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Jim Klug [00:00:10] You know, I don't know about an individual story, I was thinking about the question, you know, what angling means to me? And, there's probably a lot of appropriate answers, and if I had to list them all out, I'm sure I could come up with a lot. You know, for me, probably the neatest thing about fly fishing, about angling, about fishing in general is really just the places it's taken me. I've been really fortunate, in that I've kind of traveled all over the world, for fishing, and because of fishing. And and for me, as much as I love, you know, time here in Montana, on our home waters, you know, wading in local streams, and taking my kids out fishing, and teaching them how to fish. Really for me the most special thing about fishing is, is the places it's taken me. So many different countries, so many different distant waters, both fresh and saltwater. Really to me, that is probably my favorite thing about the sport, and favorite thing about fishing in general, is the travel, and the places that you discover through fishing.

Jim Klug [00:01:17] Absolutely. You know, quite a few of those moments, here in The States, all throughout the West. I grew up in Central Oregon. Literally on the Deschutes River, our house was on the banks of the river. And that's really kinda where I learned to fly fish, learn to row a drift boat. Eventually I learned to guide, but yeah, a lot of those moments from from my younger years, kind of growing up and the scenery. You know, the light on the canyon walls. For me, it sounds like a funny thing to say, but it was always the smell of the river. As the day cooled off, and you'd still be fishing as the sun was going down, and just kind of that, that transitional smell. Of the evening waters, and then that was really kind of always my favorite time of being out there. But I mean, I remember all sorts of, of firsts as a young angler, finding a litter of coyote pups, you know on the side of river, that had been left there. You know, just so many amazing sights and scenes, all over. That, you know, even today when I travel, you know, being in, on far off waters you know, on saltwater flats halfway around the planet, or in the wilds of India or South America, and having a lot of those moments where you, you really feel like, you know, that's the reason that you're there. It's pretty, pretty amazing. It never, it's a sport that never ceases to amaze. That's for sure.

Jim Klug [00:02:45] Yeah, absolutely. I mean. Really, I think the, most clear example of that importance, is easily seen when you go and spend even a short period of time in the back country of a place like Yellowstone. You can leave the pavement, hike even for a short distance, away from the, kind of crowded roads, some of these National Parks, say in the summertime. And you feel like you might as well be in the most remote place, you know, anywhere on the continent. It's just incredible what these parks offer, as far as backcountry experiences, and also, you know, backcountry habitat. And that habitat is obviously so important, these days, for the native species. You know, those places, we're not, we're not seeing an addition of more of that type of habitat these days. I mean, if anything, you know, so much of those types of water, and so much of that habitat is under threat. And really, what these National Parks provide is, these type of ecosystems that can, in large part be left alone, for the native species. For all the resident species that are there. Incredibly important, only gonna become more important in the future, as so much of our, our, our Western lands, and our freshwater resources, really are under threat from overuse, or overdevelopment, or water extraction, whatever it might be. These parks play such a pivotal role in the protection of these key ecosystems, and the species that depend on those ecosystems.

James Thull [00:04:24] Yeah I've always looked at them almost like, I know Dan has got into some, there's been some controversy down in Yellowstone, especially, but they're really a sanctuary for native species, I mean.

Jim Klug [00:04:35] They really are, and I mean, you look, you know, you hike into a place like Hell Roaring Creek or, you know, the Grand Canyon of the Yellowstone, or Upper slough, or, or Pebble, or, you know, any of these places, down there. And you look at, for instance, the Cutthroat habitat that's down there, and just. You don't even have to fish. I mean you can go into the upper meadows of Slough Creek, sit on the bank, and just watch these fish. And, I mean, right there, it's worth the trip in alone, just to see, that ecosystem, that environment, existing much the way it probably has for thousands of years. I mean it's just incredible. And that's one of the things that these National Parks offer. You know, it's getting harder to find in the West. There's no doubt about that.

