

Join us for the
L.L.Bean | 24th Annual
**SPRING
FISHING**
weekend

MARCH 14-16, 2014
Freeport · Maine



FREE LESSONS
SKILLS SEMINARS
GEAR TESTING
FAMILY ACTIVITIES

**VISIT WITH OUR
OUTDOOR PARTNERS**

Atlantic Salmon
Federation

Back in the Maine
Stream

Casting for Recovery

Coastal Conservation
Association

Federation of
Fly Fishers

Fly Fishing in Maine

Maine Brook Trout
Pond Survey Project

Maine Dept. of Inland
Fisheries & Wildlife

Maine Dept. of Marine
Resources Recreational
Fish Program

Maine Professional
Guides Association

Maine Trout Unlimited
Trout Camp

Merrymeeting Bay
Chapter of Trout
Unlimited

Saco River Salmon Club

Stripers Forever

L.L.Bean
OUTDOOR DISCOVERY
SCHOOLS®

LEARN TO CAST
WITH OUTDOOR
DISCOVERY SCHOOLS

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

All activities are free unless otherwise noted.
For more information, visit llbean.com/freeport

*Activities and times are subject to change
or cancellation without notice. Please call
877-755-2326 for updates.*

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



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FRIDAY, MARCH 14

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

7 p.m. ~ FREE Friday Night Fly-Tying Clinic
MATT BICKFORD, L.L.BEAN, REGISTERED MAINE GUIDE
Matt will teach how to tie a "Sculpin Bugger" during this special clinic. While not required, participants are encouraged to bring their own tools, equipment and materials.
Second Floor, Hunting & Fishing Store

SATURDAY, MARCH 15

**Join L.L.Bean Outdoor
Discovery Schools in Discovery Park**

**9 a.m.-4 p.m. ~ FREE Fly Casting Lessons
for Adults & Kids**

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

9 a.m.-4 p.m. ~ Kids' Casting Game

Kids can practice casting in this fun game and learn what it feels like to have the weight of a fish hooked on the line.

9 a.m.-4 p.m. ~ Test Cast Our Fly Rods

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

**10 a.m. SEMINAR ~ Trout Management on
the Upper Androscoggin River**

FRANCIS BRAUTIGAM, FISHERIES BIOLOGIST
MAINE DEPARTMENT OF INLAND FISHERIES AND WILDLIFE

Francis will delve into the biological, environmental and social factors influencing the future management of this important waterway. The Maine Department of Inland Fisheries and Wildlife has been working with the public, area businesses, and guides and anglers in the development of a trout management plan for the upper Androscoggin River, and Francis will share the results of that plan.

Hunting & Fishing Store—Limited Seating Available

10 a.m.-4 p.m. ~ Cane Rodmaking & Book Signing

Meet author Kathy Scott and rodmaker David Van Burgel and experience the craft of cane rodmaking, talk brook trout and Atlantic Salmon, or pick up a signed copy of *Brook Trout Forest*.
Hunting & Fishing Store

**10 a.m.-4 p.m.
Fly-Tying Masters**

*Mezzanine Level
Hunting & Fishing Store*

Ellen Belyea

Ellen, a professional tier for L.L.Bean, will be tying classic flies that originated here in Maine, including streamers, wet flies, tube flies and more.

Peter Smith

Tying flies for waters from the Northeast to the tropics, Peter's company has become the standard for saltwater flies. He'll be in full production mode, cranking out bugs and demonstrating techniques to make your tying more efficient.

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.



**10 a.m.-4 p.m. ~ Check Out New Shimano® Product
and Participate in a Casting Competition**

CASTING COMPETITIONS at 10 a.m., 1 p.m. & 3 p.m.
One winner per day

Meet Shimano's multi-service crew and see an extensive outdoor display showcasing a large assortment of Shimano rods and reels and G.Loomis rods. Participate in a casting competition for a chance to win an L.L.Bean Gift Card and Shimano product. Anglers can also check out the Shimano Dockside Demo bass boat, which tours the country making stops at major tournaments.

