



# *Get Hooked*

Handbook for New Anglers



# FISHING RULES

**BAIT YOUR OWN HOOK  
CLEAN YOUR OWN FISH  
TELL YOUR OWN LIES**

Promote – Inspire – Educate - Respect



**Page 2 of 40**

[www.4Reel.org](http://www.4Reel.org)

# 3rd Annual Friend-Ship Fishing Excursion



- Date:** August 27<sup>th</sup>, 2017
- Time:** 1:30PM – 6:30PM
- Vessel:** Jamaica II
- Address:** Bogan's Basin  
800 Ashley Ave  
Brielle, NJ 08730
- Catch:** Sea Bass & Fluke

**2017 Inspiration**  
Mentor-Ship

**Sponsor**  
Relation Ships

**Event**  
**Project Manager**  
[deepseaexcursions@relation-ship.com](mailto:deepseaexcursions@relation-ship.com)

This handbook was created to provide a little insight for those who are new to fishing.

Promote – Inspire – Educate - Respect



**Page 3 of 40**

[www.4Reel.org](http://www.4Reel.org)



## We welcome you, 4Reel!

You should have been there! This fish was huge...it must have been the size of Moby Dick. I told the captain that *we needed a bigger boat*. 4 days this fish and I fought. Just when someone got their camera out the line snapped. You should have seen the size of this fish that got away! 4Reel!!!



Glad you made time to enjoy a beautiful day on the water. Feeling the gentle pitching of a boat upon the waves, hearing a babbling brook, or sitting in a warm bath, being on, near or in the water can be a serene and rewarding experience. Water is believed to have healing and transformational properties making one calmer and even creative.

Spending time on the water fishing is usually enjoyable even if you do not reel in dinner. Our intent is to aid in making your day a pleasurable experience. This handout is one of those aids as it contains basic information which is useful to the new deep sea angler. 4Reel's objective is to provide information to those who choose fishing as their means to experience the beauty of the water.

In collaboration with our partner brands we are building a **PIER** (Promote, Inspire, Educate, Respect) platform as an

Promote – Inspire – Educate - Respect



**Page 4 of 40**

[www.4Reel.org](http://www.4Reel.org)

effort to connect people with our oceans, seas, rivers, lakes, ponds, etc. and to establish a commitment to supporting global and local marine conservation organizations.

We want you to have a pleasing angling, nautical experience today and again in the future so we ask that you adhere to a few simple rules to ensure your safety, the safety of those with you, the protection of the vessel, and preservation of the ocean. You will find these rules on a following page.

If you have any questions or need assistance feel free to ask a mate. Mates are very knowledgeable, helpful and friendly. Simply yell “Mate!” to get their attention. Mates are servicing multiple anglers as well as responding to orders from the Captain. They will assist you in the order or priority of your request. Be patient and respectful.

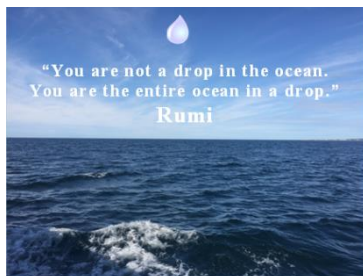
If you want to stay hooked to us for additional information and resources, or to be informed of our calendar of events join [fishingNet](#). Simply send an email to [info@4Reel.org](mailto:info@4Reel.org) with your full name or visit our website [4Reel.org](http://4Reel.org).



We gladly accept input from experienced anglers to improve the content. Feel free to send your thoughts and feedback to [info@4reel.org](mailto:info@4reel.org).

Go fish!

Sincerely,  
4Reel

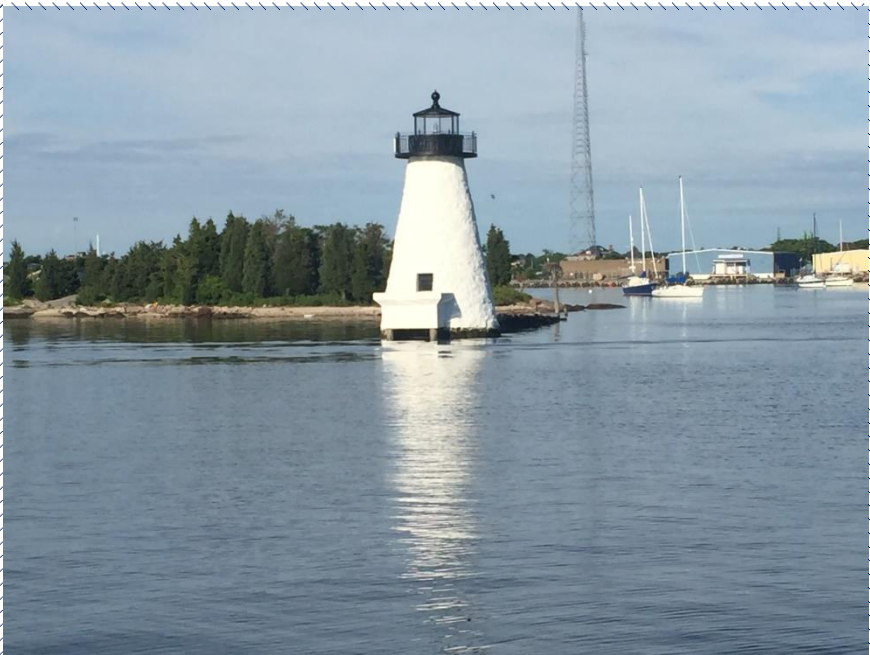


Promote – Inspire – Educate - Respect



**Page 5 of 40**

[www.4Reel.org](http://www.4Reel.org)



*Bedford, MA - Fishing excursion – 6/2016*

Like any other activity, there can be a lot to learn to become a skilled angler. Don't strain your brain with trying to know, simply be willing to learn. The mates and other anglers will be more than happy to assist you. If this is your first fishing voyage, remember that the most important thing to learn is to enjoy yourself.

