

RISE
ABOVE
THE NOISE



NPAA CONFERENCE
WISCONSIN DELLS, WI

January 3-4, 2025

Program

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Welcome to the 2025 NPAA Annual Conference



The NPAA Board of Directors and management team are thrilled to have you join us for this year's event, themed "Rise Above the Noise." As we gather together, we celebrate the power of innovation, collaboration, and resilience in navigating the complexities of our ever-evolving industry.

This conference is more than just a series of sessions and workshops; it is an opportunity to connect with peers, share insights, and inspire one another to reach new heights. Over the next couple of days, you will have the chance to engage with thought leaders, take part in dynamic discussions, and explore innovative solutions that will help you rise above the noise and make a lasting impact.

Finally, we want to thank each of you for taking the time to invest in your future as an angling professional by attending the Conference. Our association continues to be committed to helping you and to the sport we all love. Let's make this conference an unforgettable experience filled with learning, growth, and meaningful connections.

Welcome, and let's rise above the noise together!



Eric Naig
NPAA President

Friday, January 3, 2025

2:00 pm – 5:00 pm	Partner Booth Setup	Room I
4:00 pm – 7:00 pm	Conference Registration	Grand Ballroom Lobby
5:30 pm – 8:00 pm	Partner Show Booths Open	Room I
6:30 pm – 8:00 pm	Meet & Greet Party Sponsored by Worldwide Marine	Room I
8:00 pm – 12:00 am	Card Room Open	Room I



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Saturday January 4, 2025

7:00 am – 8:30 am	Coffee & Donuts Sponsored by Adventure Recreational Finance	Grand Ballroom Lobby
7:00 am – 10:00 am	Conference Registration	Grand Ballroom Lobby
7:30 am – 8:50 am	Partner Show Booths Open	Room I

Partner Breakout Sessions

9:00 am – 9:50 am	Johnson Outdoors	Grand Ballroom
9:00 am – 9:50 am	AIM Weekend Walleye Series	Room E
9:00 am – 9:50 am	TFO	Room F
9:00 am – 9:50 am	Adventure Recreational Finance	Aztec
10:00 - 10:50 am	Garmin	Grand Ballroom
10:00 - 10:50 am	Mercury Marine	Room E
10:00 - 10:50 am	Yamaha	Room F
11:00 - 11:50 am	Bass Cat/Yar-Craft	Grand Ballroom
11:00 - 11:50 am	Skeeter Boats	Room E
11:00 - 11:50 am	Caymas Boats	Room F
12:00 – 1:00 pm	Networking Lunch Sponsored by ATS	Room A-D

General Session

1:15 – 2:45 pm	General Session / Business Meeting	Grand Ballroom
2:45 – 3:10 pm	Refreshment Break Presented by Adventure Recreational Finance	Grand Ballroom Lobby
3:10 – 4:00 pm	Featured Speaker 2024 Bassmaster Classic Winner Presented by Justin Hamner	Grand Ballroom
4:00 – 4:50 pm	Featured Speaker 2024 NWT Championship Winner Presented by Tom Huyhn	Grand Ballroom
6:00 – 7:00 pm	FAF Benefit Banquet Cocktails & Silent Auction	Grand Ballroom
7:00 – 9:00 pm	FAF Benefit Banquet Presented by Yamaha and Skeeter Boats	Grand Ballroom
9:00 pm – 12:00 am	Card Room Open	Grand Ballroom

Sunday January 5, 2025

7:30 – 8:50 am	Worship Service Presented by Tom and Elaine Davis	Aztec Room
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General Session Topic Descriptions

How do you get sponsors? Better yet, how do you keep sponsors?

I want to be brutally honest with everyone who has the same dreams I had growing up of becoming a professional angler. It wasn't easy, but it's possible and I will share what I believe needs to happen for your dream to become a reality. There are so many things I could have done differently to better prepare myself for this industry and that is what I am most excited to teach others. When you have a bad day fishing, you have to pinpoint what you could have done differently and prepare yourself to be successful the next time you're on the water. Being successful on the business side of this sport is no different. I look forward to sharing how you need to be creative in how you approach adding value for your sponsors and how critical it is for you to "rise above the noise" out there in today's social media dominated world.