James Thull [00:05:17] I think so, I read a stat a little while back that, 90% of the people who go to Yellowstone, never go further than 10 feet off the pavement. So I get what you're saying about not having to go far, before you're in wilderness.

Jim Klug [00:05:28] Well you can go down there in July, and I mean, it is hectic. The parking lots, and the gift shops, and the boardwalks of Old Faithful, and just the roads, filled with RV's and buses. And I mean the, the stats of, the visitor stats from this last year, are just staggering. And that's probably not going to get smaller in the years ahead. But, as you just mentioned, you kind of fight your way through this chaos, that so many associate with the National Parks, and the second you get away from those areas, you get away from the pavement, you just start hiking, and getting off road a little bit, and start getting into the backcountry, you feel like you're the only person on the planet, at that point. It's an amazing experience, that, you know for me, I'd kind of forgotten that for a lot of years. You know, the park, especially Yellowstone, was a place to be avoided during the busy season, and you know, for 15 years I probably stayed away. Then a few years ago we did a film project, really that focused kind of on the backcountry of Yellowstone. And we did numerous trips over the course of the summer into the, into the backcountry and it just, I completely rediscovered what an incredible environment it was back there, and what an unbelievable resource the backcountry these parks offer is. And 99% of the people that visit the parks will never see that, they'll never experience that, which I guess is what keeps it special.

Jim Klug [00:06:55] Yeah, I would say we definitely do. And, by and large, this is an industry full of people that kind of get that. I'd say we're probably a little bit more politically active, as a base, as a group of businesses, manufacturers, vendors, however you want to kind of categorize this group of people that make their living in the fishing business, and the fly fishing industry. Yeah, it's, it's kind of a vocal, politically engaged group, for the most part. You know, to answer your question, the answer is absolutely yes. I think there is that obligation. But I would say, it's even bigger than that, I mean I would say, in this day and age, it goes beyond even people that make their, living in that business and really the people that just recognize the importance or the attraction of the sport. I mean, anyone who considers themselves an angler, these days, in my mind, needs to be politically in tune with what's going on. You have to get engaged, be informed, and then speak out on the importance of these issues. Because, you know, these days we see just this crazy political world, and this, this environment that's just nuts. And, you know, people will speak up for, and speak out for, the things that they care about and they're passionate about. For us, we hope it's, it's fishing, and, you know, one of the things in our business, we send people all over the world to fish, we're a booking agent, and whether it's here in Montana,

or one of the other 25 countries outside of the US that we work in. We send people out to fish, and people say, "Well you know how do you feel about more anglers, and sending people to these places?" And, for me, you know, in the beginning there's a little bit of a love-hate there because like, you know, I, I'm happy to send people out, and send them fishing, but boy I sure like it when I go somewhere and there's no one there, and it's kind of all mine. But the reality, these days is that, so many of our resources and, you know, the environment that we depend on, the, you know, the access to these resources, all of this is under attack, and under assault. And that is not going to go away anytime soon. And the reality is that people are going to speak up for, and speak out for, the things that they're passionate about. And if it's fishing, it's fly fishing, if it's the resources that our sport depends on, and that we all love, we better have anglers. And we'd better have good numbers of vocal, educated, engaged anglers. Because, when people stop caring, when they stop fishing, when these places no longer become important, because they're not engaging in the sport, then they're ripe for the picking. And they will go away. And I think nothing exemplifies that more than in the current access issues, whether it's public lands, whether it's access to our state waters, here in Montana. You know, if people aren't vigilant, if they're not paying attention, if they're not involved and speaking up, those are going to go away. We can't take them for granted.