Promote – Inspire – Educate - Respect



**Page 6 of 40**

[www.4Reel.org](http://www.4Reel.org)

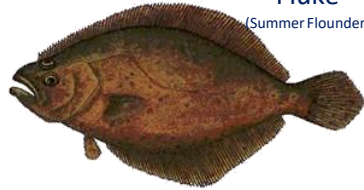
# Get Hooked

*Become an Angler!*

Black Sea Bass



Fluke  
(Summer Flounder)



Striped Bass



Blue Fin Tuna



Cod



Mackerel



Promote – Inspire – Educate - Respect



**Page 7 of 40**

[www.4Reel.org](http://www.4Reel.org)

# Basic Equipment

- Welcome Aboard
- Vessel Etiquette
- Basic Nautical Terms
- What to Expect on a Charter
- Fishing Tips
- Overview of Fishing Equipment
  - Rods
  - Reels
  - Lines
  - Swivels
  - Hooks
  - Sinkers
  - Bait (Natural and Artificial)
- *Gut Feeling*...Managing Seasickness





# Basic Vessel Terms

*for the landlubber*

- Aft – toward the stern (back of the boat)  
Amidships – center or middle of vessel  
Aweigh – the position of anchor as it is clears the bottom  
Fathom – six feet  
Knots – measure of speed equal to one nautical mile  
6076 ft./hr. vs land speed of 5280 ft./hr.  
Helm – *steering*-wheel or tiller controlling the rudder  
Midship – approximately equally distant between the bow  
and stern.  
Port – left side of the vessel facing forward  
Starboard – right side of the vessel facing forward  
Bow – front of the vessel  
Stern – rear of the vessel  
Underway – vessel in motion, i.e., when not moored, at  
anchor, or aground.

## Vessel Etiquette

1. Respect the vessel in all possible manners as it is the means for individuals to make a living.
2. Listen to all instructions from the Captain of the vessel, deckhands or any personnel associated with the vessel.
3. Respect the waters. Do not throw anything in the ocean other than bait as it pollutes the water and may be detrimental to marine life.
4. Upon boarding a vessel quickly find a location to stow your belongings in place so as not to block any passageways.
5. Know the location of all safety equipment.

Promote – Inspire – Educate - Respect



**Page 9 of 40**

[www.4Reel.org](http://www.4Reel.org)

6. Drop your line in the water only when instructed by the captain/mates and reel in your line when instructed by the captain/mates. Never leave your line in the water when the vessel is in motion.
7. Avoid any form of horseplay. Be careful when moving about the deck as it may be wet and slippery.
8. Provide an extra set of eyes as a look out for other vessels or debris in the water. Share any concerns with a mate.
9. Adhere to the non-smoking rules. If smoking is allowed always smoke downwind. Respect non-smokers.
10. Supervise any children in your care.
11. Be aware of your surroundings to avoid any accidents with your rods, hooks or other items.
12. Place all debris in designated garbage receptacles.
13. Take all your belongings including leftover food/drinks when leaving the vessel.
14. Lean overboard if you get seasick. Do not use the head (bathroom) as someone will have to clean after you. Seasickness is not an embarrassment as many have experienced it at least once.
15. Contribute to the tip collection upon the end of the charter. This is customary and tradition.
16. Most importantly enjoy the moment.

## What to Expect on a Charter

There are 3 basic types of charters:

**Bottom Fishing** – The vessel anchors and you simply drop your line in the water and let it hit the bottom. The objective is to catch bottom feeding fish such as snapper, grouper, triggerfish, sea bass, and flounder/fluke. It is possible to

Promote – Inspire – Educate - Respect



**Page 10 of 40**

[www.4Reel.org](http://www.4Reel.org)

catch other species of fish while dropping or reeling in the line.

**Trolling** – The vessel moves at a slow speed and anglers will keep their bait near the top of the water. The movement of the bait will attract certain fish. The species of fish targeted by trolling are mackerel, sailfish, wahoo, kingfish.

**Offshore Fishing** – This is actually **real deep sea fishing** as opposed to **inshore fishing**. Offshore fishing is done in water depths of 100 feet/30 meters or more which is usually about 20 to 30 miles offshore. Inshore fishing is done in water depth of less than 100 feet. The species and size of fish increase in deeper waters. This is the ultimate in saltwater fishing! It requires more skill and effort, and sturdier equipment than inshore fishing. Anglers tend to be happy with one or two catches whereas one or two fish caught while inshore fishing might be disappointing.☹ Targeted species may include marlin, tuna, sharks, amberjack and dolphin.

Not this dolphin this



this dolphin!



