

2010 Shimano Fishing Tour with Maverick Boat Company offers a day with their top Florida pros

Take advantage of dealer specials on all sponsor products, while each event is geared to improving your fishing tackle and techniques. Attendees have a chance to win a boat/motor package

By Mike Holliday

Make it fun, and anglers will come. That's the philosophy behind the 2010 Shimano Fishing Tour, which kicks off the 15 stop promotion with the first event at Strike-Zone in Jacksonville February 6th.

The 2010 Shimano Fishing Tour with Maverick Boat Company, Inc., comes into the New Year with new products, seminars and a day of fun and fishing for the entire family. Each event runs from 9 a.m-4 p.m, and features dealer specials throughout the day along with hourly product specials for the first 10-purchasers of those items, and fishing seminars from the Shimano Fishing Pro's—some of the top fishing guides in Florida.

“Every year, the Shimano Fishing Tour takes the experiences we learned from the previous tour and improves the events and specials,” noted said Phil Lillo, General Manager of the Don Coffey Company, which represents the brands involved with the tour. “This year, we have an Interactive Fish Fighting Machine where anglers can put their skills to the test against some of the premier gamefish in the state, and select events will have Tony Chachere cooking Cajun for the patrons. Several of our pros this year will be featuring Powerpoint presentations in their seminars to give the attendees more of a feel for the fish and techniques they pursue.”

Along with all the new products from the factories, another new venue at each event is a casting competition, where anglers of all ages and skill levels will compete for fun and prizes. At the Sebile Casting Tank, anglers will learn the different applications and techniques for fishing these lures, and they'll learn them from a line-up including some of the most renowned fishing guides in the state.

“Inshore and nearshore fishing experts, Captains Geoff Page and Ed Zyak anchor a group of seminar speakers from around the state,” said Lillo. “We'll also have offshore experts like Jason Woodham, and a local pro or two from each event location. At select events, we'll have national television show host Larry Dhalberg or Jose Wejebe.”

“These guys will not only teach you how to catch more fish, but will explain the little nuances in tackle and techniques that set the pros apart from the average angler,” said Lillo. “You'll be able to see the tackle and baits these guys use, listen to them explain how and why they use them, and then walk over and handle and purchase the exact same products they're using.

As with past tour events, attendees can fill out entry cards to be entered into a raffle at the end of the day to qualify to win a 2010 Hewes 17' Tailfisher and Yamaha 70 h.p. four stroke and custom Ameritrail Trailer. One qualifier's name will be drawn at each event to attend the final drawing, which will take place at the Final Tour stop at the Maverick Boat Company Inc., manufacturing facility in June. You must be in attendance to qualify for the final drawing.

“Maverick Boat Company is once again proud to be associated with the Shimano Fishing Tour,” said Charlie Johnson, Director of Communications for Maverick Boat Company, Inc. “The message conveyed by Shimano about quality tackle making it easier for fishermen fits right in with our corporate belief that we build the best boats for flats, bay and offshore anglers. We exclusively use Yamaha engines on the back of Maverick, Hewes, Pathfinder and Cobia boats because of their commitment to quality. All the products represented on the tour are the best in their respective markets.”

Along with the qualifying boat drawing will be hourly promotions on products from Shimano and Power Pro, as well as many of the products from 2010 Shimano Fishing Tour sponsors Sebile, Costa Del Mar, Mister Twister, Tony Cachere and more. The events will follow a set schedule, with continuous seminar speakers, displays and discounts throughout the day.

“One of the best things about the tour is being able to handle some of the new tackle coming out,” said Capt. Ed Zyak of Jensen Beach. “A lot of the stuff on display hasn’t even reached some of the tackle shops or are only available in a limited quantity. Here, you can see what’s new from Shimano and all the other companies in one day.”

Each event will feature at least three Shimano Pro Staff members who will rotate their seminars throughout the day. When not on stage talking about chasing snook, trout, redfish and tarpon or trolling for grouper or other bluewater species, they’ll be available to speak one-on-one in the Shimano booth.

“You can walk in and tell me you like to wade fish for seatrout and I can show you the exact rod, reel, line and lures that I use to target these fish,” said Zyak. It’s flawless product purchasing, you can’t buy a rod that doesn’t match a reel or a line that’s too heavy. And because you have the right gear, you’re one step closer to catching more fish.”