

## **MLPA Nomination Request to the South Coast Regional Stakeholder Group**

### **James Pearce, Owner/Operator Lead Masters**

**Hesperia, CA 92345**

**Apple Valley, CA 92307**

I have run a successful fishing tackle business here in Southern California for the last 23 years and I am in the heart of the industry on a daily basis. I have built a great rapport with my customers as well as their customers and I have learned a great deal about the local environment and resources from them. We are all very concerned with the oceans and care about sustaining its resources and environment...today and in the future. My contacts trust me to represent their views and interests and I am 100% committed to completing all tasks involved as a member of the regional stakeholder group.

I have been actively involved with the MLPA process since its inception in 1999. I have attended almost every meeting regarding the process, in our Southern California area and once in Sacramento.

I know the financial workings within my company and I know how financially pressed all of our independent tackle stores are. I can bring my financial input and that of all of our stores to the stakeholder group. In addition, I am a fisherman. I know the Southern California waters and have a lot of insight as to the movement of fish in our areas. I care about preserving the ocean resources and environment and I am willing to commit any time necessary to achieve this goal. I will be an active participant in the stakeholders group, from its inception up to its conclusion.

I value as my customers, 90% of the Independent Tackle stores along with Sport Chalet, Bass Pro Shops and Maurice Sporting Goods. I personally know every Southern California fishing tackle shop owner/employee, and over 80% of the other local manufacturers and tackle company representatives. I am personally in our tackle stores every week, taking orders, working with the customers and keeping them abreast of any new information regarding the MLPA. I have the trust of our industry to keep them informed and I will take their advice and opinions and will bring that extremely knowledgeable information back to the stakeholder group.

## **History:**

**1985-Present---**I have been the owner and chief operating officer of Lead Masters. We are a manufacture of fishing tackle that is primarily used in Southern California. I value as my customers, 90% of the Independent Tackle stores along with Sport Chalet, Bass Pro Shops and Maurice Sporting Goods (a major distributor of sporting goods throughout the United States). Our sales volume in 2007 exceeded \$1,250,000. Lead Masters employs approximately 20 people and I am extremely proud to say, the vast majority, have been with Lead Masters for over 12 years. We have grown over the years by being the “small, local manufacturer” that had the ability to take a customers new product idea, run that same idea by 30 other tackle stores, take their ideas about the product, improve on the original concept and put the product on the market. I am personally in our tackle stores every week, taking orders, working with the customer and keeping them abreast of any new information regarding the MLPA.

**1983-1985---**My family & I moved to Apple Valley from Orange County, CA to pursue a dream. Although I have always worked in an executive capacity in a business environment, I have always been good at working with my hands. I wanted to build my own home and with my wife’s help and support...I/We did it. I built a fantastic 3600 sq. ft. house that I currently live in with my 89-year old mother. (A little to big for the two of us...but she does a great job of taking care of the house and property).

**1971-1983---**I owned and operated an Executive Search Firm, J & J Associates. I had two offices and employed a little over 50 account executives and support staff. J & J was a very successful company that specialized in the recruitment of engineering personnel. Unfortunately, the recession in the early 1980’s forced us out of business.

**1966-1971---**While pursuing a degree in Business Administration at Woodbury University, I worked part time and then full time for a stock brokerage firm, Hornblower & Weeks. I managed to attend school on a full time basis and work some 6-8 hours a day for the brokerage firm. They saw that I was a worker and really pushed me to succeed. I am extremely grateful that a number of people took me under their wings and gave me a tremendous amount of guidance. I learned what it was like to work in the world of business. I am very proud to say that I received my New York Stock Brokers License the day I turned 21...something that had never been done before. I worked as an institutional stock trader, servicing banks and mutual funds, throughout the United States.



# PARTNERSHIP FOR SUSTAINABLE OCEANS

Recreational Fishermen Protecting California's Ocean Resources

July 21, 2008

Mr. Ken Wiseman, Executive Director  
Marine Life Protection Act Initiative  
c/o California Resources Agency  
1416 Ninth Street, Suite 1311  
Sacramento, CA 95814

Dear Mr. Wiseman:

On behalf of the Partnership for Sustainable Oceans (PSO), I am writing to express the PSO's support for the following nominees to represent the recreational fishing community on the South Coast Regional Stakeholder Group (SCRS):

Mr. James Alley, San Diego Sportfishing, Inc.  
Mr. Donald C. Brockman, Owner - Freelance  
Mr. Buck Everingham, Everingham Bros Bait Company  
Mr. Joe Exline, angler  
Mr. Robert Fletcher, Sportfishing Association of California  
Mr. Michael Gauger, Seaforth Sportfishing Inc.  
Mr. Mike Hansen, Dana Wharf Sportfishing  
Mr. Fred Huber, Captain and Owner of the Half-Day Boat Daily Double  
Mr. Paul Lebowitz, Kayak Fishing Association of California  
Mr. Merit McCrea, Marine Biologist and former sportfishing boat owner  
Mr. Marc Mills, Okuma  
Mr. Jim Pearce, Lead Masters  
Mr. Vic Romano, Leisure Sales Inc  
Mr. Cody Shedd, AFTCO Bluewater  
Mr. Norris Tapp, Captain and former manager of Davey's Locker Sportfishing  
Ms. Wendy Tochihara, Izorline  
Mr. Joe Villareal, Sportfishing and Squid Lightboat Operations

To ensure balanced representation of the recreational fishing community on the SCRS, it is important that an adequate number of members from all sectors of the recreational fishing community be nominated, including individual anglers, the sportfishing industry, charter/party

**Partnership for Sustainable Oceans: American Sportfishing Association, Coastside Fishing Club, Kayak Fishing Association of California, National Marine Manufacturers Association, Northern California Kayak Anglers, Sportfishing Association of California, and Southern California Marine Association**

boats, live bait fishermen, kayak fishermen, and pier and shore fishermen. Please contact us with any questions you may have.

Sincerely,

A handwritten signature in black ink that reads "Gordon C. Robertson". The signature is written in a cursive style with a large, prominent initial "G".

Gordon Robertson, Vice President  
American Sportfishing Association

cc: Members of the Partnership for Sustainable Oceans