

Join us for the 23rd Annual L.L.Bean

SPRING FISHING WEEKEND



MARCH 15-17

Freeport, Maine

SAVE UP TO 50% on special in-store Fishing Gear Closeouts*.

*Offer valid on select in-stock merchandise, March 15-17, 2013, at the L.L.Bean Hunting & Fishing Store in Freeport, Maine, only. Not valid at other L.L.Bean Retail or Outlet stores, by telephone, mail order or online. While supplies last.

VISIT WITH OUR OUTDOOR PARTNERS

Federation of Fly Fishers

Coastal Conservation Association

Merrymeeting Bay Chapter of Trout Unlimited

Stripers Forever

Maine Professional Guides Association

Maine Council of Trout Unlimited

Fly Fishing in Maine

Casting for Recovery

Maine Department of Marine Resources

Maine Department of Inland Fisheries and Wildlife

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

FREE WITH PURCHASE

Receive a \$99 L.L.Bean Outdoor
Discovery Schools® Fishing Course with
the purchase of any Fly-Fishing Outfit.

See store for details.

Activities and times are subject to change
or cancellation without notice. All activities
are free unless otherwise noted.

For more information,
visit llbean.com/freeport
Call 877 • 755 • 2326 for updates.

L.L.Bean
95 Main Street, Freeport, Maine

FRIDAY, MARCH 15

Noon & 3 p.m.

Live Catch and Release Demonstration

Indoor Trout Pond, Flagship Store

7 p.m. | FREE Friday Night Fly-Tying Clinic

L.L.Bean's Matt Bickford, Registered Maine Guide

Tie a Circus Peanut with Matt during this clinic. Participants
are encouraged to bring their own tools, and materials.

Second Floor, Hunting & Fishing Store

SATURDAY, MARCH 16

9 a.m.– 4 p.m. | Test Cast our Fly Rods

With L.L.Bean, Sage, G.Loomis and St. Croix

Test cast our large selection of fly rods to find the
right one before you make a purchase.

Discovery Park

9 a.m.–4 p.m.

Fly Casting Lessons for Adults and Kids

L.L.Bean Outdoor Discovery Schools Instructors

Sessions are filled on a first-come, first-served basis.

Must be 8 years or older to participate.

Discovery Park

10 a.m. SEMINAR

Light Tackle Surf Line Striper Tactics

Capt. George Harris,

Maine Professional Guides Association

Capt. Harris of Super Fly Charters, will engage folks
in a fascinating seminar on targeting surf line stripers
with light tackle.

Camping Atrium, Flagship Store

Limited Seating Available.

10 a.m.– 2 p.m. | In-Store Clinics

With Shimano, G.Loomis, St. Croix,

Sage and Scientific Angler

Throughout the day, check out free clinics with top industry
reps. Get tips on baitcasting, inshore light tackle, and
surfcasting. Learn about the latest technology in fly lines.
Check out the best new spin and fly rods and more.

10 a.m.-4 p.m.

Cane Rodmaking, Furled Leaders & Book Signing

Meet author Kathy Scott and rodmaker David Van Burgel
and experience the craft of cane rodmaking and creating
furled leaders, talk brook trout and Atlantic salmon, or pick
up a signed copy of *Brook Trout Forest*.

Hunting & Fishing Store

Saturday & Sunday

10 a.m.-4 p.m.

SPECIAL CELEBRITY GUESTS:

**LEFTY KREH, KELLY GALLOUP &
STEVE RAJEFF**

Book Signings & Autographs

Visit one-on-one with legendary angler Lefty Kreh,
world-renowned trout expert Kelly Galloup and
world champion caster Steve Rajeff. Share fishing
stories and have them autograph one of their
books or a personal item like a hat or fly box.

Second Floor, Hunting & Fishing Store

Saturday & Sunday

10 a.m.-4 p.m.

FLY-TYING MASTERS

EDWARD “MUZZY” MUZEROLL

Sidney, Maine tyer “Muzzy” Muzeroll
will be tying a wide range of flies
including traditional salmon, trout
streamers and more.

DON BASTIAN

Don will present a display of nearly 300
replicated 19th-century fishing flies
and nearly 100 Carrie Stevens streamer
patterns. He will also be tying traditional
19th century Maine Lake Flies and
classic wet flies.

DAVE KLAUSMEYER

David, a well-known author and editor
will be tying the best and newest flies
for fishing trout ponds and demonstrating
some cutting-edge fly-tying techniques.

SAM KENNEY

Though only 14 years old, Sam has already
placed second in the Pennsylvania State Fly
Tying Championship, open division. He will
be tying classic streamers and salmon flies.

Mezzanine Level, Hunting & Fishing Store

11 a.m.
Casting Demonstration with Lefty Kreh
Lefty Kreh has taught more people to cast and turned more people on to the sport of fly-fishing than anyone in history—and you simply will not believe what he’s able to do with a fly rod. Any angler can benefit from this rare opportunity to see a living legend demonstrate a variety of casting tips and techniques.
Discovery Park

11 a.m.-2 p.m.
Book Signing:
Suddenly the Cider Didn’t Taste So Good
With John Ford, author and retired Maine Game Warden
Hunting & Fishing Store

11 a.m.-2 p.m.
Create Your Own Fish Art
Yay For You! Arts & Events
Kids will make a wire fish shape woven with fabric strips and ribbon to create a one-of-a-kind piece of art in the form of a fish. Limit one per person.
Kids’ Department, Flagship Store

11 a.m.–3 p.m.
Fly-Tying Lessons for Kids
Merrymeeting Bay Chapter of Trout Unlimited
Discovery Lobby, Flagship Store

11:30 a.m. SEMINAR
The Best Places to Fish in Central and Southern Maine, Revealed
Jim Pellerin and Scott Davis, Biologists from the Maine Department of Inland Fisheries and Wildlife
Drawing from over 20 years of experience in the field, Jim and Scott will give you the inside scoop on some of the best places to fish for a variety of species in central and southern Maine. Some of the locations just might surprise you!
Camping Atrium, Flagship Store
Limited Seating Available.