## Fishing Equipment

### RODS

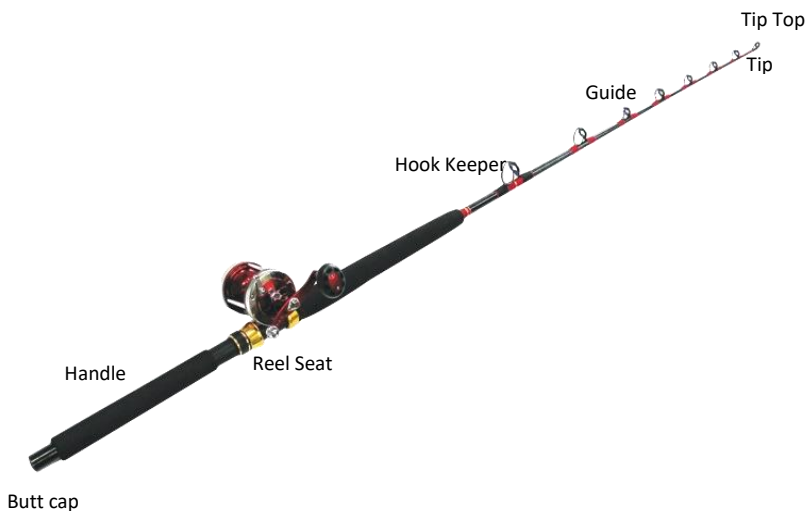
For clarity, there is a distinction between a fishing rod and a fishing pole. A fishing rod has guides and the capability to attach a reel whereas a fishing pole has neither. Poles are usually made of cane or some other stick-like material.

Promote – Inspire – Educate - Respect



Page 11 of 40

[www.4Reel.org](http://www.4Reel.org)



## Parts of a Rod

There are many parts to the basic fishing rod. Starting from the bottom of the rod is the butt cap, handle (or grip), reel seat, butt, hook keeper, ferrule (female), ferrule (male), butt guide, guide, windings, tip, tip top.

**Butt cap** is the bottom tip of the pole and is usually made of rubber or cork.

**Handle** or **grip** is where one holds the rod and is usually made of foam or cork.

**Reel seat** is where the reel is attached to the rod.

**Hook keeper** also referred to as a keeper ring is used to place the hook when the line is not in the water. It is essentially a safety feature as it prevents the hook from swaying loosely and snagging someone.

**Butt** is the thick part of the rod near the handle.



**Ferrule** is the joint where sections of the rod connect in a multi-piece pole. As with most any type of connectors there is a male and a female component.

**Butt** guide is the guide closest to the handle end of the rod. It is located on the butt which is why it is called a butt guide.

**Guides** are the rings along the length of the rod and are used to route the fishing line from the reel to the rig (hook and sinker). The number, spacing, and size of the guides are dependent upon the type of rod. The more guides the better. Higher quality rods tend to have 1 guide per foot of rod length.

**Windings** keep the guides attached to the rod. Windings are really just string wrapped around the rod and guide then painted to protect it.

**Tip** is the uppermost, thinnest and most flexible part of the rod. It is the space between the last two guides.

**Tip top** is smallest guide positioned at the very end of the rod. The tip top guide tends to break off due to the rod hit something or something heavy being placed on the tip top.

### **Characteristics/Attributes of a Rod**

Manufacturers normally characterized rods by the following attributes:

**Power – Action - Line Weight - Lure Weight - Number of Pieces**

**Power** - also known as “power weight” or “rod weight” is used an indicator to determine the best rod for the type of fishing, species of fish, and size of fish. It is measured as

Promote – Inspire – Educate - Respect



**Page 13 of 40**

[www.4Reel.org](http://www.4Reel.org)

**ultra-light, light, medium-light, medium, medium-heavy, ultra-heavy** or other similar combinations. Ultra-light is used for small fish and ultra-heavy is used for deep-sea fish by weight.

**Action** - refers to the speed in which the rod returns to its neutral/natural position after bending. It is measured as **slow, medium, fast** or any combination of the three.

**Line weight** - is expressed as a range for weight of the line that the rod is designed to support and is measured in pounds of tensile force before the line begins to break.

**Lure weight** - is usually expressed in grams or ounces and represents the weight of the lure and/or hook that the rod is designed to use.

**Number of pieces** – refers to whether the rod is a single piece rod or a multi-piece rod.

**Materials** – refer to the composition of the rod. There are 3 basic types of materials used for rods: graphite, fiberglass and bamboo

## REELS

### Types of Reels

There are multiple types of reel. Three common ones are:

### **Spincasting – Spinning – Baitcaster**

#### Spincasting/Spin Casting

Spin casting rods are usually made of graphite or fiberglass with a cord or PVC foam handle. These rods are typically 5 to 8.5 feet in length and the reel is mounted on top of the rod. Fishing line flows through a hole in the reel casing. This

Promote – Inspire – Educate - Respect



**Page 14 of 40**

[www.4Reel.org](http://www.4Reel.org)

combination tends to be the preferred setup for beginner anglers as it is easier for learning how to cast.



### Spinning

Spinning rods have large fishing guides (loops on the rod) and the reel is mounted on the bottom of the rod. The spinning reel is “open-faced” compared to the closed in spin cast reel. This combo is usually used for small to medium-sized fish such as redfish, crappie and bass.



### Baitcasting

This combo is also known as baitcaster. This combo is versatile and works for different types of fishing. It also comes in a variety of options. This combo is a standard when using heavier lures that attract fish such as muskie, bass and pike. The reel is mounted above the rod. A similar type of combo is the **conventional** which has a reel similar to the one below on the right. The terms baitcasting and



Promote – Inspire – Educate - Respect



**Page 15 of 40**

[www.4Reel.org](http://www.4Reel.org)

conventional are used interchangeably even by some manufacturers. Differences are that a baitcasting combo is used for casting further away from the boat and a conventional tends to be used for bottom fishing where the line/tackle are drop straight down from the boat. Conventional reels can be used to cast though not as easily as a baitcaster combo.



