

THE NEWSLETTER OF THE  
*SOUTH EAST IDAHO FLY FISHERS*  
NOVEMBER 2009

---

*NOTES FROM THE PRESIDENT*

BY DARRELL BROWN, PRESIDENT

Greetings Fellow SEIFF Members,

I grew up in a family retail business. My Dad was a watch and repairmen by trade and also had a small retail jewelry business. This sole propriety business was started the year I was born and continued for over 35 years. My Dad started his business in our home and there it remained until he closed it down and retired. I always had a great deal of respect for those who had the savvy and risk taking ability to start their own business and make a go of it. This respect was greatly enhanced when I asked my Dad why he was a member of the local Kiwanis club in Idaho Falls. I was in college at the time, so when I asked him the question I thought I already had the correct answer. I expected him to tell me it was to enhance his business through contacts with other businessmen in his community. I was never more wrong. My Dad simply said, "I joined the Kiwanis club so I could give back something to the community, a community that has been a good place to make a living and raise a family."

*"A Tribute to the Entrepreneur and Fly Fishing Salesman"*

Over the decades many businesses have come and gone. A company may have closed its doors not because of bad management or the type of goods they sold became obsolete but more because we, as consumers, changed our shopping habits. When I grew up I worked in such house hold common stores as the Idaho Department Store, Don Wilson Family Drug Store, The Merc and Brown's Jewelry. Those businesses thrived because of one simple commodity, customer service. Today's stores don't even come close to providing what use to be "customer service". Today, the consumer relies on educating themselves about their buying decisions. That education is enhanced today by the World Wide Web, aka the internet. Consumers can shop for just about anything, 24/7. But back in the good old days, customers were accustomed to being immediately approached when entering a store by a salesperson. The common question, "May I help you?" or "Can I help you find something?" would be the standard protocol. For the most part, those days are long gone. But there are still businesses today that still survive and thrive on this type of customer service approach. Your local fly shop is one of them.

One reason this type of business has survived is that there is a need for social interaction. If you walk into a fly shop or a store with a fishing department where John, Roger or Tom work, you know exactly what I am talking about. It won't be uncommon to be greeted by your first name. That's why a good fly fishing sales clerk doesn't approach his customer as a job but as a personal passion. It not just about selling a new rod or reel, fly tying material or suggesting a good fly pattern to use. No, it's about engaging with the customer in conversation, conversation about the sport of fly fishing. A good fly fishing sales clerk will never let you leave their store without asking you if you have been

fishing, where you've been fishing and what kind of success you had. This puts you on a personal level with the other person and explains why you chose to come into the store in the first place and as a repeat customer. You are now sharing with someone who has the same interest you have and you haven't even made a purchase yet to make this happen. It's like sitting down with someone over a good cup of coffee or a meal. You just enjoy the moment. Now that's customer service! Thanks John, Tom and Roger for adding this dimension to the sport of fly fishing and at the same time giving back something to our community, a sense of belonging.

#### Club Work Day – Portneuf River Fence Building

Next Saturday, October 24th, we plan to build fence at Mike's Place starting at 9am. We made outstanding progress on the 10th of October and have all of the material laid out along the route. This should be easy to get accomplished and will be an awesome day of camaraderie on the river (i.e., swapping fish stories). This will finish off the new fence for the EAS Grant and we look forward to getting it done.

We could use a chainsaw and a gas powered drill if anyone has one. Any and all portable drills will be welcome. We could also use some wire cutters and a high lift jack to pull fence posts. Wear your gloves and be ready to celebrate the end of this project.

As always lunch will be provided. Always plenty to eat!!

#### Portneuf River Project Update - Vision To Reality

Last winter Carolynn Williams contacted Bud Smalley of the Portneuf River Project (PRP). She owns land on the Portneuf River downstream from Lava Hot Springs. Carolynn wanted to give PRP about seven acres of land on the river that she is unable to care for. PRP visited with Carolynn in March to review the property and assess her abilities to donate land. They found that she did not have the resources due to financial issues. There was a small second mortgage that was seriously in default. Carolynn found the loan and she gave PRP permission to approach the bank that holds the loan.

