

This is my personal commentary. I earned a degree in Ag Economics and am offering my logic of the economy and how I feel we can all do our part without needing big government to make the changes for us. Please enjoy my take on the economy and what we can do as sportsmen to help make a change.

Opportunity Knocks

By: Doug Vahrenberg

Turn on the Television tonight and you will probably be told we are in recession and don't buy anything. But the media is increasing the recession by reporting only one side of the story. It's easier for them to report bad news than good news. They don't tell you the opportunities that are available. This is why nows the time to get the most out of your dollar is. The Opportunities await you for the best deals.

When demand is strong and suppliers have difficulty keeping up with demand; do you think they are going to offer reduced prices, purchasing promotions and incentives. **NO.** But when the demand is lower like during media proclaimed recessions then those that have the financial assets can stretch there dollars and get more. Manufacturers need sales to recover fixed costs, prevent lay-offs and withstand the downturn in the economy. What it does is creates a buyers market. And we are seeing a buyers market right now and we can help America return to economic greatness if we all do our part and invest in the economy.

Spending money in recessionary periods (wisely of course) creates jobs, creates money flow and creates opportunities for Americans. Just last week Warren Buffet, stated he is investing large amounts of money in the stock market. It's not because he has lots of money it's because this is the perfect opportunity to invest. Stocks are on-sale and great bargains. This is how the rich get richer quickly. They invest for the long term. A friend of mine that is a financial advisor stated, "It's like going to the shopping mall and everything is on sale, even the very good stuff".

What can we do as sportsman? Well look at the deals available in the market. Skeeter Bass Boats are offering incredible specials, right Now. Up to \$2,500 off the boat price until November 17, 2008 plus add a Yamaha Outboard and you could qualify for 3 additional years of warranty or you can take up to another \$2000 in dealer credit for goods and services. That's some major savings on a brand new boat. They want to keep their factory and workers intact. They do not want to lay-off one employee. Lay-offs generally mean that employee is going to look for work elsewhere and they normally don't return. So what happens is training costs for new employees increase and those training costs cause our prices to increase. As sportsman and even more importantly as part of the American Economy, we can help spread the word to our friends and family that may be considering that new purchase is to take a look and see if they can do their part and help the American economy get rolling again.

Those stimulus checks that most of us didn't use to purchase additional goods or services. It's time to invest them on something you need or want. Buy a few new

LuckyCraft Crankbaits, a new E21 Carrotstick Rod, a Daiwa Reel, Humminbird Graph, take a fishing vacation, or even just purchasing something nice for the wife will stimulate the economy. An additional purchase now invests in the future of America. Think of the jobs you are saving: the shelf stocker at the store, the clerk, the tackle buyer, the freight handlers, the truck driver, the factory workers and more that touched the item you purchased; will need to do the same to get the merchandise back on the shelf for the next American Sportsman that is ready to make a purchase. Every one of those people will continue to make income and have money to spend and we will get the economy rolling. If you sit back and do nothing it will only get worse and we will pay for higher numbers of un-employed workers and inflationary prices will rise; hurting the economy even more and maybe even your employment. Even though the general economy is depressed there are many segments that are experiencing dramatic growth and success. Agriculture has seen demand outgrow the supply creating higher prices for outputs, Oil prices has brought back numerous jobs to the American Oil industry and Technology is always growing and the list goes on. Just think if every American spent an extra \$10 tomorrow – that's over \$3 Billion dollars pumped into the American Economy over one day! With 30 Million anglers in the country \$10 per angler would add \$300 Million more dollars in the economy over night. If we each pump \$10 per day for 10 days straight that's \$3 Billion dollars in the economy. That would trickle to all areas of the economy; because more and more people would have money to spend and would have a job to retain.

When investing in America's Economy invest wisely and make sure you can afford that purchase. We don't want you to see you create your own personal crisis. But there are many that have stopped purchasing because of the media. It is a buyers market and the opportunity knocks to get the most out of your hard earned money. Invest wisely and enjoy your new tools for fishing success. Maybe now is the time to purchase those Christmas presents for your friends and family – get more for your money and start boosting the economy.

Doug Vahrenberg receives promotional considerations from these fine companies: Skeeter Boats, Yamaha Outboards, MinnKota Motors and Chargers, Humminbird Electronics, Navionics Charts, LuckyCraft Lures, Transducer Shield and Saver, Secret Lures, Dave's Custom Baits, Daiwa Reels, AGCO Farm Equipment.