Tom Huynh- A Unique Path to Success

In today's world all anglers looking to make a living fishing need to be seen and heard. Tom will share how his unique background coming from Arkansas and his move to college in Minnesota has affected his journey in the angling world. Tom will delve into how he got into the nail business and reveal his unconventional start into fishing. He will discuss his tournament successes and how he was on the forefront of FFS technology and really didn't realize it at the time.

Tom admits his biggest competition in life is himself, and why he wanted to challenge himself to see if it was possible to make a living in the fishing industry while starting in his 40's. He will talk about how he had the idea to teach and share his craft, but didn't rush into getting it out there until it was perfect, something completely new to the industry, Tom Huynh University. Tom will share how this unique strategy has helped him rise above the noise in this competitive sponsorship world.



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Speaker Bios



Justin Hamer was born and raised in Northport, AL, where he met and married his high school sweetheart, Christina. They have a 5-year-old daughter Scarlett and currently expecting their son, Finn.

Justin won his first tournament with his dad when he was 7 years old dragging a Carolina rig on Lake Tuscaloosa. Through his teenage years he won 3 Jr. state championships which qualified him for the Jr. Bassmaster Classic where he got to fish with elite series pros Bill Lowen, Ron Shuffield and James Niggemeyer. That experience gave Justin a peek into the life of a professional angler and fuel to the fire to be a professional bass angler.

Justin went straight into the work force following high school for several years until he was able to save up enough money to fish the B.A.S.S. Opens. After missing qualifying for the elite series by just 1 spot the first year he fished the Opens, he was able to make it on the second year. During his 4 years on the Bassmaster Elite series has accumulated an impressive 9 top 10 finishes, 15 top 20 finishes and he achieved a lifelong dream in winning the coveted Bassmaster Classic Championship in 2024. To cap these achievements Justin proved his versatility as an angler by finishing 5th in the Bassmaster Elite AOY title race in 2024.



Tom Huynh- Tom began fishing walleye tournaments in 2020. The first event he fished was on the AIM Pro Walleye Series with his buddy and teammate Nate Wolske. They ended up winning that first event. They went on to get a 4th place and another win in the next 2 events, which were the last of the year. In 2021, Tom entered the full NWT series and AIM team circuit as well. He ended up 2nd in

the NWT championship and AIM State Championship and AIM Team of the Year as well. They followed up with a repeat of AIM Championship and Team of the Year in 2022 along with winning the National Championship. 2023 was another successful season with all top 5 finishes in AIM and a top 5 in NWT AOY. In 2024 Tom won the NWT Championship and tied in points for AOY.



Eric Naig- A 31-year fishing industry veteran, Eric Naig began his career after graduating from Buena Vista University in 1991. His journey in the fishing business began with a rewarding 11-year stint as a Professional Walleye Angler while simultaneously financing, building, owning, and operating a 3,300 head swine finishing farm.

In 2003 he “retired” from tournament angling and began working full time for Berkley/Pure Fishing as their Grassroots Marketing Manager. From there, he grew into various marketing, branding, and product development roles within the company. Still residing there today, Eric and his family moved to Bemidji, MN in 2009 to join the management team at Northland Fishing Tackle where he enjoyed leading that organization for 15-years.

Currently, Eric is a consultant for a factory that specializes in OEM Fishing Tackle Manufacturing, the President of the National Professional Anglers Association, and a member of the ASA Government Affairs Committee.

Eric is an accomplished and enthusiastic multi-species angler with a career-long passion for building great teams and great products by creating the culture, processes, and customer experience needed to help organizations excel in highly competitive ecosystems.



Tom and Elaine Davis-

Tom Davis is the founder of the "Minnesota Fishing Event For Life" a multi species event that raises money for MN Adult & Teen Challenge and Greater Mankato Area Young Life. He is also co-founder of "Reel Faith Outdoors" a faith based outdoors program that holds educational

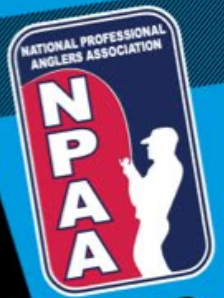
fishing classes for the general public. Tom is a past fishing industry speaker, product trainer and has worked closely with engineers from Minn-Kota and Humminbird throughout the years.