Jim Klug [00:10:05] Well, you got to educate yourself. You know the, the challenge that we have, I think, in our country right now, is that everybody's got a five minute attention span. You know, they're, they're engaged and they're outraged right up until it's time for their favorite reality TV show, and then they switch off and forget all about what they were outraged about in the first place. And so people have to educate themselves. I mean, when you sit down with, even a group of people that would consider themselves passionate anglers, and you start having a conversation, for instance, about Montana's Stream Access Law. They say "Oh it's great! You know it's most progressive in the country." Well, you know, there are constant and ongoing threats to that stream access law. There's, there's a lot of people, who would like to see that law overturned. And there are constant and ever present challenges, and threats to that law and to that access. And so, you know, people have to stay engaged. They have to stay educated. That's probably the biggest challenge, these days is making sure that, really people are just paying attention. Because when they start paying attention, that's when bad things happen.

James Thull [00:11:06] Joining organizations like TU, FFF, things like that, do those serve a purpose, in terms of helping preserve those waters?

Jim Klug [00:11:13] It can. It can. I mean, I think engagement on the local level, is a great starting point. Whether it's, you know, a local club chapter, whether it's just a group of regular engaged anglers that are getting together and working on local conservation projects, or local fundraising projects. Yeah, I mean. Part, I think of a responsibility of being a, an outdoor recreationalist these days, is not just engaging in the sport itself but, you know, really kind of being politically aware, and oftentimes, actively involved in protecting these resources that we all depend on for, for our recreation.

James Thull [00:11:52] Sure. Making sure that they're there in a hundred years for other people to enjoy.

Jim Klug [00:11:55] Yeah. You know I, I want my kids to be able to have those memories that I had growing up, and it's kind of cliché to say that people, you know "I want my children to experience". But, you know, anymore, that's, that's important. And, you know, we've got the other challenge that we have is that, kids these days aren't being exposed to

the outdoors the way that a lot of us were, when we grew up. When we were young our fathers or our grandfathers, you know, taught us about fishing, they taught us about hunting, they taught us about camping. These days, kids have an app for that. And then they're like, "Oh no, I don't need to go out. I've got it on my phone, or I've got it on my iPad." So yeah, it's, it's a challenge. And again, it's all cyclical, because future generations will go to great lengths to protect the things they care about. And if kids haven't been exposed to fishing, to the importance of angling, to the importance the outdoors, when they were young, they're going to grow into adults that really just don't care. Because it's not their thing.

Jim Klug [00:12:58] Yeah, you bet. You know, any place that takes a little effort to get to. Especially around here, any place in the backcountry. Whether it's, it's a high mountain lake, whether it's a small creek that takes a little effort to get into. Those places are always special. For me, probably some of my favorite destinations involve salt water flats. I love stepping into the water when you're, you know, far off in some saltwater environment and uh, grabbing a rod and a backpack and just wading, wading for hours, sometimes for miles, across, you know, calf deep saltwater flats. That's fantastic. But I'll take any day, any river, just about anywhere. Where I can wade in, and look for fish. It's great.

Jim Klug [00:13:50] Well, Yellow Dog Fly Fishing Adventures is based here in Bozeman, Montana. We're, essentially, a specialty travel company, where we send people all over the world, to fish. Domestic, international, saltwater, freshwater. We work with about 195 different destinations and lodges, and with outfitting operations all over the world. When people want to go somewhere and chase fish, usually we can get them there. They're all places that we've been to ourselves, we've researched, we've explored, we've spent time there. So, we can really help prepare people to show up and have a great trip. Have the right expectations, the right information, the right equipment, all of those things. So, essentially, it's a it's a travel agency that exists and focuses on fishermen, and on anglers. We started it, back in about, 1999. That's when we kind of first got rolling in business. And back then, I was actually living down in the country of Belize, for a period time. And the first couple years all we did, was just book trips to Belize. That's how Yellow Dog started, and then over time we expanded to a number of other saltwater destinations, before really launching our domestic program about 12 years ago. And it's been great. We've grown steadily, it's a neat business. We get to work with a lot of really great people, on something that, they typically love. One of my favorite things about our job is, we work with a lot of CEOs, and a lot of hedge fund guys, and a lot of doctors and attorneys who, oftentimes, are pretty intense people. But, we're not trying to sell life insurance, or trying to rework their mortgage for them. We're dealing with something that they, really love, and get excited about. So even the most, you know, kind of, edgy, intense, you know focused, hard people, on their day to day life. When they're dealing with us they're usually pretty excited and almost can turn into little kids when they're talking about their fishing which is, it's great.

