

# Press Packet





## Press Release

For Immediate Release  
January 21, 2007

### "The Great Family Get-Together" 60<sup>th</sup> Annual Omaha Sports Show

Omaha, NE, February 8, 2007. On February 22, the new Qwest Center Omaha will open its doors to outdoor enthusiasts of all ages traveling from all areas of the Midwest to attend the 60<sup>th</sup> Annual Omaha Boat Sports and Travel Show. With an expected record attendance, the Big Show is scheduled to run through Sunday, February 25.

The 2007 Omaha Boat Sports and Travel Show consists of a wide variety of displays made up of RV's, boats, vacation destinations, hunting, fishing, camping, tackle and more....all geared to please the outdoor lover.

Featured at the 2007 Omaha Sports Show are The Ultimate Shootout - attendees can try their hand at archery shooting indoors; Team Morel – seminars to inform people where and how to find and cook Morel mushrooms; The Exhibition Casting Tank – a 9 foot tall giant mobile aquarium stocked with live fish so you can see fish strike the lure, and tips on how to catch them; Virtual Sportfishing Simulator – find out how it feels to fish like the pros; Coldstream Trout Fishing - where you can keep what you catch; Wildlife Display – a world class collection of wildlife; The International Wolf Center – whose purpose is to advance the survival of wolf populations worldwide; and Devin Rowe's Bronzes – beautiful works of wild life captured in bronze, and acclaimed by critics and collectors world wide.

The Omaha Boat Sports and Travel Show is a great place to bring the entire family to gather information on North American travel, boats, and marine accessories, RV's, hunting and fishing gear and virtually every new product for outdoor activities," says show promoter Dick Johnson.

In addition, special events are planned for Saturday, February 24, including a kid's rod and reel giveaway for the first 300 kids with a student admission ticket to enter the show. On Sunday, February 25, there are qualifying rounds in the State Championship Kids Casting with the finals on Sunday, February 25 at 2:00p.m.

Show Hours:

**Thursday, February 22 – 5:00p.m. – 9:00p.m.**

**Friday, February 23 – Noon – 9:00p.m.**

**Saturday, February 24 – 9a.m. – 9p.m.**

**Sunday, February 25 – 9a.m. – 5p.m.**

Admission is \$9.00 for adults, \$5.00 for students under 17 and children under 5 are free

For more information, please contact Dick Johnson, Cox Johnson Corporation, at (402) 393-3339 or Richard McCormick, McCormick Marketing Solutions, at (402) 208-8123.



## Media Advisory

**What:** Geared toward families and the outdoor enthusiast, the Omaha Boat Sports and Travel Show is a compilation of exhibits for individuals of all ages who enjoy the outdoors.

**When:** Thursday, February 22 5p.m. – 9p.m.  
Friday, February 23 Noon – 9p.m.  
Saturday, February 23 9a.m. – 9p.m.  
Sunday, February, 24 9a.m. – 5p.m.

**Where:** Qwest Center Omaha  
455 North 10<sup>th</sup> Street  
Omaha, NR 68102

**Cost:** Adults \$9.00

Students (under 17) \$5.00

Children (under 5) Free

### Featured Attractions:

- The Ultimate Shootout, attendees can try their hand at archery indoors.
- Team Morel, the world's experts in hunting and cooking Morel mushrooms.
- The Exhibition Casting Tank, a 9 foot high mobile aquarium stocked with live fish, so you can see the fish strike the lure, and tips to catch them.
- Virtual Sportfishing Simulator, find out how it feels to fish like the pros.
- Coldstream Trout Fishing, where you keep what you catch.
- Wildlife Display, a world class collection of wildlife.
- Devin Rowe's Bronzes, beautiful works of wildlife captured in bronze, and acclaimed by critics and collectors worldwide, including George W. Bush.

### Special Attractions:

Kid's rod and reel giveaway to the first 300 kids with a student ticket through the doors on Saturday, February 24.

State Championship Kids Casting Preliminaries:

Friday, February 23.	7:00p.m.
Saturday, February 24	10:00a.m.
Saturday	1:00p.m.
Saturday	3:00p.m.
Sunday February 25	11:00a.m.

Finals:  
Sunday, February 25 2:00p.m.

**Contacts:** Dick Johnson, Cox Johnson Corporation, (402) 393-3339 or Richard McCormick, McCormick Marketing Solutions, (402) 208-8123.



## Feature Attraction

### Hunting and Picking Nature's Delicacies Team Morel

It is taboo to tell where your secret Mushroom hunting spots are. Mushroom hunting in general is very secretive. So how can you get past the fears of getting the wrong mushroom? How can you learn to mushroom hunt? Team Morel can answer those questions and more.

