

FRIDAY, MARCH 18

Live Catch and Release Demonstration

Noon & 3 p.m.

Indoor Trout Pond, Flagship Store

The Drake Fly-Fishing Films 6 p.m.

Camping Atrium, Flagship Store

Limited Seating Available

The Drake Magazine will be bringing the best of their award-winning fly-fishing films from the past five years to L.L.Bean for a very special free showing. These films have only been shown at the International Fly Tackle Dealer Show, so come and enjoy some of the most spectacular fly-fishing films in the world.

Free Popcorn will be served.

Free Friday Night Fly-Tying Clinic with Special Guest Tyer, Don Bastian

7 p.m.

Second Floor, Hunting & Fishing Store

The Stimulator fly will be featured. While not required, participants are encouraged to bring their own tools, equipment and materials.

SATURDAY, MARCH 19

Test Cast Our Selection of Fly Rods Before You Purchase!

9 a.m.–5 p.m.

Discovery Park

Free Fly-Casting Lessons for Adults and Kids

9 a.m.–5 p.m.

L.L.Bean Outdoor Discovery Instructors

Discovery Park

See details on page 7.

SEMINAR

The Life Cycle of Caddis and Mayflies with L.L.Bean's John Butler

10 a.m.

Camping Atrium, Flagship Store

Limited Seating Available

John will discuss the intricacies of matching the hatch and provide tips and techniques on how to make your next fishing trip a successful one.

Fly-Tying Contest

10 a.m.–1 p.m.

Discovery Lobby, Flagship Store

Ages 10–12, 13–16, 17+;

Judging and awards at 2 p.m.

SPECIAL CELEBRITY GUESTS:

Lefty Kreh, Dave Whitlock and Emily Whitlock Book Signings and Autographs

10 a.m.–4 p.m.

Second Floor, Hunting & Fishing Store

This is your chance to visit one-on-one with three of the biggest names in the history of fly fishing. Share fishing stories, and have them autograph one of their books or an item of your own like a hat or fly box.

See Fly-Tying Masters at Work

10 a.m.–4 p.m.

Second Floor, Hunting & Fishing Store

Sam Kenney: At only 12 years old, Sam has already become a renowned tyer, placing second in the Pennsylvania State Fly Tying Championship, open division. He will be tying classic streamers and salmon flies.

Don Bastian: Don will be tying a variety of traditional wet flies and streamers for trout and salmon fishing in New England.

Dave Klausmeyer: David, a well-known author of several books and editor of Fly Tyer magazine will be tying the best and newest flies for fishing trout ponds throughout Maine and New England, while demonstrating some cutting-edge fly-tying techniques.

SEMINAR

The Roach River & Socatean Stream Wild Brook Trout Spawning Project

11 a.m.

Tim Obrey of the Maine Department of Inland Fisheries & Wildlife

Camping Atrium, Flagship Store

Limited Seating Available

During 2009 and 2010, the Maine Department of Inland Fisheries and Wildlife operated a fish weir on the Roach River and Socatean Stream to evaluate the spawning run of wild brook trout and salmon. Join Tim Obrey, IF&W biologist, as he shares the results of this fascinating project. This is your chance to get a rare glimpse, from a biological perspective, into the world of the wild brook trout. You will also discover how this data can make you a better seasonal brook trout angler.

Free Fly-Tying Lessons for Kids with Merrymeeting Bay Chapter of Trout Unlimited

11 a.m.–4 p.m.

Discovery Lobby, Flagship Store

Fish Tank Talk and Feeding

11:30 a.m.

Riverbed Aquarium, Flagship Store

20% OFF

All L.L.Bean-Brand Rods, Reels,
Outfits and Fishing Apparel
and ALL FLIES*

*Offers applies to select in-stock L.L.Bean-brand merchandise, March 18-20, 2011, only, while supplies last. Not available at Outlet stores or the Retail store location in Columbia, MD. May not be valid with other discounts.

Product vendors will be on-hand all weekend to answer your questions about specific products and how to use them to your advantage.

What Are Switch Rods and How Do You Use Them? with Tim Rajeff

Noon
Discovery Park
Switch rods have recently stormed onto the fly-fishing scene. But what exactly are they? How can they be used to expand your fly-fishing horizons and make you a better angler? This is your chance to learn from one of the greatest casters of all time. Tim will discuss their popularity and demonstrate specific uses. He will also explain how they can reduce shoulder stress and fatigue which will enable you to stay on the water longer.

Live Catch and Release Demonstration

Noon & 3 p.m.
Indoor Trout Pond, Flagship Store

Create Your Very Own Fish Print!

Noon-4 p.m.
Yay For You! Arts & Events
Kids Department, Flagship Store
Print on a fabric banner or bring your own t-shirt to print on!
Limit one per person.

SEMINAR
Common Sense Fly-Fishing Tips with Lefty Kreh

1 p.m.
Camping Atrium, Flagship Store
Limited Seating Available
Lefty Kreh has been known to say, "Common sense ain't all that common anymore." Join this fly-fishing legend as he goes through his long list of fantastic fly-fishing tips and techniques based on decades of experience. Whether you're a beginner or a seasoned fishing enthusiast, you'll learn some great tips, based on plain old common sense, that will make you a much better angler.