The payoff on the loan was about \$34,000. The Portneuf River Project Partners talked about it and decided they could offer about \$20K to the bank for a short sale offer. The bank came back with a counter offer of just over \$24K with a very short timeline to put the deal together. The scramble was on.

PRP went back to Lava to visit with Carolynn to give her the news and try to figure out the access issues. To her credit she came up with a generous offer that provides maintenance access and sportsmen access also available. The only thing was PRP had to come up with simple, legal wording to describe the access for the warranty deed.

With participating partners of the PRP like J.R. Simplot, they made sure that this project was an acceptable expenditure of Portneuf River mitigation funds that they have agreed to spend and that they would be willing to wire the funds to the bank at the last minute if needed.

With a series of visits and rewrites of the legal purchase agreement, Simplot finally wired the funds to Wachovia Bank. As all this was happening PRP approached the SEIFF board and the board voted to pledge their financial support to help purchase this property. At the October board meeting a \$5,000 check was written to reimburse J.R. Simplot. The purchase is now a done deal.

Meanwhile, the IDF&G lands committee was not able to act on such short notice so the purchase was amended and the Carriboo Conservancy has taken temporary ownership of the property pending their action for final ownership.

The purchase of this property is a perfect example of what can be accomplished when we pull together to support a common goal. No one partner of the PRP had the time or resources to put this together but working as a team we made it happen.

The next step is to develop the public access path and parking area, build a sheep proof fence and seed the land so that it can grow back next spring. This will make an excellent demo project to show adjacent landowners and interested people what can be done for restoring the Portneuf River through cooperation. (Edited article originally written by Bud Smalley, Portneuf River Project)

A Bit(e) of Trivia:

Fishing in Idaho is one of the best in the country. It's a sport you can enjoy year round. This sport has a major economic impact and is vital to Idaho's economic stability. Here are some economic statistics from the American Sport Fishing Association on how much impact fishing has on our State's economy:

Idaho 2006

Retail Sales - \$305,640,990

Salaries & Wages - \$165,036,555

Jobs - 5,757

State Tax Revenue - \$36,076,115

Federal Tax Revenue - \$33,094,928

## ***BOARD MEETING MINUTES***

*BY DAVE JOHNSON, SECRETARY*

Darrell Brown, Roger Thompson, Denny Jones, John Taylor, Bud Smalley, and Dave Johnson in attendance.

### **Projector**

Darrell reported that Roger had donated half of the cost of the club's new projector.

### **Finances**

\$12,441,29 in savings \$0.00 in checking

### **Chapter Efficiency Index**

Darrell passed around the updated report.

### **Programs**

Bruce Staples will do the program for our November meeting on fishing Yellowstone Park. The location will be held at Portneuf River Outfitters.

### **Promoting Club Meetings**

Darrell had handouts made advertising our November meeting that Roger and John will pass out to customers at their work.

### Fence Building

Bud reported on how much work was accomplished at our workday last Saturday. We will need to buy more bolts, nuts and washers for building more crossbucks and we need more nails. Some longer bolts would be helpful because some of the crossbucks were so big the bolts would not go all the way through.

### Trout Unlimited mini-grants

T.U. has mini-grants available and Darrell has applied for one for our Trout-In-The-Classroom work as this is an outstanding educational program.

### Newspaper

The deadline for the November club newspaper is next Monday, October 19.

## ***MEMBERSHIP RENEWALS***

Your membership can be renewed at Portneuf River Outfitters, Ace Hardware (talk to John Taylor), or at any club meeting. Annual memberships cost \$10.

## ***TAYLOR'S HOT SPOT - HENRY'S LAKE***

*by John Taylor*

Henry's Lake in mid October through its closing on November 30 can be awesome. "Yes, it's open through the end of November, not October as used to be the case".