Tom has multiple, Masters Walleye Circuit Top 10 single event and World Championship finishes, Top 10 Cabela's National Team Walleye Championship, multiple Full Throttle Walleye 1st place finishes. He has put on multiple NPAA Kids Clinics, continues to donate several charity guide trips each year and has taken elderly residents fishing from the local nursing homes.

Elaine Davis is a national speaker and the founder of "Unbridled Faith" a faith based equine assisted learning program. Elaine is the founder of the Stable Guide Series and travels the nation working with all types of groups from corporate leadership, trauma and abuse, team building, the United Way, one on one consultations and more, using horses and guided by the Love and Grace of the Holy Spirit.

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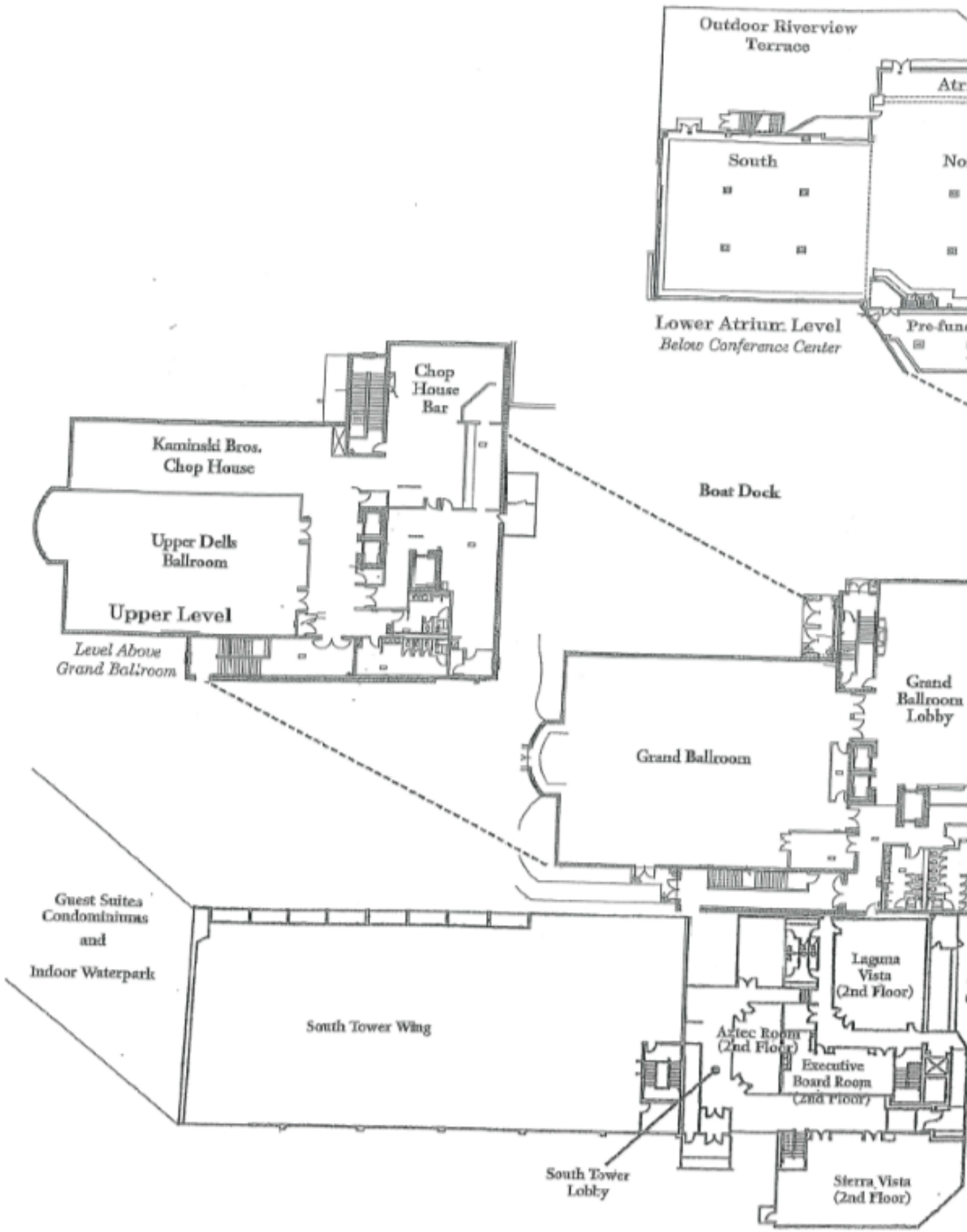
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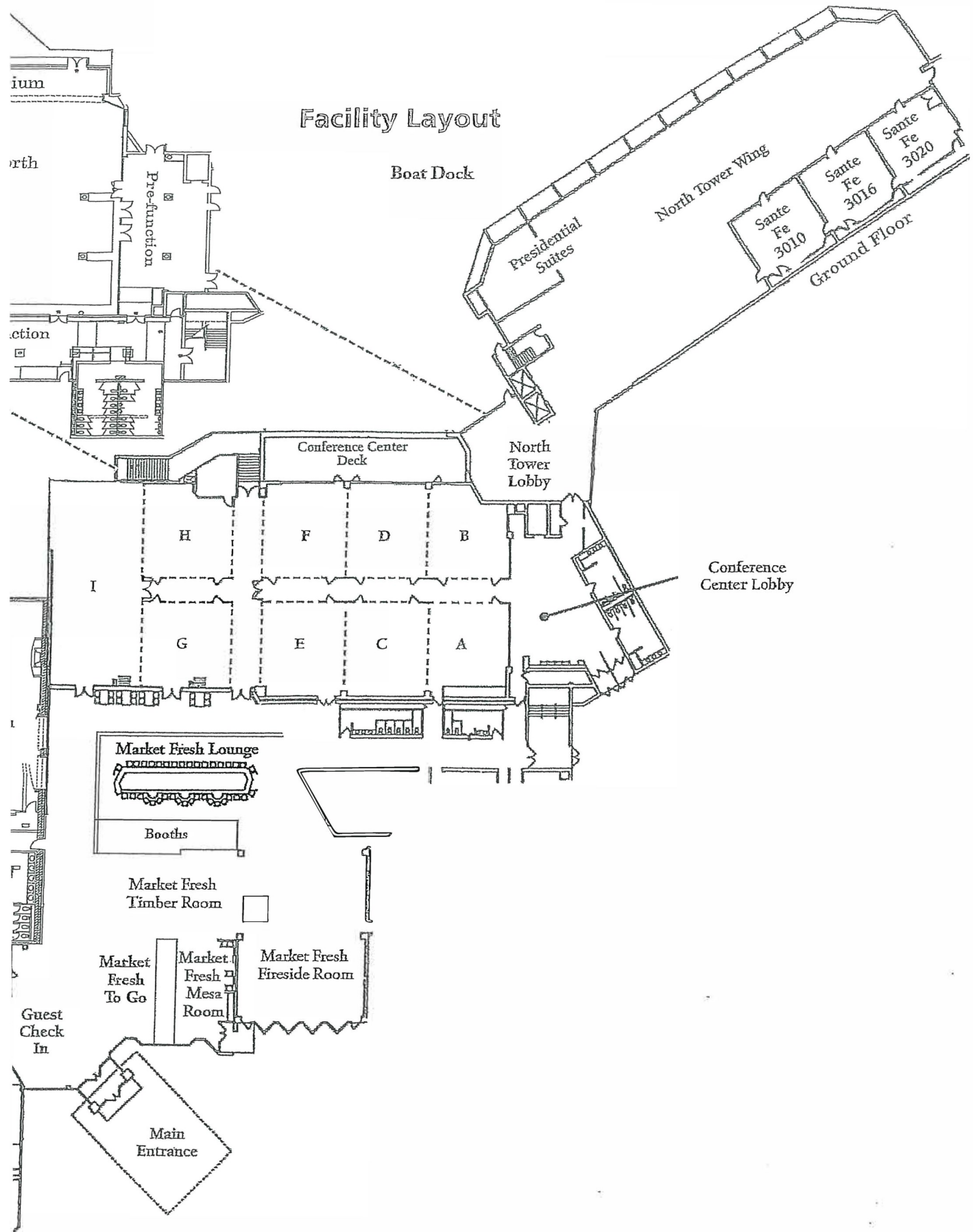
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