

HIGH DESERT ANGLER NEWSLETTER



We are the oldest established fly fishing business in Santa Fe, Serving Northern New Mexicans and anglers world wide since 1985.

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"The ONE"

Jarrett's Fall tips

Buy your G.C. early and get 10% off

Rest assured, prices will rise

November 26th is Small Business Saturday!!

We have a winner for the photo contest!!!!

The "ONE" is here..... Yes, you heard right, the "ONE" from Sage. New for 2012, this fly rod could be the finest on the planet. There has been a heck of a lot of you who have listened, learned, and bought fly rods from me over the years. My mission statement is still the same, you don't have to buy the most expensive fly rod to catch fish, and every caster is different with their own style. There is an exception, there comes a time when a fly caster gets to the point where he or she can make just about any rod work. No matter what the action is, the length, the price or the manufacturer, an accomplished caster will make the necessary adjustments to get the fly where it needs to be, and then make the appropriate mends to fish the flies into place and get the strike. The exception is that a really

good caster knows what he wants his rod to do, and can make it do things almost at will, and when the rod in your hand just doesn't do what your telling it to do it isn't really frustrating, you just know there is a better rod out there, and you have achieved the right to know what you want. Well this is where the ONE comes in. It is simply the most accurate fly rod I have ever held in my hand, and I have held a ton of them. It's light first of all, and it almost feels alive when you shake it, but put the right line on it, make a cast and it goes right where your looking, like it knows where you're looking and what you want it to do as it hits the mark, dead on. Sage says it's accuracy redefined, coupled with the new Generation 5 Konnetic construction and AMPS (Advanced Modulus positioning System) this is a rod you simply have to cast, and fish to really know just how awesome it really is. I have 2 for my self already, and working on a third. Anybody interested in a used Z-Axis? Come try The ONE, and you'll see and feel it for yourself.



Fall tip #1: Be a conscientious angler, some of the biggest browns and cuttbows of the season will be caught over the next few weeks, why? Because they're more accessible while spawning, and when both the males and females are doing their thing leave them the _ _ ck alone! You wouldn't want to be disturbed either, they need time to produce their next brood. These same fish are hungry and aggressive both before and after the spawning is done, please do the right thing. If I see another grip and grin photo of a big fish spewing out eggs or milt on to some bastards waders I will go postal! It's not just here locally either, it's in the magazines, on the internet, you name it, and people want their photo seen as much as they want to see their name in print. I am saying this from a fellow angler's position, I want to see my kids catch the next generation of fish and it is up to us to know the fish will be there in the future.

Fall tip #2: Dress right for changing weather, this is the time of year it can be warmer when you start out in the morning than it is at lunch time. Good next to skin layers, an insulating layer, and at least a shell to protect you from wind, rain or snow is the bare minimum. I like a lined pant under my waders, like the Yukon pant by RailRiders, to give you a barrier from the cold water. A good day pack to carry extra clothes or a place to shed clothes if it gets warm is a good idea too. Remember to keep your head warm, something with a brim, or a stocking cap you can pull over your cap to keep those ears warm. A wool buff for your neck can really be a nice addition when the wind has a bit of a bite to it. Even though it's cold, stay hydrated, drink plenty of water and keep a constant supply of snack food ready to help keep you warm from the

inside out. I love this time of year, I finally get to fish more than I guide and there are a ton of places to go as the water and the weather turns colder, I hope to see you out there enjoying it too!



Get your gift certificate early this season and get 10% off the price. That's right, from now until December 15th, buy a gift certificate for \$100 or more and we'll take 10% off the purchase price. I know it's too early to think about Holiday gifts but I have already had a few people doing it, so we thought we would make it a little sweeter. These cards are good for 5 years, and can be used for anything from trips and classes to merchandise in the store. Buy it for the angler on your list and let them get what they want next spring, or whenever it starts burning a hole in their pocket.

It's coming; prices will inevitably rise for 2012. If the manufacturer has to raise the prices on us, then we really have no choice but to do it too. On a bright note, we are doing our best to keep it mild and fair, heck we didn't raise the cost of a fly for almost 6 years. Try finding that at the gas pump? The bottom line is we are all feeling it, and we want you to know most of these changes start just after the first of the year, another reason to start your

holiday shopping early. I have written about the price fixing our manufacturers put on us, and to an extent it really helps the little shops stay in business. I like competing with Cabellas, and Bass Pro, we all have to sell the same stuff at the same prices. Their is a suggested retail, and a MAP or minimum advertised price we all have to adhere too, so do your homework, we sell it at the same price, and wouldn't you rather buy local if you could? You already know if I don't have it and we can get it we will order it. As long as the item you want is in stock, we can usually get it in 3 to 5 business days. So if you really want it, and you know we are happy to get it for you, why buy from someone out of town, support your local retailers when you can!! Thank you!!

Small Business Saturday, what a cool concept, I don't remember how long it's been going on, but I like it, and we will be offering some sales a deals exclusive to Saturday **November 26th ONLY!! DO NOT MISS IT!!** You have to come into the shop and see for your self, plus we will be cooking dogs and brat's around lunch time, come check it out!!

We are pleased to announce our **winner for the 2011 photo contest!!**



We gave it a couple extra months because we were so busy, but thank you to all of you who sent in photos. I would have liked to have seen more ladies; I know I am going to work on getting more shots of my wife fishing next season. You know she took me fishing for our anniversary this year! Nevertheless, I am proud to give a Pink Ross girls Journey outfit to one of sweetest little princesses I know, Miss Chloe Mann!! I've been told she sometimes sleeps with her pink HDA hat on, keep up the good work, and keep fishing with your daddy Chloe!!



The High Desert Angler, at 888-988-7688 and www.highdesertangler.com

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