Morse Street, in front of our Hunting & Fishing Store

11 a.m.-2 p.m. ~ Create Your Own Fish Art

MARY JO MARQUIS, MAINE ARTIST

Kids will make a fun fish craft to create a one-of-a-kind piece of art. *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

Hunting & Fishing Store

SATURDAY, MARCH 15 *continued*

11:30 a.m. SEMINAR ~ A Passion for Tarpon
ANDY MILL, MAUI JIM® AMBASSADOR
Join Andy Mill, former Olympic downhill skier and winner of a record 11 tarpon tournaments for this exciting seminar. Andy will present techniques and tactics he uses to catch trophy tarpon, and will discuss what equipment you need. He'll mount a pulley system to a fly rod to demonstrate a special technique that shows how to turn your fly rod from a casting tool into a fish fighting weapon. **One lucky fisherman will win a limited-edition copy of Andy's award-winning book, *A Passion for Tarpon*** (\$500 value)
Hunting & Fishing Store—Limited Seating Available

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

1 p.m. ~ SEMINAR ~ Streamer Tactics for Trophy Trout
KELLY GALLOUP
Join Kelly Galloup, trout specialist and 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. Kelly will cover where, when and how to make the biggest carnivores in the river respond to your offering, as well as the retrieve styles, equipment and flies that will make you a better streamer angler on any river for any fish.
Hunting & Fishing Store—Limited Seating Available

2:30 p.m. ~ CASTING DEMONSTRATION
Practical Retrieves & Line Handling
& Fish Fighting Techniques
KELLY GALLOUP
Kelly will demonstrate how to handle your line and animate your fly with total line control and make the fly swim in ways that will entice fish to strike, even when they aren't hungry. He will also discuss how to fight a fish properly to shorten the fight and help you land more fish, dispelling some old wives' tales about fish fighting along the way.
Discovery Park

3:30 p.m. SEMINAR ~ Late Winter and Pre-Spawn Patterns for River Smallmouth
JEFF LITTLE, WILDERNESS SYSTEMS KAYAK FISHING TEAM
Jeff Little, owner of Blue Ridge Kayak Fishing, LLC, has taught kayak fishing for river smallmouth on Mid-Atlantic rivers for over a decade. He'll cover concepts such as river safety, maintaining boat position, stealth approaches, forage assessment and pattern development. He'll also talk about his favorite late winter and pre-spawn tactics for river smallmouth, including use of suspending jerkbaits, identifying staging areas for the spawn and when to downsize your presentation to catch the heaviest smallmouth of the year. Jeff will be available throughout the weekend to talk one-on-one about kayak fishing tactics and gear.
Hunting & Fishing Store—Limited Seating Available

4:30 p.m. SEMINAR ~ Surf Casting the Maine Coast
KEN ESTES, L.L.BEAN
Ken will discuss surf-fishing opportunities on the beaches and rocky shoreline of the Maine coast. He will cover the appropriate gear needed, as well as gear maintenance in the harsh saltwater conditions.
Hunting & Fishing Store—Limited Seating Available

SUNDAY, MARCH 16

Join L.L.Bean Outdoor Discovery Schools in Discovery Park

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L.L.Bean
OUTDOOR DISCOVERY
SCHOOLS

9 a.m.–4 p.m. ~ Test Cast Our Fly Rods
Test cast our large selection of fly rods to find the right one before you make a purchase.
Discovery Park

10 a.m. SEMINAR ~ Introduction to Spey Casting
BRAD RONCO, L.L.BEAN
Brad will go over the gear needed to be successful in the world of spey casting. He will cover line selection for different applications, as well as rod selection. Brad will also discuss opportunities for spey casting in Maine waters, as well as the Canadian Maritimes.
Hunting & Fishing Store—Limited Seating Available

10 a.m.–4 p.m. ~ Check Out New Shimano® Product and Participate in a Casting Competition

CASTING COMPETITIONS at 10 a.m., 1 p.m. & 3 p.m. One winner per day
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Morse Street, in front of our Hunting & Fishing Store

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Mezzanine Level
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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.

