



We appreciate your interest in qualifying for a position on the Fish Stalker Lures staff. Since each applicant has a different level of desire and different goals as to what he or she hopes to accomplish from their participation, we have a program designed for all levels:

Our FIELD STAFF position is our entry level program. It's a program that offers product/apparel discount while still offering the opportunity to show promise for promotion. Staff Management will review the Field Staff periodically to consider the continued eligibility or merit for promotion of Field Staff Members.

A Pro Pak purchase is required of all Field staff to familiarize themselves with the Fish Stalker Product line in the area of their fishing expertise. This Pro Pak will include a portion of each section of the product line—IT IS NOT A SALES KIT, but is used to educate the staff on the products they may not have used but may be asked to represent. The kit is sold way below current retail and only one is available per staff member. In certain instances where the applicant has demonstrated a good knowledge of the majority of the product line, Fish Stalker Lures may elect to wave the Pro Pak requirement.

Our PROMOTIONAL STAFF position requires a commitment, dedication and performance that is beyond that of Field Staff. Promotional Staff enjoy no cost product/apparel allocations, advanced product discounts and the opportunity to earn additional rewards based on their efforts. Promotional staff positions are reserved for individuals that show a true desire to succeed in both their fishing efforts and in the growth of FSL. Potential Promotional will have demonstrated their abilities to excel at our core qualifications. Advancement to/in the Promotional staff level is not only dependent on the performance of the individual staff member but his expressed desire to do so. Promotional Staff positions are limited by numbers and geographic local. Staff Management will review the Promotional Staff semi annually to consider the continued eligibility or merit for promotion.

Our NATIONAL PRO STAFF members are leaders in their field, have demonstrated excellence in our core qualifications and offer promotional efforts that can only be accomplished through a full time profession. NPS positions are extremely limited and are awarded solely by Fish Stalker Management. NPS are reviewed annually and by contract for continued qualification.

Benefits-

Field Staff

Tier 1- A 15% discount on apparel through the website-no limitation. A 15% discount on embroidery work through our in house shop- limited to a \$200 order, once per calendar year. You may pay for the embroidery work and receive your discount in product or deduct it from the bill. A product discount of 15% through the website- limited to \$500.

Tier 2 - A 25% discount on apparel through the website-no limitation. A 20% discount on embroidery work through our in house shop- limited to a \$200 order, once per calendar year. You may pay for the embroidery work and receive your discount in product or deduct it from the bill. A product discount of 25% through the website- limited to \$500. Selected Staff members Tier 2 and above may be offered one time opportunities to receive products in test colors, proto-types, etc. at no or very low cost.

Pro Staff

Tier 1

An initial allocation of Fish Stalker promotional staff gear/apparel. A 30% discount on apparel through the website- no limitation. Free embroidery of Fish Stalker Logos and Brands on (personally used by the Staff member) approved Jerseys and gear. A 20% discount on other embroidery work through our in house shop- limited to a \$200 order, once per calendar year. You may pay for the embroidery work and receive your discount in product or deduct it from the bill. A yearly allocation of product at no cost- \$150 per year with opportunities to earn more. Product discount of 35% through the website- Unlimited for **personal use only**. Selected Staff members Tier 2 and above may be offered one time opportunities to receive products in test colors, proto-types, etc. at no or very low cost. Fish Stalker Lures sample show kit for private shows and dealer inquiries.

Tier 2

An initial allocation of Fish Stalker promotional Staff Gear/Apparel. A 30% discount on apparel through the website- no limitation. Free embroidery of Fish Stalker Logos and Brands on (personally used by the Staff member) approved Jerseys and gear. A 20% discount on other embroidery work through our in house shop- limited to a \$200 order, once per calendar year. The embroidery work can be paid for and receive your discount in product or deduct it from the bill. A yearly allocation of product at no cost - \$300 per year with opportunities to earn more. Product discount of 35% through the website- Unlimited for **personal use only**. Selected Staff members Tier 2 and above may be offered one time opportunities to receive products in test colors, proto-types, etc. at no or very low cost. Fish Stalker Lures sample show kit for private shows and dealer inquiries.

