And can be aesthetically how they want it to look. But the performance piece that meets women's needs. Is really important. So the new anchors inspire me. The future anglers inspire me. Like I said I have three daughters they're. 7 9 and 11 years old and. They are the future not just of the sport but of our society and. Creating great products that work well for them and for other future future anglers. Keeps me going every day. Great question and that's one of the questions we get.

[00:14:02] A lot from men and women what makes a fly rod for women different. When we first started Sarah Bella we had some ideas of what. I thought might make a rod different for women and girls. We began to ask other women in the sport. What they wanted and what they would. Like to see in a fly ride. The. Biggest piece that came back to us. And that we continue to hear is that women want choices. So instead of us deciding that we've invented the best one size fits all for all women. It's offering a range of products. That women can choose from. And design and build really to meet their needs. So. With that we've. We've designed rides. Ranging from sizes three weights up through 12 weights. We do saltwater and freshwater and within each of those. Lengths or weights. We have different lengths. So for instance we have. Two different. Three different three weigh options right now. A couple different weight optionsetc. So even within those weights women can choose really the size and. Options that she wants. With that. Some of those lengths and sizes perform differently. An eight foot five weights going to be a much faster ride. And. I like it five ways. So if a woman knows she wants. A slightly faster action ride. But within that same weight category she can choose what she prefers. The grip is the other important piece. Women's Hands come in all shapes and sizes. They don't necessarily want a smaller lighter grip. They don't necessarily want. A heavy cigar style grip so they can choose. We have. Three different group sizes and we can also do. Beyond that women can choose a custom message. They can choose that. The colors and the details. As well as the wood on the real sea. The long answer to the question is. Women can choose what they want. They can also choose how they buy it. They can buy it directly through us. Through one of our retail locations or online. The convenience of their. Computer or tablet whatever. We're constantly looking and asking for more feedback. So as women continue to fish our rights we want to continue to make more options and products available that. Meet. I love learning and I but an academic for many years in. My lifetime both as a grad student and working at. A.

[00:16:43] Local university here. So I do value the preservation of information. And the archiving. Efforts of. This project in my. State. I think it's it's valuable for for humans to know. The past. Of. Who's been involved what science is available what's been going on. With drought in salmon. Habitats. So that we can continue to work toward conservation toward education. As we move forward. In the industry. I know it's a tremendous amount of time and resources that it takes to have. A library and archive system. But I do think it's worthwhile. I. Also support. The American Museum of Life fishing for similar. Reasons. To preserve the. Equipment. The information the knowledge of the sport so that future generations. Can. Learn from it. And. Appreciate it and. In the future. I think. Those are. Those.

[00:17:56] All are doing tremendous efforts. I think. The the leadership and the voices of the. In recent history it. Is important not to try to eliminate it has. Made a lot of public remarks recently about protecting our waters that are. In our. Conservation efforts. Another one to add to the list is. American flesh and trade association which is made up of. Business owners. Guides represent. Individuals what not. In the whole industry of our country. So they're starting to have. A. Bigger and more active voice as well. On the conservation. Efforts. I think these organizations can also help educate businesses like Sarah Bella. Nonprofits. And other smaller groups throughout the country so that they can do their outreach and education. So it's important to have these large national organizations. It's also important that they help the smaller the smaller businesses. Programs. Spread the word.

[00:19:02] In their local capacities. I would also add a lot of the other non-profits that are doing great work as they bring people into the sport. Some of those would include Project Healing Waters fly fishing. They teach disabled veterans fly fishing fly tying BRAC building. We work really closely with them as their Bella. By bringing veterans into the sport and teaching not just the sport but the conservation piece. That's. Tremendous. Others that are doing great work are casting for recovery. They don't just teach women how to fish and catch fish but they're teaching breast cancer survivors people battling breast cancer many more aspects of the sport including conservation and awareness. Other. Chapters throughout the country. There's lots of local fishing clubs in Colorado Colorado women fly fishers doing great work on educating women. On. Conservation efforts and whatnot. There's countless groups like that. The other one I wanted to mention is the national fishing and schools. Organization. And they teach kids in elementary through high school. About fly fishing. And some of that includes. Not just. Catching fish but the ex model T. And conservation efforts involved. So I think starting in school based programs is also really important. Colorado woman five others is a Colorado nonprofit. It was founded 20 years ago. So this year in 2017 we're celebrating 20 years as an organization. It's a. It's an organization that teaches women about the sport of fly fishing. We include members from all levels that can be beginners intermediate expert and pros. Really the mission of the organization is to be a social club for women who fly fish. It's connecting women with other women. Women who already know how to fish women who want to learn and pairing and. Making these connections so that women can. Can participate in fly fishing in Colorado. We do trips throughout the state and region. We have beginner clinics and intermediate clinics. I co-director education program with Colorado officers. So we have a beginner clinic coming up in a few weeks followed by an media clinic and that's ongoing so as new members join we try to connect them with the tools. To learn and. Grow the sport. There's also fundraising and. Lots of events and parties celebrations. The organization has a lot of fun together. What I found as a member is that I've been able to connect with women from all walks of life who come to this sport for different reasons different ages and stages.