SEMINAR
The Making of L.L.Bean Guide to the Outdoors Television Show with Tim Rajeff

2 p.m.
Camping Atrium, Flagship Store
Limited Seating Available
Join Tim Rajeff, co-host of the show, as he takes you to some of the world's greatest angling destinations during their filming adventures. This is your chance to get a behind-the-scenes glimpse at the making of a world-class fishing and hunting show while enjoying some spectacular fishing footage.

SEMINAR
Spring Trolling Techniques with L.L.Bean's Jon Whitman

3 p.m.
Camping Atrium, Flagship Store
Limited Seating Available
Jon discusses trolling gear and techniques from ice-out through the early spring season on Maine lakes and ponds.

The Drake Fly-Fishing Films

4 p.m.
Camping Atrium, Flagship Store
Limited Seating Available
The Drake Magazine will be bringing the best of their award-winning fly-fishing films from the past five years to L.L.Bean for a very special free showing. Come and enjoy some of the most spectacular fly-fishing films in the world.
Free Popcorn will be served.

Free Fish Fry

5 p.m.
Second Floor, Hunting & Fishing Store
Enjoy a mini-fish-fry where you can sample a variety of species complemented with special marinades and sauces available for purchase in the store.

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Discovery Park

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9 a.m.-5 p.m.
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Discovery Park
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10 a.m.-1 p.m.
Discovery Lobby, Flagship Store
Ages 10-12, 13-16, 17+;
Judging and awards at 2 p.m.

SPECIAL CELEBRITY GUESTS:
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Book Signings and Autographs

10 a.m.-4 p.m.
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This is your chance to visit one-on-one with three of the biggest names in the history of fly fishing. Share fishing stories, and have them autograph one of their books or an item of your own like a hat or fly box.



Over 30 new Fishing Products including the
Streamlight Ultra Fly Rod



Tim Rajeff

Lefty Kreh

Dave & Emily Whitlock

Fly-Tying Masters

10 a.m.–4 p.m.
Second Floor, Hunting & Fishing Store
Sam Kenney, Don Bastian,
and Dave Klausmeyer
See details on page 3.

**Free Fly-Tying Lessons for Kids
with Merrymeeting Bay Chapter
of Trout Unlimited**

11 a.m.–4 p.m.
Discovery Lobby, Flagship Store

SEMINAR

**Discovering Maine's Wild
and Native Brook Trout
Lakes and Ponds**

11 a.m.
Maine Professional Guides Association
Camping Atrium, Flagship Store
Limited Seating Available

Maine boasts the largest population of native brook trout in the country. Join the specialists from the MPGA as they discuss a brief history on brook trout in Maine, explain the difference between a native brook trout and a wild brook trout, and share tips and insight into this magnificent fish. You'll also get the chance to preview a soon-to-be-released Google Earth interactive mapping project of the state's native and wild brook trout lakes and ponds.

Fish Tank Talk and Feeding

11:30 a.m.
Riverbed Aquarium, Flagship Store

SEMINAR

**Fly-Fishing Gear Demystified
with Tim Rajeff and Jeff Miller**

Noon
Camping Atrium, Flagship Store
Limited Seating Available

Much like any sport, the type of gear and equipment you use can have a dramatic impact, not only on how easy it will be for you to get started, but also your success and enjoyment in the activity. Join Tim and L.L.Bean product developer Jeff Miller, as they demystify fly-fishing gear and give expert advice on the key pieces of equipment you need and how to choose the best gear, regardless of whether you are a beginner or a seasoned angler.

**Live Catch and Release
Demonstration**

Noon & 3 p.m.
Indoor Trout Pond, Flagship Store

SEMINAR

**Common Sense Fly-Fishing Tips
with Lefty Kreh**

1 p.m.
Camping Atrium, Flagship Store
Limited Seating Available
See details on page 4.



Only at Our Retail Stores

**GET AN ADDITIONAL 10% OFF
L.L.BEAN BRAND RUBBER-SOLED BOOTS**
when you trade in your felt wading boots.**

*Help keep invasive species
out of your favorite stream.*

**Offer applies to in-stock merchandise, March 18–20, 2011 at L.L.Bean Retail stores only, while supplies last. Not available at Outlets, by telephone, mail order or Web.

**Wind—A Fly Angler's Worst
Natural Enemy with Tim Rajeff**

2 p.m.
Discovery Park

Just because it's blowing out doesn't mean you have to hang up the long rod. Come see Tim Rajeff demo the casts, tips and techniques the pros use to beat the wind, as well as the best equipment to use in windy conditions. He'll even discuss how to use the wind to your advantage.

SEMINAR

**Surf Casting for
Stripers and Blues
with L.L.Bean's Ken Estes**

3 p.m.
Camping Atrium, Flagship Store
Limited Seating Available

L.L.Bean's Ken Estes will show you how to rig and fish bait, lures, and flies in the surf for stripers and blues.



Check out
our selection
of innovative waterproof
gear bags—they're like
rain jackets for your gear.

Receive a coupon for
50% OFF an Outdoor
Discovery introductory
course with a purchase
of a fishing rod or kayak.

**FREE
FLY-CASTING
LESSONS FOR
ADULTS & KIDS**
*with our Outdoor Discovery
Expert Instructors*

**Saturday & Sunday,
9 a.m.-5 p.m.
Discovery Park**

Sessions are filled on a first-come,
first-served basis. Must be 8 years
or older to participate.

