First annual Fly Fishing Excursion, to benefit student scholarships at the UNM Anderson School of Management

JULY 30-31, 2010

At the Soaring Eagle Lodge . . . along the beautiful San Juan River

THE FLY FISHING EXPERIENCE

This fly fishing excursion is ideal for the experienced fly fisher and novice alike. Enjoy waterfront cabins and first-class meals prepared by top ranked culinary chefs.

Your day on the world-famous quality waters of the San Juan River will include premiere regional guides to ensure fishing success and help you learn the latest fly fishing techniques.

We invite you to celebrate the joy and spirit of the sport during the fishing, social and fundraising activities of this event.

THE FLY FISHING EXPERIENCE

This fly fishing excursion is ideal for the experienced fly fisher and novice alike. Enjoy waterfront cabins and first-class meals prepared by top ranked culinary chefs.

Your day on the world-famous quality waters of the San Juan River will include premiere regional guides to ensure fishing success and help you learn the latest fly fishing techniques.

We invite you to celebrate the joy and spirit of the sport during the fishing, social and fundraising activities of this event.

Presenting Sponsor $5,000

- Two Anglers attend the ASM Fly Fishing Excursion at no cost
- Highest prominence in recognition at the weekend event
- Logo prominently positioned on all collateral materials, including event t-shirt
- Recognition as Event Sponsor on the Anderson website
- Featured in Anderson biannual newsletter

Rainbow Trout Sponsor $2,500

- One Angler attends the ASM Fly Fishing Excursion at no cost
- Recognition at the weekend event
- Logo on all collateral materials, including event t-shirt
- Recognition on the Anderson website
- Featured in Anderson biannual newsletter

Brown Trout Sponsor $1,000

- Recognition at the weekend event
- Logo on all collateral materials, including event t-shirt
- Recognition on the Anderson website
- Featured in Anderson biannual newsletter

SPONSORSHIP

There are three levels of sponsorship to benefit student scholarships at the UNM Anderson School of Management. This is a wonderful opportunity for your company to demonstrate your commitment to excellence in professional management education.

We thank you for your partnership!
The Anderson School is dedicated to excellence in professional management education and is committed to shaping the intellect and character of the next generation of business leaders, advancing the knowledge and practice of management, promoting economic development, and building a vibrant intellectual community that serves the best interests of all its stakeholders.

The School is funded in part by the State of New Mexico with further support generated by The Anderson School of Management Foundation. The proceeds from the fly fishing weekend are used to support student scholarships.

Soaring Eagle Lodge
private river. mythical trout. legendary service.

Soaring Eagle Lodge is nestled on the banks of the San Juan River in Northwestern New Mexico. The river is renowned for year-round fly fishing at its best. The San Juan’s only lodge, its riverfront location, and private river access are exclusive to Soaring Eagle Lodge and their guests.

Our guesthouses are set up for condo-type living (including satellite tv and Wi-fi) with extreme comfort and exceptional views. With two culinary trained Chefs on staff, our guests rave about the fine dining and breakfast service.

Not far from the Lodge world-class cultural and recreational treasures abound in the Four Corners area.

Some of you may have heard Bob on local radio, KZRR 94 Rock, with T.J. Trout providing listeners with a live fishing report. Bob contributes articles for local and regional publications as well as authoring “A Practical Guide to Fly Tying” and, along with Bill Black, wrote “Troubleshooting the Trout” where they shared their combined 100 years of fishing experiences.

Anderson Alumni and fly fishing expert, Bob Gerding, has agreed to provide an introductory no-cost fly fishing class for newcomers to the sport.

Bob welcomes anyone who is registered for the July 30 & 31 ASM Fly Fishing Excursion to join him for this two part training session.

Wednesday, July 14 – Fly Fishing 101
Learn basic concepts, terminology and stream entomology. 6 p.m. ASM Room 2082

Wednesday, July 28 – Fly Fishing 201
Learn casting techniques at a local park.

COST

One Day Guided Fishing Option - $1,000/Angler
- Includes two nights lodging in waterfront cabins, 5 first-class meals, all rods and reels/waders and boots & 1 full day guided fly fishing trip.

Two Day Guided Fishing Option - $1,250/Angler
- Includes two nights lodging in waterfront cabins, 6 first-class meals, all rods and reels/waders and boots & 2 full days guided fly fishing trip.

Mail registration form to:
Anderson School of Management
Attn: Natalie Mead  |  MSC05 3090
1 University of New Mexico  |  Albuquerque, NM 87131
Phone: 505.277.6413  |  Fax: 505.277.0247
http://www.mgt.unm.edu