Jim Klug [00:15:54] You know, guiding's great. I get a lot of people that'll call us and say "Hey I'm thinking about you know, a career in fly fishing or I want to, want to get a job in the fly fishing industry. What do you recommend?" And, without question, it's just always "Go guide." Everyone should start out guiding. It's a great way to kind of learn the ropes and pay your dues a little bit. It's uh, it's one thing, I guess what, you know, to answer question, what I liked about guiding, is it's a lot like going out and fishing on your own, but you're doing it through someone else. And oftentimes, that person may not be very good, or they may be new to the sport, or they may have challenges, and it makes it even that much more rewarding when you can successfully guide them into a great experience. You

know, whether it involves catching a lot of fish, or one fish, or a few fish or whatever it is. Delivering that experience, because of what you've been able to teach them, and how you've been able to instruct them, what you've been able to deliver. Incredibly rewarding, it really is. It's one thing to go out and catch fish on your own, that's always fun, that's usually pretty rewarding. It's something else entirely to go do it through someone else, as an extension of, what they're doing and that's, that's the neatest thing about guiding. It has its frustrations, I mean, again, most of the people are pretty great, they're pretty excited to be there. Every once in a while, you get a few difficult people, but that's, you know that's the, exception rather than the rule. It happens very rarely. I did it for years, I probably guided for 10 or 12 years, and I really enjoyed it. I was fortunate enough to guide all throughout Montana, Idaho, Oregon, a number of really neat places. And that's really what I did, right up until starting Yellow Dog, so it's been, it was a great foundation, for what we do now. Most of the, 22 plus employees that we have at Yellow Dog now, are all former guides. We really try to focus on hiring guides, because, you know, if you've done that for a number of years, and you've kind of built that foundation and laid that groundwork, you could really, do what we do very well. I think it's a key component to working in the industry. That's for sure.

Jim Klug [00:17:58] You bet. So, uh, Confluence Films is a project that I started with Chris Patterson. And Chris is the head director and cinematographer for Confluence. He, his background is with, Warren Miller Ski Films, he's he's done that for about 25 years. And see about 2006, we came together with this idea that it'd be fun to make a Warren Miller type movie, that focused on fly fishing, rather than skiing. And we weren't really sure how it would be received, or what we were going to find when it was all said and done. But we went out made a movie called, "Drift" which was our first movie, six different segments, shot in different places around the world. And it did well, it was well received. People got pretty excited about it. And since then, we've gone on to make a total of five different movies, over the course of 10 years, and it's been a great project. You know for Chris it's, his day job is Warren Miller, and this is a side project for him. For me, same thing. My day job was with Yellow Dog, and this is a little bit of a side project. But, it's the two of us, we've had a lot of fun. I think we've probably shot in about 28 to 30 different countries, over the course of making all these films. We've been fortunate enough to feature, and work with, just amazing people. Great profiles, great characters, interesting destinations, for sure. Some, you know, is as close to home as the backcountry of Yellowstone, or things we've shot over on the Bighorn, places in Oregon. To remote destinations, you know, from the jungles of South America, to the border of India and Pakistan, up in the Kashmiri region, during their ongoing conflicts up there, middle of the Indian Ocean, I mean, places just all over. And it's, it's been amazing where these film, the places this film project, and these multiple movies have taken us. It's been an incredible journey for sure.