National Pro Staff

Benefits and responsibilities are negotiated privately with FSL Management and remain confidential.

Requirements- What will be asked of me?

ALL STAFF

1. Must conduct themselves in a manner consistent with high values and moral integrity. Your image should reflect on Fish Stalker Lures in a positive way to your peers and your community.
2. Must have Fish Stalker apparel or have the appropriate logo's on their chosen fishing jersey. Apparel is to be well maintained and worn at appropriate functions. Your image is our image. Each level of the program will have different minimum requirements for signage.
3. Demonstrate knowledge of Fish Stalker Lures, its product line and maintain a knowledge of additions and advancements. It is a staff members responsibility to educate themselves in new and existing Fish Stalker products.
4. Must actively seek, participate in, or offer assistance in the promotion/sale of Fish Stalker products and its 'Brands' as required by their current level.
5. Must extend permission forever to Fish Stalker Lures or any publication Fish Stalker Lures authorizes to publish the likeness and/or testimonials/accounts authored by or about that staff member during that member's affiliation with Fish Stalker Lures.
6. Must in advance, notify Fish Stalker Lures of their affiliation or intent to affiliate themselves with additional sponsors. Under no circumstances should a Staff member be affiliated with a competing product or brand. What is or is not in competition with Fish Stalker Lures is determined solely by Fish Stalker Lures management and is not contestable. Any consummation of a relationship that is seen by FSL to be in competition with its company or brands is immediate grounds for dismissal from the program and all rewards earned are forfeited.
7. You will be required to submit a suitable photo and bio for publication on our website.
8. As a part of the FSL staff program you will be **"asked"** to communicate with fellow staff members from other districts in an effort to aid them in their competitive performance. You will not be required to aid a fellow competitor. Staff members seeking competitive aid should contact the Director to make contact with other staffers.

FIELD STAFF

1. Signage – "minimum" one jersey placement above the stomach. Logo must be of sufficient size as to be readable in half body photos. At least one sticker bearing FSL logo on Tow vehicle, boat trailer and/or windshield of boat with a "minimum" size of 24 sq in. Location should be eye level and easy to notice. Logo sizes can be increased to compensate for location (location must be approved)
2. Promotion- Promote FSL in a positive light, in opportunistic situations. Examples would be but not limited to mentioning FSL to co- anglers, in stage interviews, after tourney interviews, and media opportunities. Spread the word.
3. Participation- you are required to be an active participant in the sport of fishing whether that be guiding, teaching, or competing. You may be asked to attend an outdoor show, seminar, etc on behalf of FSL for the purpose of promoting/selling FSL products.
4. Remain Accountable- From time to time you may be asked to file a report on your promotional/fishing activities for FSL review.
5. Retailers- encourage Retail customers to visit FSL retailers for product.
6. Retail website- Actively promote and encourage retail customers to visit the website. Promote making purchases, especially when that particular product is not available from a local retailer.