## LINE

### Types of Line

There is not a specific type of line that works best for every type of fishing scenario. Selecting the proper line for the type of fishing is important as the line is the connection between the angler and the fish. There are many types of fishing lines each with its own characteristics such as stretch, flexibility, knot strength, visibility, breaking strength, diameter and abrasion resistance. All fishing line is made from artificial materials.

There are many factors to consider when selecting a line such as:

- ❖ The species and size of fish
- ❖ Presentation
- ❖ Environment
- ❖ The rod, reel, lure and bait being used

There are multiple types of fishing line.

**Monofilament – Fluorocarbon – Copolymer – Braided – Super Braids (Multifilament) – Fused – Fly Line**

The three most commonly used lines are:

Promote – Inspire – Educate - Respect



**Page 16 of 40**

[www.4Reel.org](http://www.4Reel.org)



## Monofilament

Monofilament line is the most popular of the 3 commonly used line and referred to as simply “mono”. It is made from nylon constructed into one long continuous filament. It comes in a variety of colors and strengths.

### Advantages

- ❖ Less expensive
- ❖ Variety of colors including fluorescent and translucent
- ❖ Variety of strengths
- ❖ Stretches to absorb the shocks
- ❖ Abrasion resistant which, reduces line breaking
- ❖ Has a uniform round cross-section which helps to keep the line neat on the spool
- ❖ Easier to tie knots
- ❖ More translucent so not that noticeable by fish

### Disadvantages

- ❖ Weaker than braid for a given line diameter
- ❖ Takes up more space on spool for the same braid diameter due to its weakness
- ❖ Tends to break overtime due to sun exposure
- ❖ Due to its stretching characteristic it is

---

## Fluorocarbon

Fluorocarbon line was created in Japan and was excellent for real-life presentation of bait.

### Advantages

- ❖ Low visibility underwater
- ❖ Resistant to sunlight and other elements found on fishing vessels
- ❖ Sinks faster than monofilament
- ❖ Abrasion resistant against rocks, logs etc.

Promote – Inspire – Educate - Respect



**Page 17 of 40**

[www.4Reel.org](http://www.4Reel.org)

- ❖ Does not stretch as much as monofilament

#### Disadvantages

- ❖ Stiff
- ❖ Expensive



### **Braid**

Braided fishing line is made up of several super-strong, very thin fibers made from a Kevlar type material that is braided together to form a single line. The multiple strands construction makes braid stronger than monofilament.

#### Advantages

- ❖ Stronger than same diameter of monofilament
- ❖ More line can fit on the spool for the equivalent monofilament diameter
- ❖ Holds up better against sunlight
- ❖ Sinks faster
- ❖ Cast farther
- ❖ Trolls deeper
- ❖ Easier to feel a fish nibble due to lack of stretching

#### Disadvantages

- ❖ More expensive
- ❖ Slippery making it difficult to tie knots
- ❖ Difficult to cut
- ❖ Not as translucent as monofilament so it is more noticeable by fish
- ❖ Less abrasion resistant
- ❖ Does not stretch which means there is no give when a fish strikes.

Selecting the proper line increases chances of having a successful fishing experience. When purchasing fishing line start by determining your current setup (rod, reel); then the

Promote – Inspire – Educate - Respect



**Page 18 of 40**

[www.4Reel.org](http://www.4Reel.org)

species of fish you want to catch; and then your desired presentation. The result should be a particular type of line most likely monofilament, a particular weight (lbs.), and a particular color.

## Swivels



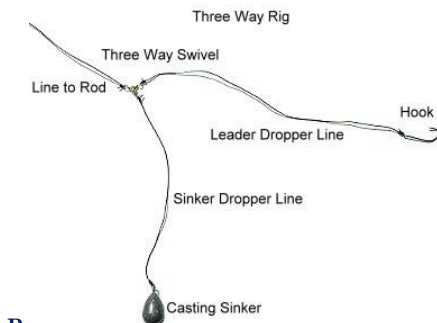
A fishing swivel is a small device that has a minimum of two rings and a ball or barrel shape in the center that allows the device to pivot or spin.

A swivel prevents the line from tangling when reeling in the line as well as preventing a sliding sinker (weight) from completely sliding up or down the line depending on the setup.

The fishing line is fed through all of the guides on the rod and then tied to one end of the swivel. The other end of the swivel is tied to a strip of fishing line that contains a variation of terminal tackle (hook, sinker, lure, bait). The length of line depends on the fishing scenario.



There are 3-point/3-way swivels where one-end is tied to the fishing line from the reel and the other two ends are tied to two separate terminal tackle setups.



P1



## Types of Swivels

Barrel \* Crane \* Ball Bearing \* Snap

There are a variety of swivels that are made from different materials and come in a variety of colors and sizes. Most are made of nickel-plated brass with stainless-steel rings and snaps. There are pros and cons to using swivels.



---

## Hooks

Fishing hooks come in variety of types, shapes and sizes. There are hooks for freshwater fishing and hooks for saltwater fishing. There are hooks that are better for catching certain types of fish. There are hooks that tend to work better with certain types of lures and with certain types of bait. Understanding such a basic component of fishing can be overwhelming for a new angler.