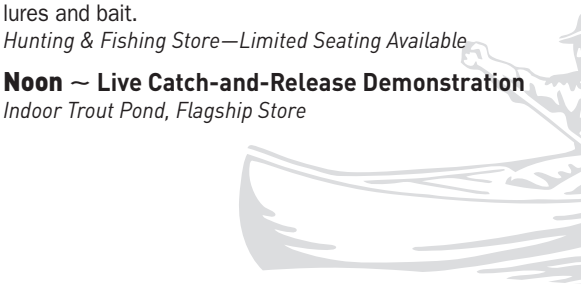


11 a.m.–2 p.m. ~ Create Your Own Rainbow Fish
MARY JO MARQUIS, MAINE ARTIST
Kids will use decorations and recycled CDs to create their own rainbow fish in this fun project. *Limit one per person.*
Kids' Department, Flagship Store

11 a.m.–3 p.m. ~ Fly-Tying Lessons for Kids
MERRYMEETING BAY CHAPTER OF TROUT UNLIMITED
Hunting & Fishing Store

11:30 a.m. SEMINAR ~ Light Tackle Surf Line Striper Tactics
CAPTAIN GEORGE HARRIS
MAINE PROFESSIONAL GUIDES ASSOCIATION
Renowned Maine saltwater guide, Capt. George Harris of Super Fly Charters, will engage folks in a fascinating seminar targeting surf line stripers with light tackle. He'll cover the basics, as well as more advanced tips and techniques for both the shore bound and boating angler using artificial lures and bait.
Hunting & Fishing Store—Limited Seating Available

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



1 p.m. SEMINAR
Atlantic Salmon Angling & Conservation
TOPHER BROWNE
Join award-winning author, angler, and Atlantic salmon expert Topher Browne to learn about angling for the King of Fish and the efforts of the international Atlantic Salmon Federation (ASF) to protect and restore America's last wild Atlantic salmon populations. In addition to working on large-scale river restoration efforts on the Penobscot and Kennebec Rivers, ASF has restored access to hundreds of miles of habitat as part of their Maine Headwaters Project by removing small dams, building new fishways and replacing old culverts.
Hunting & Fishing Store—Limited Seating Available

1 p.m. ~ CASTING DEMONSTRATION
Practical Retrieves & Line Handling
& Fish Fighting Techniques
KELLY GALLOUP
Kelly will demonstrate how to handle your line and animate your fly with total line control and make the fly swim in ways that will entice fish to strike, even when they aren't hungry. He will also discuss how to fight a fish properly to shorten the fight and help you land more fish, dispelling some old wives' tales about fish fighting along the way.
Discovery Park

2:30 p.m. SEMINAR ~ Cripples & Spinners
KELLY GALLOUP
Cripples and Spinners are the most important aspect of all dry fly fishing, and often the most overlooked. Learn why identifying these stages can make you a more successful angler, and how to set your system to fish both of these stages for optimum success. Join Kelly, as he explains dry fly and wet fly systems to ensure your flies are fishing where the fish are feeding. He will also discuss the importance of the crippled stage of terrestrials and explain how to identify the feed to know what stage the fish is on. He will also discuss his theories on bug biomass, what triggers fish to feed in the first place and what keeps them feeding even if you can't see them. This seminar will surely elevate your dry fly fishing to another level.
Hunting & Fishing Store—Limited Seating Available

3:30 p.m. SEMINAR ~ Discovering Steelhead
MATT BICKFORD, L.L.BEAN
Matt will cover the equipment needed and tactics used to be successful in the Great Lakes steelhead fishery, and how to prepare yourself for a successful steelhead trip.
Hunting & Fishing Store—Limited Seating Available