PRO STAFF

1. Signage – minimum one jersey placement above the stomach. Logo must be of sufficient size as to be readable in half body photos. At least one sticker bearing FSL logo on Tow vehicle with a minimum size of 128 Sq in. Location should be eye level and easily to notice. Logo sizes can be increased to compensate for location (location must be approved) At least one sticker bearing the FSL logo on the cap rail or wind shield of your primary watercraft and Tow Trailer with a minimum size of 24 sq in.
2. Promotion- Promote FSL is a positive light, in opportunistic situations. Examples would be but not limited to mentioning FSL to co- anglers, in stage interviews, after tourney interviews, and media opportunities. PS should actively seek opportunities to promote FSL to fishing community. This could be anything from holding a tackle shop/ club seminar to being a guest on a local radio/TV fishing show.
3. Participation- you are required to be an active participant in the sport of fishing whether that be guiding, teaching, or competing. Competitive fisherman are required to predict there season schedule and report performances and promotions. You will be asked to attend outdoor shows, seminars, etc on behalf of FSL for the purpose of promoting/selling FSL products. You will be expected to advise your Promotional Staff Manager of upcoming events and outdoor shows that offer promotional/sales opportunities in your area.
4. Remain Accountable- From time to time you may be asked to file a report on your promotional/fishing activities for FSL review.
5. New / Existing Dealers and Customers - Actively seek new clients for FSL, present sample items to dealers for review and maintain a positive relationship with them. Make New /existing clients aware of new FSL products and actively ask them to stock new products.
6. Retailers- encourage Retail customers to visit FSL retailers for product. Actively promote the advancement of the FSL product line with existing retailers.
7. Retail website- Actively promote and encourage retailers and customers to visit the website. Promote making purchases when that particular product is not available from a local retailer.

THE POINT SYSTEM- How do I advance?

To affectively track and score our Staff members, we have adopted a point system for achievements. The points are accumulated over time and used as a basis for rewards and advancement in the program. Advancement in the staff program is at the discretion of the Promotional Staff Director and FSL Management but is not possible until certain point accumulations have been met. The points system is an evolving system and can be amended by FSL at anytime.

How do I get points?

100 points for every retailer that you help bring on board - a minimum initial stock of 75 pieces is required.

Bass/Saltwater related products -1 unit(FS#) equals 1 piece. 1 point for each piece ordered by a retailer you helped on board

Crappie related products – **2 units** (FS#) equals 1 piece. 1 point for every each piece ordered by a retailer you helped on board

1 point per piece for retail sales you refer to the www.FishStalkerTackle.com website. All sales must be confirmable at the minute of order via confirmation code.

100 points for any outside publication that mentions FSL (news print, magazine or website) this does NOT include any publication by FSL or its management, Media that you administrate or own, in whole or in part must be approved for a point consideration prior to publish

Tournament participation in any **verifiable event** regardless of finish. 10 points per day in any verifiable event. 20 points for photos and/or interview promoting FSL published for the same event. All signage and apparel must be in compliance with our requirements.

100 points for an approved 1 day tournament win- photos published to magazine or website with FSL jersey or approved jersey.

Multi Day Tournaments- Regional events - National events with over 120 boats. Any position on day one or any day other than the last day that publishes photos and /or an interview with you that directly promotes FSL. Will receive 50 points. Any position on the last day that publishes photos and /or an interview with you that directly promotes FSL. Will receive 100 points. Any video interview with you related to the event published that directly promotes FSL will received 150 points. Winner of an approved Multi Day event that publishes photos and /or an interview with you that directly promotes FSL will receive 300 points.

50 points per day for attending a show and assisting in a booth that is displaying / selling FSL (by invitation only)

“Creative promotions” that are not listed here will be awarded points at the sole discretion of FSL Management. Whenever possible, pre-approval should be obtained from your pro staff director.

RESERVED FOR PRO STAFF Tier 1 - New retailers with an initial order of 200 pieces or more earns \$25.00 escrowed to pay entry fees. Accumulations are payable in \$100 and above increments directly to the sanctioning body. Contact your pro staff director for details.

RESERVED FOR PRO STAFF Tier 2- New retailers with an initial order of 200 pieces or more earns \$25.00 escrowed to pay entry fees. Contact your pro staff director for details. Pro Staff Tier 2 individuals can be afforded opportunities to coordinate their own promotional shows/sales for additional earning potential. Accumulations are payable in \$100 and above increments directly to the sanctioning body.

Advance from Field Staff Tier 1 to Tier 2 requires a total of 1400 points to qualify

Advance from Field Staff Tier 2 to Promotional Staff Tier 1 requires a total of 3000 points to qualify

Advance from Promotional Staff Tier 1 to Tier 2 requires a total of 7000 points to qualify