Let's start by stating that it is difficult to determine which specific hook to use before arriving at your fishing spot. Therefore it is recommended to have a variety of hooks and sizes in your tackle bag that closely match your fishing scenario.



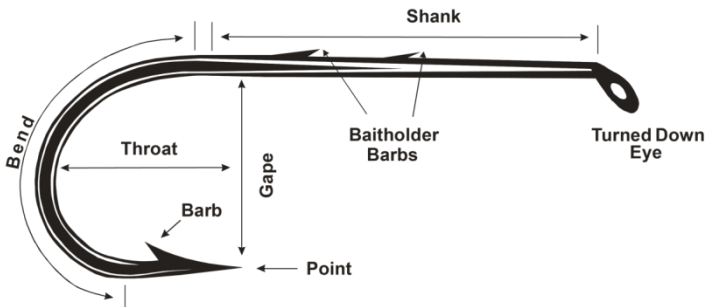
## Sections of a fishing hook

The above diagram shows the common sections of most types of fishing hooks. The sections vary based on the type and size of the hook.

There are two basic styles of hooks: J hooks and Circle hooks. Practically every other style is a variation of one of a J or Circle hook. Each style has its benefits and drawbacks.



The J hook resembles a “J” and the Circle hook is curved.



### J Hook

A J hook also referred to as a “bait hook” should be used for fish that slowly take the bait and do not move away after striking such as striped bass. When you reel in your line it will be in a straight line with the fish’s body. Now the hook is more likely to snag something as it is being pulled with the line.



## Circle Hook

The point of a circle hook is turned back toward the shank to form a circular or oval shape which is referred to as the **offset**. The benefit of this type of hook is that when the fish bites the bait the hook will embed in either the side or corner of the fish's mouth. This hook tends to be easier to remove from the fish's mouth thus reducing injuring the fish. This is important when the fish will be returned to the water (throwback or catch-and-release). This is a major reason why conservationists prefer anglers to use circle hooks. A circle hook can essentially be used to catch any species of fish.

## Other popular types of hooks



## Sinkers

A sinker is a weight that is connected to the end of the fishing line with the bait and hook. The sinker, bait, and hook are referred to as terminal tackle. Sinkers are used to increase the rate at which the bait sinks; anchors at the



Promote – Inspire – Educate - Respect

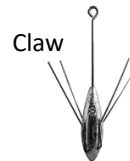


Page 22 of 40

[www.4Reel.org](http://www.4Reel.org)

bottom; and used to increase casting distance. Without a sinker the fishing line and bait are subjected to sway with the wind or the water current and in certain fishing scenarios this may not be desired. There are many types and shapes of sinkers that can be used for a given fishing scenario. There is usually a number of the side of a sinker which indicates its weight.

### Types of sinkers



All of the items attached to the end of the line that delivers the bait to the fish and includes sinkers, swivels, leaders, hooks and lures.

Promote – Inspire – Educate - Respect



**Page 23 of 40**

[www.4Reel.org](http://www.4Reel.org)

# Bait

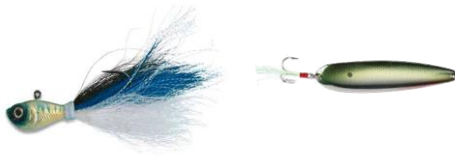
Fishing bait is anything placed on a fishing hook with the purpose of enticing fish to eat and get caught on the hook. Bait is also used in a fish trap. There two basic major categories of bait: Natural and Artificial.

## Natural

Natural bait consists of fish (whole or parts), worms, insects, frogs, salamanders or other natural creatures. This bait may be dead or alive when used. Other natural bait originates from natural sources such as bread, cheese, meat by-products, etc. Natural bait is used because it resembles (color, smell, and texture) of the prey of the fish the angler wants to catch.

## Artificial

Artificial bait commonly referred to as lures or jigs is a common method for catching fish. There is a large variety of lures designed for different fishing scenarios. There are electronic lures. All lures are designed to mimic the look and movement of a prey fish.



There are benefits to each type of bait. Some anglers use a combination of natural and artificial.







Nauti Man is here to talk about your *gut feelings*... **seasickness**.

Seasickness is a form of motion sickness which is caused by a disturbance of the inner ear. Our ears tell us that we are moving but our sight when focused on something within the boat makes us think we are stationary. Symptoms may include pale skin, cold sweat,



dizziness, increased saliva, vomiting, headaches, and drowsiness. Did I mention **VOMITING!** Do not be embarrassed if it happens to you. Many seasoned seamen have experienced it at least once. Some people are just prone to motion sickness.

Here are some possible preventive measures. Keep in mind that everyone reacts to remedies differently so checking with your doctor or pharmacist is highly recommended.

### Non-drug options

**Sea-Band wristband** - You apply the wristband when the boat embarks. It is easy-to-wear and is effective in curbing nausea and vomiting and has no side effects. The wristband can be purchased at major drug stores.

**Ginger** – is known for calming the stomach and alleviating nausea associated with motion sickness. It can be consumed in many forms such as powder, tea, pill, candy, and soda.

**Dry foods** – eat a bagel, crackers. Salty snacks are also good.



**Green apples** – this fruit supposedly aids in alleviating nausea.

**Stay busy** – moving around on the boat is believed to reduce the possibility of seasickness. Relaxing may feel good but it may work against you.