For nearly a decade, Theresa and John Maybrier have been conducting guided hunts and seminars to inform people where and how to find Morels, the safety of mushroom hunting, and with recipes and food products to enjoy the great flavor of Morels.

Team Morel seminars include information on identification, where and how to find the morels, and which trees are producing big batches. Topics include the effects of global warming and environmental news that is related to finding morels is also discussed. Bring your pictures and stories to share with Team Morel.





## Feature Attraction

### An Underwater Peek at Fish Taking the Bait Exhibition Casting Tank



Many people have never had the opportunity to observe a fish strike a bait or actually seen one get caught. The 50 foot Bass Tub allows you to see just that, and it's coming to the Omaha Sports Show.

The giant mobile aquarium stands over 9 feet tall, is completely visible from all sides, and is complete with rocks, stumps, and things you normally find in a lake. The 5,000 gallon tub is stocked with live fish including bass, crappie, perch, white bass, and catfish.

The Bass Tub is operated by professional fishermen who stand on top in a small boat and pass on fishing tips they have learned over the years. They make presentations of various types of lures, and you will be able to see how the fish react to them. Fishing comes alive when you get a close-up view of a big bass striking a lure.



## Feature Attraction

### Bronze Sculptures from Devin Rowe

Having spent much of his life hunting, fishing, and studying wildlife, Devin Rowe has a deep understanding and appreciation of nature. Devin also views nature from an artist's perspective, having graduated from Oregon State University in 1992 with a degree in art. He brings this strong background of love, knowledge and artistic insights of nature to his work table where he creates bronzes that are rich with beauty, strength and personality.

Devin's bronzes are as timeless as the bronze from which they are made, and these true to life sculptures have impressed critics and collectors throughout the world. Among the recipients of Devin's work are: President George W. Bush, Barron Hilton, and Chuck Yeager.

Devin was born and raised in the Pacific Northwest and currently resides in Oregon with his wife and two daughters.





# Outdoor Seminar

## Bass Fishing with Joey Monteleone



Joey Monteleone has earned national attention for fishing, guiding, and instructing all across North America. Among his major accomplishments, Joey has caught over 25,000 bass in the last 20 years and documented catches of more than 1025 trophy bass over 5 pounds, both Large and Smallmouth.

Joey focuses on the understanding of fish, its habits and habitat, while combining simple systems with a common sense approach to find and catch fish. He communicates a message of care and conservation of all outdoor resources along with the fun of fishing for anglers of all ages.

Joey has been the subject of dozens of stories and has made numerous national TV appearances, including currently serving as a guide on the award winning nationally syndicated show "Tennessee's Wild Side". His topics include: "How to Stock a Tackle Box", "Choosing and Using Equipment", "Big Bass Tackle and Techniques", and "How to Catch Your Limit of Fun", among others.



# Outdoor Seminar

## Walleye Fishing with Daryl Christensen

A tournament champion and professional walleye fisherman for 30 years, Daryl Christensen enjoys sharing what he has learned.

Daryl knows there is always something new in fishing to talk about, and he enjoys taking tried-and-true methods, fine-tuning them, adding his own little tweaks and teaching these fish-catching breakthroughs to the thousands of people he talks to each year.

Daryl refers to himself as a “meat and potatoes” guy when it comes to fishing.

He likes sticking to the basics because he believes they work best most of the time. But as a professional, he has to be constantly aware of the subtle changes happening around him during the course of a day of fishing. Making the necessary adjustments that will help him keep catching fish is a key to his continued success.







# Outdoor Seminar

## Pan Fishing Terry Tuma



Recognized internationally as one of the top educational multi-species anglers, Terry Tuma, affectionately known as “Tackle Terry”, inspires anglers through a dynamic blend of education, folklore, and entertainment.

With over 45 years of fishing and tournament experience, Terry appeals to anglers of all ages. As a staff member of Linder’s Angling Edge, he spends at least 150 days a year on open water and ice in multi-species professional fishing experiences.

Every year Terry travels extensively nationally and reaches countless people on radio and TV. His writings have been seen in Outdoor News, Minnesota Sportsman, Wisconsin Outdoor News, Michigan Outdoor News, and North American Fisherman amongst others. He is also the resident angling advisor for “Outdoor News” publications.