Women who. Young in their 20s. Two. Women in their 80s. So it's really a great way to meet women find fly fishing. A different. And different levels in their life. Sir we. Would talk.

[00:22:37] About Climate stuff. I'm a Colorado native so I've definitely seen some changes here in Colorado. The growth. Of population. To places. Like Colorado has been tremendous. I joke that Qatar is a great place to live and a hard place to leave because. I still love it here. A lot of people are coming here because it's a beautiful place because of our outdoor industry. That goes back to what I said earlier about if you participate in the outdoor industry I do think you have a responsibility to. Protect it. So I've seen. I've seen population grow through in out of some of the places that. Used to. Be vacant are now crowded. So you have to explore in different ways to find to find water to find trails. Not as crowded. I'm not opposed to growth. I think a lot of that has been good for a car. I know a lot of our community here. But I think responsible growth is important and. How people interact with the outdoors. I don't. I don't like seeing trash at all. I see too much traffic. To a degree. So there have been changes with that. More people are exploring more remote country. Which is which is good it also means. There's less remote country that. Hasn't been. Explored. So. That. Definitely takes a toll. And I think that's true. In other places throughout the country. This. Is beautiful. Places to Live indirectly have. Have more people. The population is growing. So. It. Is part of our reality. My. Hope is that people can be. Responsible. Outdoors citizens and. We. Leave it better than they found it and leave no trace. And treat the wildlife. With respect so that would you continue to.

[00:24:41] Yes. I think.

[00:24:44] I mean those things are definitely obvious. Some of the. Bigger concerns are when people question. Why do people work so hard. A stretch of water. Or why do people care so much about native trout species. Can we do without it. Is the world really gonna be worse if. We just didn't have. You know. Animals. That concerns me because. It. Assumes that those creatures in those. Parts of our ecosystem are. Important or that it won't affect the balance of life. When humans affect. The. Good of. The. Species. It's very different than when a species becomes extinct. For other natural resources. So. I'm concerned that people are. Valuing. Our society isn't valuing. Some of these endangered species. Enough. Because we have other problems and other issues going on in our daily life. It's easy for us for many to assume that. But. The. Danger trap. Is it.

[00:25:51] Isn't worth that effort. I think so I. Guess. For lots of reasons. It's not just so that. We can fit. That's. Obviously your. Part of it. We love to fish and that. That keeps us inspired and keeps us going.

[00:26:14] But it's bigger than that. What. We Americans rely on. Our. Stream water for for drinking. For our potable water. And that's important. If we don't take care of our water resources then we won't have water to live on. So when when mining and public private debates are going on. We have to look. At the pollution effects. The long term. Effects. Of ours. On our water and if we don't value water as a. Natural resource. For our people to survive with. That's. The other thing is I really don't think. That. This should be political. I think it should be water air. Outdoors. Should cut across party lines. And this. These are. These are the qualities that make. The United States of America beautiful and wonderful in so many ways. Easy to take them for granted. So I really believe that. It should not be a political.

[00:27:26] Get involved. Have fun.

[00:27:30] Be connected in the ways that that you want. The more you put into the sport the more you'll get out of it. If you connect with organizations like Target and limited collared women fly fishers other nonprofits out there as a volunteer as a participant. You will learn and grow. You'll meet a people and it's a great way to participate in the sport. If you're not as interested in being connected. Learn from your. Local fly shops. But to make a positive impact every day that you're on the water leave leave the conditions better than you left them. Ask about where you're going. Learn as much as you can about the world around you and way.