Jim Klug [00:19:55] Well I mean, I think it's important. I think you're seeing more women find their way to fly fishing. And oftentimes on their own, which is great, and that's exciting. I would say the same thing with minorities. While those are two demographics that are certainly important to the future of the sport, I think the most important, as you just mentioned, is the youth. And the kids. And, you know, there's the whole, kind of ongoing concern about the nature deficit disorder with young people today. And I think it's real. You know, it gets back to where we were talking about at the beginning of the interview. People fight for, and protect, what they care about. And when we have generations of young people that, really, kind of that outdoor education, and engagement, and involvement, is has all of a sudden absent from their lives, that doesn't bode well for those resources, down the road. So, for me, I think the biggest, most important focus that our, our sport needs to be thinking about, and our industry needs to be working on, is that youth

engagement. You know, people are so logged on, switched on, you know, staring at screens, looking at these these days, that you just don't see as many young people naturally finding their way to the outdoors, into outdoor recreation pursuits, as even what we saw, you know, 15, 20-25 years ago. I mean forget 80-100 years ago, when that's all there was to do. But I think that's going to probably be the biggest challenge for, the sport fishing, but really for outdoor recreation as a whole, moving forward. And that's something that I think all of us both as, recreational anglers, but also those of us that are in this business, really need to be focusing on. Because, you know, without engagement, yeah the rivers might not be holding as many people, might not be as crowded, and we all think that that's really nice, but it's only nice for a little while. Because, without that collective voice speaking out for these resources, we're going to have big problems down the road.

Jim Klug [00:22:00] Well, I mean, talk about an amazing resource for the sport. I honestly had no idea that this collection was as extensive as it is. I mean, it's impressive, and the fact that it's right here at MSU, and right here in Bozeman, is amazing. As you were saying, I mean, arguably the largest, most significant collection, in the world. An incredible resource. You know, I think, you know, what's neat about this sport is it's not recent, you know it's not, "You know we've got the largest collection of snowboarding related materials out there." Like, no. I mean, this is, you know, this spans hundreds and hundreds of years. And I just held a book in my hands, that I think was 1531? Is that what it was? I mean, that's incredible. You know, another book that's the, original, you know, one of the original books that Isaac Walton, first edition biography, that had signed by Isaac Walton, I mean something that he held in his hands. I mean that's, that's a powerful piece of history right there, and to have that, you know, here in Bozeman, here in Montana, that's incredible. So yeah, significant collection, obviously important to the sport, important to our freshwater trout and salmonid resources. You know, I think there's, always a lot that can be learned, by taking a look at history, and if you don't have access to that history, you can run into some challenges. And when you have a collection like this, that's, that's invaluable. No doubt.

Jim Klug [00:23:38] You know, I was, I was fortunate in growing up in central Oregon. As I mentioned, literally on the river, so I think, I just grew up, with the river being a part of my life, and really having an appreciation for it. But, for the sport of fishing, my grandfather. He was an interesting guy, he lived in Illinois his whole life, and was a serious angler. He wrote the fishing column, for a number of the big newspapers in the greater Chicago area. It's called "Setting the Hook" was his, uh, his weekly column. And I think he must have, I mean it ran for like 30 or 40 years. He was a little bit of a known angler, throughout those Midwest circles. But I would go back as a young kid, and spend a good part of my summers with him. And, uh, he was the one that really got me into fishing, at a young age. And, you know, it started with crappie fishing, and bluegill fishing, and all that, and you know, I learned all about spin fishing and bait fishing. Well, before I picked up a fly rod. But, really first came, the love of fishing, even before fly fishing. And I mean, I think that's so important as a kid. I've got three young kids now, and I hadn't picked up a spinning rod, and bait fishing rod, in probably like 25-30 years, I've had to relearn all about that, and take the kids out, so that they can experience the fun of fishing, and the catching aspect of things. My, my middle son, a couple of years ago, I took him out, and we went down to a pond that was full of Rainbows. I'm trying to cast this spinning outfit, and I'm just terrible at it, because I haven't picked one up in, you know quite a few years, and he looks at me and he's like "Dad, I thought this is what you did for a living. You're not very good at this." It's been a while since I've cast a rod like this. But, you know, it's so important, you know, with those guys to, teach them how much fun fishing can be, rather than just forcing a 5 weight into their hands and being like "Well practice for casting for three years, and then maybe

we'll get out and actually do it for real." So, it's important. And uh, you know, for me that was certainly my grandfather, that instilled that in me as a young kid, and helped develop that love, and it's been great it's, not only led to a lifetime of fishing, for me, I mean ever since I was a kid, it's what I've done. But it's also become my career, and still what I do today.