Noon
Live Catch and Release Demonstration
Indoor Trout Pond, Flagship Store

1 p.m. SEMINAR
Streamer Tactics for Trophy Trout with Kelly Galloup
Join one of the most sought-after fishing speakers in the country as he takes you through the predatory principles that help to draw impulsive, reactionary strikes from big fish, even when they’re not hungry. This seminar will help make you a better angler on any river for any fish.
Camping Atrium, Flagship Store
Limited Seating Available.

2 p.m.
Casting Demonstration with World Champion Caster Steve Rajeff
Steve Rajeff holds virtually every fly casting record in the world. This is a great opportunity to witness some incredible long-distance casts, and also pick up tips to improve your own casting distance and technique.
Discovery Park

2:30 p.m. SEMINAR
Fishing Around the Globe with Lefty Kreh

Travel with this legendary angler, as he takes you to some of the most interesting and exotic destinations in the world, from Alaska to New Guinea. This entertaining presentation will include stunning photography as well as engaging (and often very funny) stories.
Camping Atrium, Flagship Store
Limited Seating Available.

3 p.m. | Live Catch and Release Demonstration
Indoor Trout Pond, Flagship Store

3:30 p.m. SEMINAR
Surf Casting for Stripers and Blues
L.L.Bean’s Ken Estes
Ken will show you how to rig and fish bait, lures, and flies in the surf for stripers and blues.
Camping Atrium, Flagship Store
Limited Seating Available.

SUNDAY, MARCH 17

9 a.m.– 4 p.m. Test Cast our Fly Rods
With L.L.Bean, Sage, G.Loomis and St. Croix
Test cast our large selection of fly rods to find the right one before you make a purchase.
Discovery Park

9 a.m.–4 p.m.
Fly Casting Lessons for Adults and Kids
L.L.Bean Outdoor Discovery Schools Instructors
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Discovery Park

10 a.m. SEMINAR
Spring Trolling Techniques
L.L.Bean’s Jon Whitman

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

10 a.m.– 2 p.m. | In-Store Clinics
With Shimano, G.Loomis, St. Croix, Sage and Scientific Angler
Throughout the day, check out free clinics with top industry reps. Get tips on baitcasting, inshore light tackle, and surfcasting. Learn about the latest technology in fly lines. Check out the best new spin and fly rods and more.

10 a.m.-4 p.m. | Special Celebrity Guests
See Saturday’s descripton for full details.

10 a.m.-4 p.m. | Fly-Tying Masters
See Saturday’s descripton for full details.

11 a.m.
Casting Demonstration with Lefty Kreh
Lefty Kreh has taught more people to cast and turned more people on to the sport of fly-fishing than anyone in history—and you simply will not believe what he’s able to do with a fly rod. Any angler can benefit from this rare opportunity to see a living legend demonstrate a variety of casting tips and techniques.
Discovery Park

11 a.m.-2 p.m.
Create Your Own Felt Fish
Yay For You! Arts & Events
Kids will use various colored felt and other materials to make a fun fish project. Limit one per person.
Kids’ Department, Flagship Store

11 a.m.–3 p.m. | Fly-Tying Lessons for Kids
Merrymeeting Bay Chapter of Trout Unlimited
Discovery Lobby, Flagship Store

11:30 a.m. SEMINAR
Arctic Char Restoration in Maine
Frank Frost, Maine Department of Inland Fisheries and Wildlife Biologist
Frank will discuss the challenges and rewards of Maine’s efforts to restore arctic char populations in Maine. He’ll also examine the restoration efforts at Big Reed Pond and Wadleigh Pond, two of only twelve remaining arctic char populations in the country.
Camping Atrium, Flagship Store. Limited Seating available.

Noon | Casting Demonstration with World Champion Caster Steve Rajeff
Steve Rajeff holds virtually every fly casting record in the world. This is a great opportunity to witness some incredible long-distance casts, and also pick up tips to improve your own casting distance and technique.
Discovery Park

Noon | Live Catch and Release Demonstration
Indoor Trout Pond, Flagship Store

1 p.m. SEMINAR Salty Tips with Lefty Kreh
Legendary angler Lefty Kreh knows a little something about fishing in saltwater—he’s caught more saltwater species on a fly rod than anyone else in history. In this lively presentation, Lefty will share a wide variety of helpful tips for fishing various species in the challenging saltwater environment.
Camping Atrium, Flagship Store
Limited Seating Available.

2:30 p.m. SEMINAR
Nymphing by the Numbers with Kelly Galloup
Join one of the most sought-after fishing speakers in the country as he walks you through several nymph systems to ensure you are fishing the right system for your water or any water you encounter.
Camping Atrium, Flagship Store. Limited Seating available.

3 p.m. | Live Catch and Release Demonstration
Indoor Trout Pond, Flagship Store

3:30 p.m. SEMINAR
Fly Tactics for Smallmouth Bass
L.L.Bean’s Matt Bickford, Registered Maine Guide
This seminar will cover effective lake and river techniques for catching one of Maine’s hardest-fighting freshwater fish. Matt will discuss fly selection, driftboat tactics, gear and conditions.
Camping Atrium, Flagship Store. Limited Seating available.