[00:28:16] Get involved. Have fun. Enjoy. Enjoy the journey. Who knows where five percent will take you. When I think of a fishing partner that someone that. Will.

[00:28:33] Fish with you you know regardless of the weather that what's going on things like that. A good fishing partner for me is someone who. Shows up to fish with a daily sense of gratitude. The people I loved efficient the most were the ones. Who feel. Like every day on the water is. A great gift. And it doesn't matter their abilities it doesn't matter how much they faced or what they know or who they are or whether I've even fish with them before. But the best fishing partners I've found are the ones that when they when they gear up or get in the car show up at the water they're glad to be there and just by doing that it's going to be a great day. Those people are often the ones that share information that. Help you and you know if you break off or you need a net assist or things like that. They're grateful to be part of that of that day. My husband is is my favorite fishing partner and we're a good team. We look out for each other we cheer for each other and we support each other. We'd rig up you know try this try that. It's great to have a partner that we can we can exchange information and support each other and then honestly just just to each other. Not being happy in a jealous fishing partner is a good thing. They have been brought into the sport.

[00:30:09] Whether they like it or not. I fist with all of us when I was when I was pregnant so I would say prenatal fishing is probably the best time to start. You know I would say even just even just literally when I was pregnant and fish with my girls being outdoors and telling myself that I could do this even even as life was changing. That was a great time to start. They all came out to the water with when they were babies. We bring an elaborate setup of pack and plays and baby swings and gear and toys and whatnot. So we'd set up a river camp and the kids would play and. If the baby was. Sleeping then Mom would fish and or we'd take turns between me and my husband. I think incorporating kids.

[00:30:59] In the outdoors and bringing them around water in the wilderness immediately. There's no age that's too young for that. It's a great way to start and then as they get older they start seeing catching fish. They get to even if they're just watching or holding they're watching you carefully release of fish things to that degree. Yeah stick with it. There's times where they they might throw fits and you might not fish a whole lot but it's worth it to hang in there. Now that our kids are 7 9 and eleven they all fish they all can catch. Catch. Our oldest can land and really strong fish. She's working on knots for fines. So because we've stuck with it because we've kept it really fun for the kids. They love it. And love being outdoors. Now when we fish as a family of five. JT and I are often helping them. We're bringing them snacks where they're fish. We're taking their pictures. We're fishing will last. When we're all together but they're fishing more.

[00:32:09] And that's awesome. I think as. An angler as a parent it's important to let go of some of my fishing hours so that I can teach them and help them.

[00:32:21] I'll get my hours back especially as they continue fishing.

[00:32:32] I'm just thrilled to be part of this industry and of sport. Sarah Bella fishing is working really hard to make a positive impact.

[00:32:41] Socially and environmentally. It's bigger and we have the privilege of building firearms along the way. I look forward to the future of the sport. I hope that more. More women more youth more minorities continue to get involved and play a role in the conservation efforts. In the.

[00:33:06] What are we looking at right here.

[00:33:08] This gold Rod is a nine foot six weight. It. Has. Handling. Real see. This one is cherry wood. On the grip Stanley. We did some. Custom caulk and lays there. This one was wrapped by a veteran. By the name of Jim through Project Healing Waters. Fly fishing. So the thread details are all hand wraps by him to. The guides.

[00:33:40] Us. All and looks like we've got another ride back here.

[00:33:45] This green one is a nine foot five way. It has not been epoxy. To. Finish the label so this one is to show the process it has just been wrapped. This one was wrapped by a disabled veteran by the name of Pat. Also with Project Healing Waters. Has a slightly different grab it doesn't have those details but it does have that curvy natural finish grip.

[00:34:10] I rob bags are made by a local Colorado nonprofit called the Mile High workshop.

[00:34:17] Excellent. Maybe these are a couple of the rods are these some of your good cellars.

[00:34:21] These are what we call ready to fish right. So the gold one is listed on the Web site currently the green one will be pretty soon and those rods are available for purchase and can be fished immediately.

[00:34:35] So until somebody can go online and buy this actual rod. Absolutely wonderful.

[00:34:39] Fish or fish it today or tomorrow. Absolutely. Excellent. And once it's sold then we create more new rods. It might not look exactly like that one. So we're constantly changing the inventory.