**Location on boat** - find a spot on the boat with the least movement which will depend on speed of the vessel and the swell of the sea. Stay outside if it is cooler.

**Lie down** – and close your eyes. Closing your eyes eliminates the confusing messages with the inner ear.

**Be well rested** – make sure you get sufficient sleep. Being tired tends to make one more prone to motion sickness.

**Do not overeat** – limit food intake including the above recommended foods. Be mindful of what you eat especially foods that may totally or even partially disagree with you.

**Other solutions** - Controlled breathing, viewing a distant horizon, Coke soda. Some say adding a little sugar to Coke is helpful.

The solutions above are only suggestions. It is recommended that you perform additional research or check with qualified health experts.

Though many find being seasick embarrassing, the truth is no one is paying attention to you unless you are vomiting on them. People are there to fish and most of them have seen or experienced seasickness so they are not concerned or passing judgment.

Come prepared with any preventive foods, wrist-bands or Rx drugs. Feel free to bring your own Chuckie (Sick) bags which can be purchased or something similar.

**Most importantly remember to lean over the side of the vessel. Do not use the head (bathroom)! No one wants to clean up after you.**



# TRUST YOUR INSTINCTS



Chesapeake, VA - Fishing excursion - 8/2015

Etymology teaches us that the words *passion* and *suffering* share the same Greek/Latin origin – from the word *passio* which means to suffer, to act upon. When we suffer we look to our God for resolve. When we are passionate we feel the essence of the Creator. Passion is our Soul communicating with God. When we renounce or ignore our desires, passions, ambitions, dreams we wander in the abyss of unhappiness and disconnection. We end up as Henry David Thoreau stated, “Living a life of quiet desperation...”

Listen to the voice within and move toward your passion. Trust your instincts!

Promote – Inspire – Educate - Respect



**Page 27 of 40**

*Claude Garretson*

[www.4Reel.org](http://www.4Reel.org)



*New Bedford, MA - Fishing excursion - 7/2016*

## DINNER ANYONE?

Hopefully you will reel in tonight's dinner!

## BLACK SEA BASS

Did you know that black sea bass are not bass but are actually a groupers?

Did you know that black sea bass are protogynous hermaphrodites, meaning they generally first mature as females and some later become male?

Black sea bass inhabit the coasts from Maine to northeast Florida and the eastern Gulf of Mexico

Promote - Inspire - Educate - Respect



**Page 28 of 40**

[www.4Reel.org](http://www.4Reel.org)

# Today's Desired Catch



- Name:** Black Sea Bass
- Color:** Black with blue speckles
- Avg. Length:** 12 inches
- Avg. Weight:** 1 lb. (Can grow as large as 8lbs.)
- Waters:** Atlantic coastal waters
- Habitat:** Bottom Feeder
- Bait:** Live or cut bait: crustaceans (Crab, Shrimp), small fish, worms, clams, and squid
- FYI:** Often confused with Chilean Sea Bass which is not actually a Bass and inhabits the waters near South America and the Antarctic.
- Flavor:** Lean, firm, small to medium white flakes and delicate flavor.
- Cooking Methods:** Bake, Broil, Grill, Poach, Sauté, Steam
- Wine Pairing:** Choose a zesty, refreshing white wine to balance the delicate flavor of the fish. Try a Pinot Grigio (Italy); Sauvignon Blanc (Loire, France); Chardonnay (Chablis, France); Cava (Spain)

*Provided by Taste Me Please*

Promote – Inspire – Educate - Respect

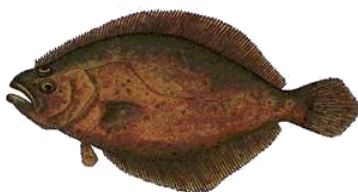
taste me please



**Page 29 of 40**

[www.4Reel.org](http://www.4Reel.org)

# Today's Desired Catch



- Name:** Fluke (aka Summer Flounder, doormats, snow shoes)
- Color:** Usually white on the bottom and a darker color on the top. It can change its top color to match its environment that can be shades of gray, blue, green/orange and almost black.
- Avg. Length:** 12 inches (Up to 37 inches)
- Avg. Weight:** 2 – 6 lbs. (Can grow as large as 20+lbs.)
- Waters:** Western Atlantic waters from Nova Scotia to Florida
- Habitat:** Bottom Feeder
- Bait:** Spearing, sand eels, squid / bucktail lures
- FYI:** Referred to as summer flounder because it is more abundant in warm weather. Flounder is sometimes called "winter flounder" to distinguish it from fluke. Fluke's eyes are located on the left and a flounder's eyes are located on the right.
- Flavor:** Mild, sweet, large flakes and lean texture
- Cooking Methods:** Bake, Pan-Seared
- Wine Pairing:** Selection is the same as the black sea bass.

*Provided by Taste Me Please*

Promote – Inspire – Educate - Respect



**Page 30 of 40**

[www.4Reel.org](http://www.4Reel.org)

taste me please



Ocean Conservancy

**YOUR TRIP IS MORE THAN  
ENJOYABLE  
IT IS PURPOSEFUL**

Your participation in today's fishing charter will support the efforts of **Ocean Conservancy**. A donation will be made to the Ocean Conservancy on behalf of today's trip.

Ocean Conservancy is working to protect the oceans from today's greatest global challenges with the goal to ensure that we all have healthy, thriving oceans.