Jim Klug [00:26:04] Well, I mean, I think some of the challenges we've seen is, you know, an increased amount of pressure, on our resources. You know, throughout the West, you look at a lot of these rivers, we were talking about it earlier, as we toured the collection. Even looking back to, videos that were shot in the '80s on some of these well-known western rivers. Looking at that footage from, really just, you know, 20-30 years ago, and then looking at those same areas today, the development, the amount of pressure, new homes. But also just more anglers. That's certainly a change that has affected things and put a lot more pressure on the resources. Not always a positive thing. The flip side of that, however, it gets back to what we've continued to talk about throughout this interview, you get more people engaged, and you have more of a voice, to protect those resources. That, really is one of the more positive developments, I think, over the last, say 10 to 20 years. I mean you go to, for instance, the Henry's Fork in June, when they're having the Henry's Fork Days, put together by the Henry's Fork Foundation. You know, you get 500 people, that come down, sit in this giant tent, have dinner, raise a ton of money to help protect that resource, to help protect the waters of the Henry's Fork. That's huge. You know we talked, earlier, about the other challenge, that we're really dealing with, all throughout the country, and that's the challenge of access. You know, I think while, in some cases, access has been under assault, we've also had some really big wins for access. One of the things that always gets me excited about it is, it always seems about every couple years, when someone from the legislature decides to introduce a ridiculous piece of legislation that threatens angler access, here in Montana. They call a rally and thousands and thousands of anglers descend upon the state capital, and they just pack the halls, and the rotunda, and the parking lots and it's just mayhem, and it shows you that people care, about that. And that, that's one of the, I think, big positive changes we've seen over the years. Is that, you do, when you do have people paying attention, you know, they can, you can slip a lot by Montanans these days, and really by Westerners in general, but don't mess with their fishing access, don't mess with their fishing in general, because you're going to, you're going to kick the hornet's nest on that one. And that's, that's definitely a positive that we've seen develop over the last few years for sure.

Jim Klug [00:28:40] Yes, absolutely. You just named a bunch of the big ones, I mean. You know, climate change is obviously a concern and really, maybe it's the fact that it's 2017, and we have a new, very interesting administration, now calling the shots. But, you know, climate change is a huge issue for our sport, for our industry, for the businesses that rely on anglers, and the resources that anglers depend on. But, you know, the, the crazy thing there is, you know, we've still got people, and quite a few people, who are now in charge of our country that, you know, deny that it's even real. And OK. You can't really go about fixing something, and repairing the damage, preventing future damage, when half the people sitting down at the table refuse to even acknowledge that it's a real issue. And so, I mean to me, that's insane. You know, that's a huge challenge, that we're all going to deal with. You know, access is going to continue to be an issue. You look at the amazing access, that we enjoy here in Montana. You know, something that's guaranteed in our state Supreme, or our state constitution. And that's been, held up by the, and protected by the state Supreme Court, on two different occasions in the past. There are still people in Montana that routinely want to overturn that. They routinely want to, challenge the validity of our access laws. And, sometimes they'll do a full frontal assault on that, other times

they're kind of doing some end-around, whether it's bridge easements, or you know, the infamous ditch bill of a few years ago, you know, targeting, you know, minor feeder creeks and smaller sloughs. So, you know, these political challenges are going to continue. Access is something that is going to continue to be a big deal. As more and more people, continue to buy up land and develop around these resources we've all depended on, you know, for so many years.