Dark leeches, Halloween's, Soft Hackles, and various streamers are all good bets.

If the Lake freezes over, great ice fishing can be had.

The County Boat Dock, the Hatchery area, and The Cliffs are good float tube areas, or if you have a motor the mouth of several creeks are excellent choices.

Beware of the weather – strong cold winds can sneak up on the lake, however great calm days will make the trip A-OK.

Good luck and Good Fishing!

## ***Program Features Bruce Staples "Fly Fishing The Great Yellowstone Park"***

Bruce Staples, of Idaho Falls, Idaho has fly fished the Greater Yellowstone area for thirty-five years. The area holds our country's highest quality inland trout waters, thus experiences here have

inspired him to enter into many aspects of the angling world. He began tying flies in the early 1970's and during the 1980's began writing of his Greater Yellowstone angling adventures.

His literary contributions include articles to Fly Tyer, American Angler, Fly Fishing the West, Yellowstone-Teton Country and Fly Fisher magazines. During the 1990s he was a columnist for the Idaho Falls Post Register. His three books, Snake River Country Flies and Waters (1992), The Yellowstone Park River Journal (1996), and Trout Country Flies (2003), have been published by Frank Amato Publications. He currently is finishing a draft of the West Yellowstone fly-fishing history that will be offered for publishing this year. Bruce is an advocate for protection and preservation of regional coldwater fisheries and is very active in preserving the fly-fishing heritage of the Greater Yellowstone region.

Bruce is a member of the Upper Snake River Fly Fishers of Rexburg, Idaho and the Snake River Cutthroats of Idaho Falls. He is a driving force behind the East Idaho Fly Tying and Fly Fishing Exposition and originated its concept.

So come join us November 12, Thursday as we meet for the first time at the Portneuf River Outfitters located on 233 N Main. Fly tying demo will be 6:30 followed by the program at 7:00 pm.

Please find listed below the date, location and presenter (if already scheduled) for all of the South East Idaho Fly Fishers meetings for 2009-2010

Thursday, November 12, 2009 - 7:00 PM at Portneuf River Outfitters, 257 North Main, Old Town.

Bruce Staples will be our program presenter, talking on The Great Yellowstone National Park area.

Thursday, December 10, 2009 - 7:00PM at Portneuf River Outfitters, 257 North Main, Old Town

Open Tying –all are welcome to participate.

Thursday January 14 , 2010, 7:00 PM at Portneuf River Outfitters, 257 North Main, Old Town  
Program TBA

Thursday February 11, 2010, 7:00 PM at Portneuf River Outfitters , 257 North Main, Old Town  
Program TBA

Thursday March 11, 2010, 7:00 PM at Portneuf River Outfitters, 257 North Main, Old Town

The State of the Water and Fishes for the up coming fishing season, with Idaho Fish & Game Biologist Dave Teuscher

Thursday April 8, 2010, 7:00 PM at Salmon River Suite, Pond Student Union Bldg 3<sup>rd</sup> floor ISU.

Program by Craig Matthews, from Blue Ribbon Fly Shop in West Yellowstone, Montana. This is a "MUST SEE" program.

This will be our last meeting of the season.

## ***NEWSLETTER SUBMISSIONS***

All submissions and suggestions are welcome. However, we do reserve the right not to use them! E-mailing your suggestions and submissions is the easiest for us to prepare for the newsletter. Please send to: <[R83245@basicisp.net](mailto:R83245@basicisp.net)>. Written submissions or suggestions can be dropped off at Portneuf River Outfitters or to any of the club officers.

*Remember, the meeting location has been changed  
to:*

Portneuf River Outfitters,  
257 N. Main, in Oldtown Pocatello  
on November 12, 2009!!

Here's our club web address:

<http://www.orgsites.com/id/seidahoflyfishers/>

South East Idaho Fly Fishers  
c/o Portneuf River Outfitters  
257 N. Main  
Pocatello, ID 83204