# Outdoor Seminar

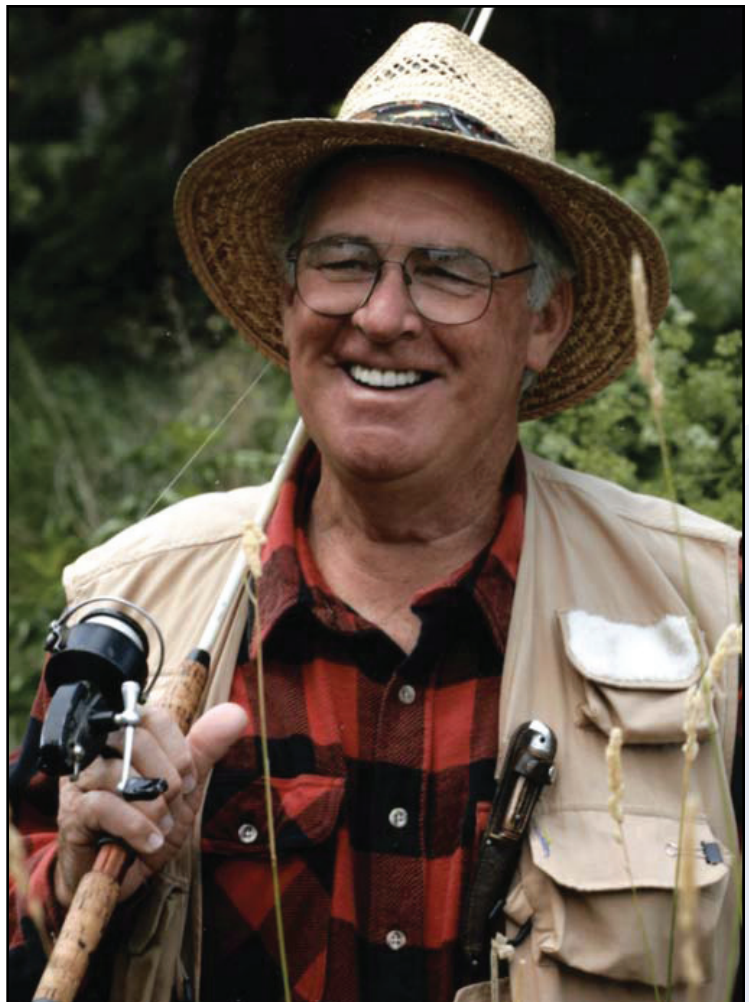
## Wild Turkey Hunting Dick Turpin

Growing up in the sandhills of Nebraska played an important role in the upbringing of Dick Turpin. As a member of the Nebraska Game and Parks Commission, Dick served for forty years as a Conservation Officer, State Hunter Safety Coordinator, and finally as Chief of Law Enforcement.

In the early 1960's, the Nebraska Game and Parks Commission reintroduced the wild turkey to Nebraska. Since that time, Dick has been addicted to studying and hunting the wild turkey.

Spring hunting is his favorite, and since calling is an important part of any spring hunt, one of Dick's passions is calls, how they work and how they are built. Dick builds his own calls, made from a variety of woods, shapes, and finishes.

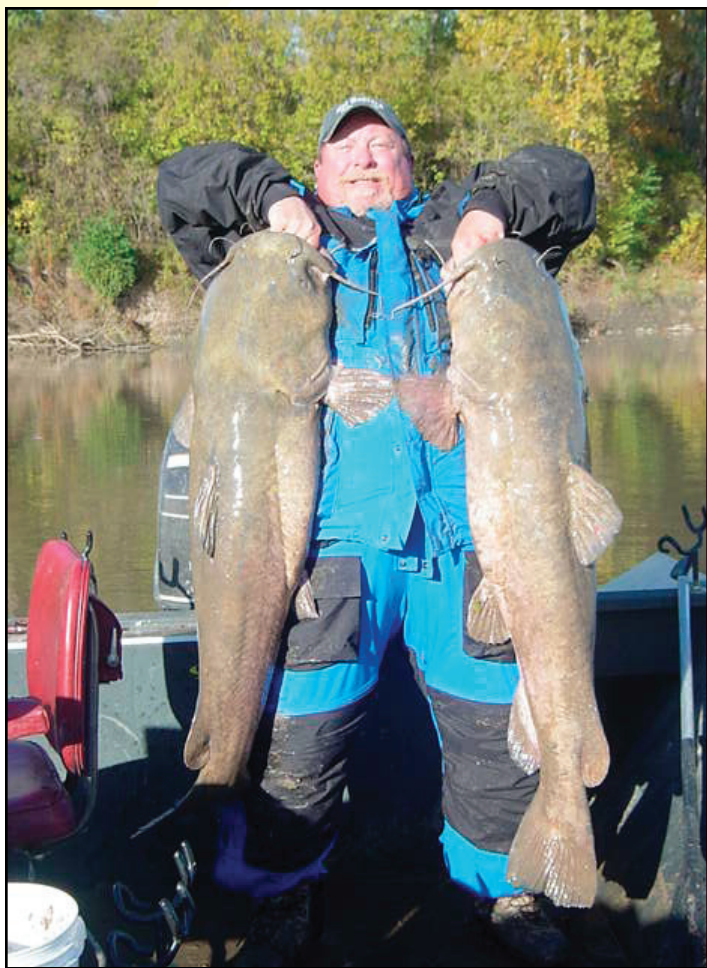
Dick continues to work in the field of conservation and hunting and currently serves on several Boards of Directors, including the National Bowhunter Education Foundation, Izaak Walton League of America, and The Nebraska Game Protectors Association. He can also be heard on the "Tips" segment he hosts for the Game and Parks Commission's "Outdoor Nebraska" show on public television.