<http://www.oceanconservancy.org/>

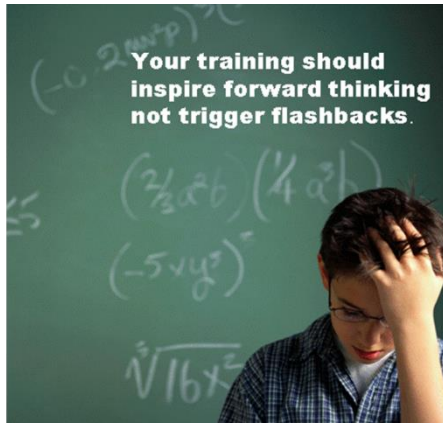


Promote – Inspire – Educate - Respect



**Page 31 of 40**

[www.4Reel.org](http://www.4Reel.org)

The logo consists of the letters 'H' and 'L' stacked vertically in a gold, serif font.The logo consists of the letters 'H' and 'L' stacked vertically in a gold, serif font.

## Heuristic Learning

Learning to succeed in a changing world!  
[www.heuristiclearning.com](http://www.heuristiclearning.com)

# Interested in Data Science or Project Management?

These are two of Heuristic Learning premiere programs. If you are interested in elevating your career or professional development consider enrolling in one of these programs.

This summer we launched our Professional Executive Program that provides *individualized, one-on-one training*. The content and schedule of your classes are tailored to meet your specific needs including the location.

Heuristic Learning has provided business and technology courses at NJ colleges and to companies in the NY/NJ/PA area.

As an angler on today's charter you can receive a **10% rebate** on tuition for your initial class for either program.

For more information email us: [learning@heuristiclearning.com](mailto:learning@heuristiclearning.com) or visit our website [www.heuristiclearning.com](http://www.heuristiclearning.com)

Promote – Inspire – Educate - Respect



**Page 32 of 40**

[www.4Reel.org](http://www.4Reel.org)





**i had a happy productions**

*Giving life to your words*

Literary Management  
Presents



**Share Your Story**

[www.ihadahappy.com](http://www.ihadahappy.com)

[shareyourstory@ihadahappy.com](mailto:shareyourstory@ihadahappy.com)

**Share Your Story Project Calendar – Fall 2017**

**Family Book Signing** featuring multiple authors from one family. This family of authors will share their story about their journey as writers and how they published their books. It will be a panel discussion format so you can interact with the authors. Writer workshops and other resources will be available to inspire you to ultimately *share your story*.

**Our Voices Series** is a compilation of writings from various individuals from a specific group such as educators, veterans, etc. Our Voice serves as a venue for these individuals to be heard, to share their thoughts and emotions. The compilation will be published and each contributing will receive a copy of the published book. Contributors have the option to remain anonymous in the published book. We will begin with **Voices of Educators** this fall with a goal to publish in 2018.

To receive updated information about our Share Your Story Project, please email us @ [shareyourstory@ihadahappy.com](mailto:shareyourstory@ihadahappy.com) and we will keep you abreast of our progress or visit [www.ihadahappy.com](http://www.ihadahappy.com).

**I Had a Happy is an I M brand**

Promote – Inspire – Educate - Respect

**Page 33 of 40**



[www.4Reel.org](http://www.4Reel.org)



# THE OPPORTUNITY BROKERS

*People making things happen for people*



*The richest people in the world look for and build networks, everyone else looks for work.*

Robert Kiyosaki

*Social media with meaning*

**TOB** offers a new approach to networking. Connect with people who are more interested in your success than their number of connections and measure their success not by the size of their network but by their ability to make things happen for others.

[www.theopportunitybrokers.com](http://www.theopportunitybrokers.com)

Launching Fall 2017

Promote – Inspire – Educate - Respect



**Page 34 of 40**

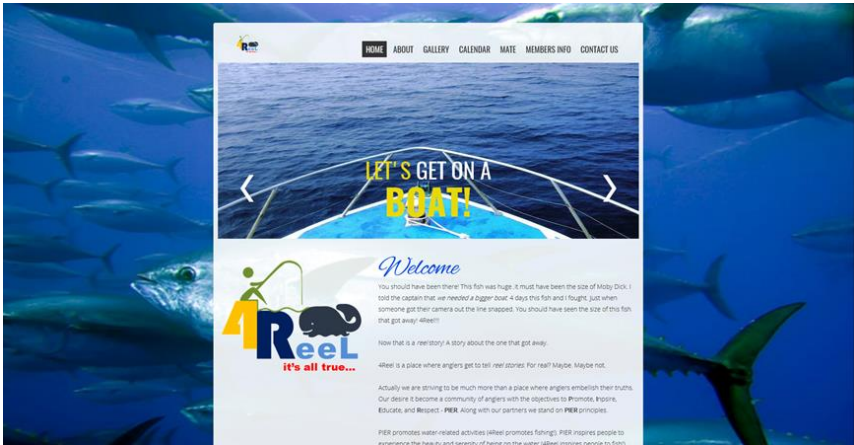
[www.4Reel.org](http://www.4Reel.org)



## About Us

4Reel serves as forum to inspire more people to enjoy the experience of fishing; for anglers to share their *stories* and knowledge; and to encourage others to support the preservation and protection efforts of our oceans, rivers, bays and other bodies of water.