Jim Klug [00:30:44] Yes. For sure. But, more frequently, I think we see the effects of what happens when, you know, access is overturned. And so many of these resources become privatized. You know, you can go anywhere in Europe, and you're going to be fishing on the beat system. Which is essentially, you know limiting rods to certain sections of river, which is like, "Oh that's kinda nice, it keeps the pressure down." But it also prevents people from going out and fishing. And it's really great for the people that may own those rivers, or have access to those beats. But it's, you know, fishing is not a sport that everyone can engage in, in those places. It's a sport that's enjoyed by very few. So, I think more often than not, in our travels we see, the results of what a lack of access and protection can result in. And that's a challenge. I mean the other challenge, of course, has to do with clean water. You know, and protecting these resources. Yes, you got climate change, but you also have major pollution issues in a lot of these countries. You've got, unsustainable harvesting practices. Whether it's in saltwater, with all the netting issues, that we still continue to deal with throughout the Caribbean, and other saltwater destinations. Or, you know, the harvesting, and oftentimes poaching issues, in places like Kamchatka, or Mongolia, or a lot of these other freshwater destinations, that offer these incredible resources, yet so often, you see a deterioration of these resources. Because they haven't been managed well, they haven't been protected. And it never ceases to amaze me, how much damage can be done by very few people, when it comes to cleaning out a river, or cleaning off of a saltwater flat, you know, through gill netting. Very few can do a great amount of damage. That's for sure.

Jim Klug [00:32:42] You know, demonstrating economic sustainability models, in a lot of these more remote areas, or third world countries, or places that don't quite have the economic development that we enjoy in this country, is huge, it's huge. And it's a project that a lot of us, and a lot of people in the industry, continue to work on. Whether it's closer to home, or halfway around the world. We do a lot of that work in the Caribbean, for example, when it comes to sustainable saltwater practices, on netting. Versus catch and release. And it's amazing to me, how you can sit with a community of fishermen, commercial fishermen, and explain this concept and pretty quickly they get it. And oftentimes, and we have numerous examples of this all throughout the region down there, whether it's Punta Gorda, Belize, or, you know, Punta Al in Mexico, and the southern Yucatan, the Bay Islands of Honduras, where former commercial fisherman, and when I say commercial fishermen, I'm talking my guys in a Pongo with nets. You know going out at night, stretching nets across the river mouth, and decimating populations of bonefish, or permit, or snook. How, a lot of these individuals now work in sustainable fisheries jobs. Meaning, they're guides, for example. You know, a lot of the best guides in southern Belize used to be commercial netters. Now, they're commercial fly fishing guides, that are making 10 times as much money, on you know, a low impact, you know, fishing business for those fisheries. And it's just, it's incredible, you know, they're making more money, their families are doing better. The results are real. And they're the easy ones to talk into this, the challenging ones are the government, you know, when you deal with the government of Belize, or Honduras, or whoever it might be, and really, where you make inroads there, is when you can put dollar signs in front of your data. You can sit there and talk about, "Oh, you know, it's so great, and you know, we've created, you know, this, you know,

increase in visitor numbers, and we've created, all these young people that are better informed, and better educated." But then you say, "Well, alright let me put it this way, here's what a bonefish sells for in a fish market in San Pedro Sula Honduras, nice bonfish maybe, 25 cents. Yet, your average traveling angler, will spend upwards of say, 3400 dollars U.S. to go, and pursue that same bonefish, on a trip to that same area." And when you look at the difference between those numbers, all of a sudden, those dollar signs get people's attention.

James Thull [00:35:15] Sure.

Jim Klug [00:35:15] And that's where we've really made a lot of inroads, I think especially internationally. And in a lot of the saltwater environments. But, you know, the same applies to your trout resources in Kamchatka, for example, or your time and resources in places like Mongolia. When you can attach dollar signs to those fish populations, to those resources, and demonstrate, not just to the people that live there, but to the governments that make the decisions, you know, how much sense this sustainable type of fishing makes, for those areas. All of a sudden, you're making some inroads, and that's really what it's all about right there.