# Outdoor Seminar

## Catfish Fishing “Catdaddy” Shumway



Renne “Catdaddy” Shumway, learned to fish with the help of old school fisherman when he was growing up in Topeka, Kansas. He worked at his father’s bait and tackle store, and fished area lakes and rivers. Over the years, he garnered the methods and techniques of catfish fishing, and today shares his knowledge and love of fishing with thousands of people each year.

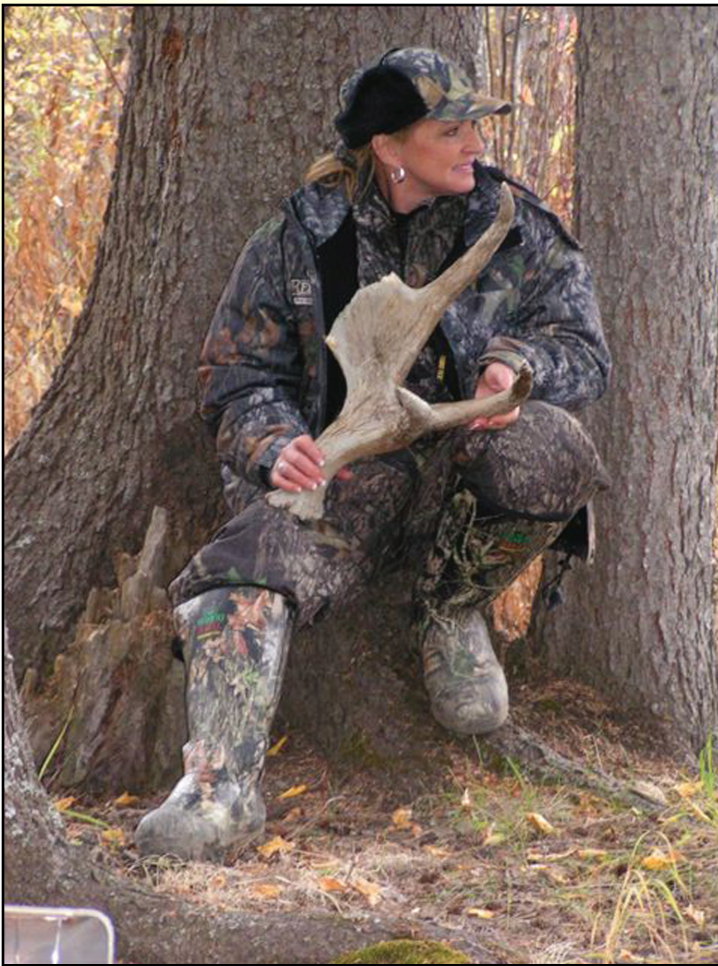
His fish of choice is the catfish, and he guides tours throughout the Midwest. His expertise in fishing for Kansas Flatheads, River Bluecats, and Channel Cats is unparalleled. Catdaddy has received numerous Master Angler Awards, and has been a featured speaker at many Midwest sport shows.

He has been featured in the “in-Fisherman Special Issue of “Quest for Monster Fish”, “Catfish Guide 2001”, and in several issues of “Catfish Insider” magazine.



# Outdoor Seminar

## The First Lady of Hunting Brenda Valentine



Warm and witty, Brenda Valentine, the “First Lady of Hunting”, is truly one of hunting’s and the outdoors’ greatest ambassadors. Brenda’s knowledge, love and appreciation for hunting and wild-life conservation are world renowned, and she is without a doubt the most visible female hunter in the world. Born in Henry County, Tennessee, where hunting is a way of life; she learned the love of the outdoors through the guidance of her mother and grandmother. About ten years ago, she was asked to join the elite, all male group of professional hunters known as the RedHead Pro Hunting Team, sponsored by Bass Pro Shops.

Among Brenda’s other accomplishments, she has been the director and host of the TV program for “Whitetail Adventures Outfitters” on the Outdoor Channel, an Inductee in the TN Sports Hall of Fame, Co-host on the Bass Pro show “Outdoor World” TV program, and has Published the book “Hunting Misadventures”, a humorous tome of her

personal adventures. She has hunted 44 states and provinces, most multiple times, as well as six foreign countries, and is the first woman to be inducted into the National Legends of the Outdoors Hall of Fame.