Become a 4Reel angler by visiting our website ([www.4Reel.org](http://www.4Reel.org)). Come share your knowledge and stories, angling photos, and fishing calendar. Join and help us create a network of anglers from beginners to experienced and a place to go when you are looking for mates to fish with or fishing activities in a given area.



Promote – Inspire – Educate - Respect



Page 35 of 40

[www.4Reel.org](http://www.4Reel.org)

# I M POSSIBLE MALL

**IMagine a place  
where you and your  
possible-abilities  
become one**

## **About I M Possible Mall (I M)**

I M is a relatively new, all-encompassing venture that is comprised of approximately 30 diverse independent brands that deliver products and services to improve business performance, individual productivity, and the quality of life. Some brands are new and others have existed over 15 years.

Many I M brands are community-focused, meaning that these brands provide services, support, or venues for like-minds. Poet Tree Café is a community of artists; The Opportunity Brokers is a community of skilled networkers; and HL360.NET is a community of learners.

I M's strategic objective is to integrate these individual brands into an impressive coalition of companies working together to deliver holistic, seamless, end-to-end solutions to our clients. I M's strategic direction is being led by StrategicIsite, LLC, a strategic management consulting firm and an I M Possible brand. StrategicIsite is directing a multi-brand cooperative strategy that leverages the core competencies of each brand. Each of our brands along with its products and services are being redesigned and realigned to achieve I M's strategic objective.

Promote – Inspire – Educate - Respect



**Page 36 of 40**

[www.4Reel.org](http://www.4Reel.org)

# **I** **M** **POSSIBLE** **MALL**

Active I M brands include:

**StrategicSite**  
**Heuristic Learning**  
**eblackwidow**  
**Sketched on a Napkin**

**Red Brick Projects**  
**Relation Ships Yacht Charters**  
**Relation Ships**  
**HL360.NET**  
**Two Fit To Quit**  
**Strategos Academy**  
**The Opportunity Brokers**  
**Virgin Tongue**  
**Poet Tree Café**  
**I Had a Happy Productions**  
**Field of Dreams**  
**Taste Me Please**  
**1 Song Media**  
**Futuri**  
**ANEW Professional**

**Professional Education**  
**Network**

Business Consulting  
Education and Training  
Data Consultants  
Entrepreneur's Ideation  
Cooperative  
Real Estate Development  
Yacht Charters  
Unique Group Excursions  
Community of Learners  
Health & Fitness  
Strategy & Leadership Training  
Networking  
Unique Mixers & Beverages  
Entertainment  
Literary Management  
Personal Development  
Catering/Cuisine Education  
Music Production  
Strategic Management Software  
Talent Management/Employment  
Placement Firm  
Strategic alliance of professional  
development entities

*Not all brands are listed above. I M Possible Mall and all its brands are owned by TWG, LLC.*

"I promise that I am going to shake the Universe until greatness falls down upon us all or die trying."

I M Founder

Promote – Inspire – Educate - Respect



**Page 37 of 40**

[www.4Reel.org](http://www.4Reel.org)



## LIVE THE LIFESTYLE



[www.relationshipsyachtcharters.com](http://www.relationshipsyachtcharters.com)

Promote – Inspire – Educate - Respect



**Page 38 of 40**

[www.4Reel.org](http://www.4Reel.org)



Chesapeake, VA - Fishing excursion – 7/2016

*Good things come to those who **Believe**,  
 Better things come to those who are **Patient**,  
 and the **Best** things come to those who  
**Don't Give Up.***

Thank you for joining us. Hope you had an enjoyable day and that you join us at another IM event.

### IM - 2017 Calendar

Brand	Event	Date
Professional Education Network	Launched	June
Virgin Tongue	Specialty Cocktail Event (Private)	June
Heuristic Learning	PMP Exam Prep (Project Mgmt Program)	June
Heuristic Learning	Tableau I (Data Science Professional Program)	July
Heuristic Learning	Professional Executive Program	July
Coffee Cup Conversations	Coffee & Code (Programming Boot Camp)	July
Relation Ships	Friend-Ship Fishing Excursion	August
Taste Me Please & Virgin Tongue	Seafood Soiree & Sangria Making Class (Private)	September
I Had A Happy Productions	Garretson Family Book Signing Launching <i>Our Voices Series</i>	Fall 2017
Relation Ships & Sketched on a Napkin	Entrepreneur-Ship Professional Development Day Cruise	Spring 2018

Promote – Inspire – Educate - Respect



**Page 39 of 40**

[www.4Reel.org](http://www.4Reel.org)

## Anglers Anonymous



A drunk ice fisherman drills a hole in the ice and peers into it.  
As he does so, a loud voice from above says, "There are no fish down there."  
So the drunk fisherman walks several yards away and drills another hole.  
As he peers into the hole, again he hears a voice say, "There are no fish down there."  
So he walks about 20 yards away and drills another hole.  
Once again the voice says, "There are no fish down there."  
The fisherman looks up to the sky and asks, "God, is that you?"  
"No, you idiot," says the voice. "It's the rink manager."

**Ever wonder why fishermen (women) are called "anglers"?**

The verb "angle" has been used to mean "to fish" since the late 15th century. "Angler" as meaning "one who fishes with a hook and line" has been in use since the mid-16th century. "Ank" also is the base of the Greek word "ankos" (a bend) and the English words "ankle" and "anchor."

<https://english.stackexchange.com>

Promote – Inspire – Educate - Respect



**Page 40 of 40**

[www.4Reel.org](http://www.4Reel.org)