James Thull [00:35:55] Yeah.

Jim Klug [00:35:55] If you're going to protect these places, you've got to demonstrate that these these fish are worth a lot more alive and in the rivers, than they are dead and for sale in a fish market.

Jim Klug [00:36:10] You know, I think, certainly for me, the most exciting time for me as an angler, were those early years. When I was exposed to it, someone took the time to teach me about it. And then, all of a sudden, you get so unbelievably excited about it, you just jump in with both feet. It's all you can think about, and read about, it's all you want to do. Every waking moment of your free time, you're out on the water, you know in the winter, you're reading books, and devouring, you know ,videos, and tying flies, and you're just so consumed by the excitement of that sport. You know, my advice is, you know, when you get into it really, enjoy those early years, you know, that excitement. And don't forget how cool that is, because that's really the greatest thing about fishing right there. And, hopefully, that doesn't change. For me, I think one of the challenges is, the thing that I loved, as a kid, and got so excited about with my fishing, has become my career. And a lot of people say "Oh well, the surest way to kill a love for something is make it your job." And there's a little bit of truth to that. But, by and large, I still get just as excited as I used to, and, and routinely have those moments, especially when I, you know, lace up wading boots and step into water with a rod in my hand, where I'm like, "This is what it's all about right here. This is as good as it gets."

Jim Klug [00:37:38] Good fishing partner. Well, I'd say someone that is just as much fun to spend time with off the water, as on the water. Because especially when you travel, and say you go on a trip, whether it's, you know, a few days down the Madison, or a few days camping in the backcountry, or a saltwater trip that is ten days off, and you're out at a distant lodge, on a small island somewhere. You know, somebody that is great with a story, is great to travel with, is a lot of fun to hang out with. Sitting up late night, drinking beer or whatever it is. It could be great travel companion, as well as a fishing companion. That's great, you know one of the things for me, that I also really appreciate, in the people that I travel with, and fish with is, these days I spend probably more time on photography than I do on my own personal fishing. Which I get asked a lot, "Isn't it hard to be holding a

camera instead of a fly rod." Yeah. To a certain extent. But I always make it a point to, travel with, and work with great anglers. Who can really bring their A-game and are really good, good fishermen. And then it just kind of becomes an extension of what they're doing. And for me, that's just as enjoyable, you know, shooting photos with great anglers that are making things happen, that are fun to work with is, every bit as enjoyable, to me, as going out and catching that fish myself. Which is something I never thought I'd say. I never imagined being able to say that, but it's definitely got to that point for me. So that's, have a good travel companion. Travel with good anglers, that's always key.

Jim Klug [00:39:15] You know, getting back to what we were talking about earlier in the conversation, about, my career, and where fishing has taken me. I mean I, I've come to the, the conclusion, it's something I think about every day, that, you know, fish live in really incredible places. They tend to live in beautiful places. And the pursuit of fish, just exposes you to so many amazing things. Scenery, different people, different cultures. And how the neatest thing about this sport, for me, is the fact you can pack up your fly rods, you can pack them in your bag, and you can travel. And I've traveled to some amazing places and oftentimes some pretty dodgy situations. Where, I might be in the Middle East, or a hostile type environment, where clearly as a Westerner, or even an outsider, you're just not welcome. And you could sense that hostility. Things get a little bit dodgy, and a little tense, and the second you open up that case, and pull out your rods, everything just changes. And there is this kind of, fishing as a sport, just kind of transcends all geopolitical issues, and cultural differences, and it doesn't matter where you're from, or what your background is, if you're an angler, you relate to other anglers. And I mean, I remember being in the border of Pakistan, when things were getting a little bit tense, and as soon as we pulled out the fly rods, everything just changed. The people became very open and friendly. Next thing we know, we're being invited into people's homes and shown pictures from all the scrapbooks of guys holding up big trout. And it's just a, it's amazing the places that fishing takes you, and the doors that fishing opens for you. It really is.