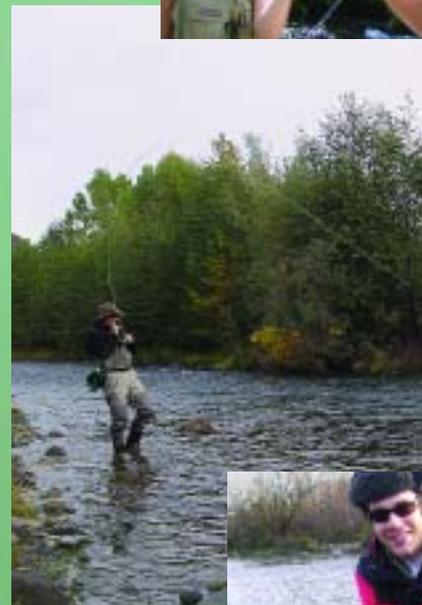
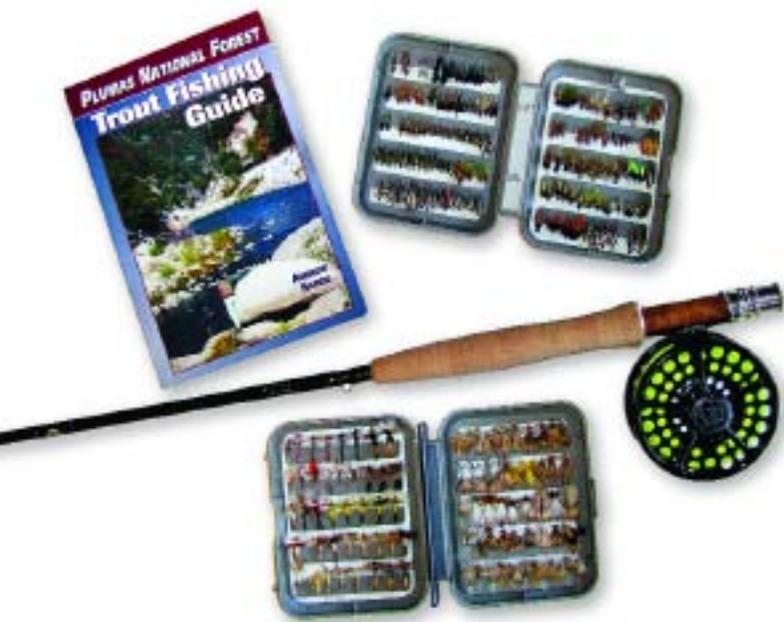




FishFirst!

Expand Your 2005/2006
Flyfishing Horizons with:
FlyfishFirst!™ Classes
FishWithUs!™ Clinics
FishFirst! Guides





FlyfishFirst!™ Classes

Learning to flyfish is fun! Start off on the right foot by getting the basics from seasoned pros. Our classes give beginners a solid foundation in basic flyfishing skills. For more experienced anglers, we offer several flycasting and fly tying classes designed to strengthen your existing skills and broaden your flyfishing horizons. Our knowledgeable and enthusiastic instructors will speed up your learning curve and help make flyfishing a fun and rewarding experience. Whatever your current skill level or specific interests, we have a class that's right for you.



Basic rigging is made easy in the Intro to Flyfishing Class.

Evening Flyfishing Primer

An in-shop overview for the beginning fly angler. No prior knowledge or experience needed. This introductory class is a great refresher course for fly anglers whose skills are a little rusty. Topics include: equipment, rigging and knots, basic entomology and fly selection, reading water, and basic flyfishing techniques.

Class size: Limited to 6 students
Cost: \$35 per person (includes take-home instructional booklet)
Location: Albany and Chico stores
Dates: First Tuesday evening of every month

Flycasting Classes

Flycasting is the essence of flyfishing, and probably the most important skill you need to catch fish consistently. Although flycasting is not intuitive and requires practice, it's neither physically demanding nor difficult to learn with the guidance of an experienced casting instructor. Above all, flycasting is fun, even addictive. FishFirst! offers a variety of flycasting instruction to anglers of all skill levels, including classes for specialized casting techniques such as heavy shooting heads and two handed rods. Personalized one-on-one instruction is available.

Beginning Flycasting

THE class for every beginning flyfisher. Our experienced casting instructors will teach you the essential casts: the roll cast and overhead cast. For anglers with previous flycasting experience, we will focus on the elements of a smooth casting stroke, controlling the size of your casting loop, and "shooting" line.

Class size: Limited to 6 students
Cost: \$60 per person (rod and reel provided)
Location: Albany and Chico stores
Dates: Second Saturday of every month

Beginning Spey Casting

Trout anglers broadening their flyfishing horizons to include steelhead and salmon are increasingly turning their attention to two-handed rods and spey casting. Our experienced spey casting instructors will quickly teach you how to handle a two-handed rod with confidence. Different spey casts (switch, double spey, circle, and snap-t) will be covered, as well as selection of the proper equipment for different river types and species of gamefish.

Class size: Limited to 6 students
Cost: \$75 per person (rod and reel provided)
Location: Sacramento River, Road 48
Dates: October 8; November 12

In their classes, it's very easy to learn from the Fish First! instructors. I look forward to taking their on-stream clinics. -Peter Mourns, Oakland

Introduction to Casting Shooting Heads

Whether you're casting heavy sinking lines in the Delta for striped bass or in the Sacramento River for shad, being able to distance cast can mean the difference between catching fish or being a "few feet" short. Casting 8 to 10 weight fly rods, heavy sinking lines, and bulky flies requires a technique that's entirely different than trout rod casting. Our expert striped bass guides will teach you the essentials of casting a heavy rod and shooting head for maximum distance with control and accuracy.

Class size: Limited to 6 students
Cost: \$75 per person (rod and reel provided)
Location: Albany
Dates: June 11; October 8

Introduction to Fly Fishing

A combination of the Flyfishing Evening Primer and Beginning Flycasting classes, followed by real live fishing! The day starts with an in-depth discussion covering the essentials of flyfishing: equipment, rigging and knots, basic entomology, reading water, and an overview of basic flyfishing techniques. After the information-packed discussion session, we'll teach you the fundamentals of flycasting. And best of all, we will conclude the day fishing a private pond that's loaded with bass and bluegill.

Class size: Limited to 6 students
Cost: \$175 per person (includes take-home instructional booklet and use of all equipment)
Location: Clear Creek Sports Club
Dates: May 21; June 25; August 6

Women's Introduction to Fly Fishing

An all-women class for aspiring women flyfishers. No prior fishing experience is required. This introductory class is a combination of two classes: the Evening Flyfishing Primer and Beginning Flycasting. At the end of the day, you will put your new skills to the test while catching bass and bluegill on a private pond.

Class size: Limited to 6 students
Cost: \$175 per person (includes take-home instructional booklet and use of all equipment)
Location: Clear Creek Sports Club
Dates: June 11; July 30

I felt very comfortable and at ease during my introductory class. The instructor was patient and down-to-earth. I even caught a few fish!

-Elaine Hill, Kensington

**Sign up Online for
all Classes & Clinics**

For details, visit our website:

www.fishfirst.com

Below: Trout anglers expanding their skills in the Beginning Spey Casting Class.





FlyfishFirst!™ Classes

Beginning Fly Tying

Nothing is more satisfying than catching a trout on a self-tied fly. This four-session Wednesday evening class will introduce you to the terminology of fly tying, the essential tools, and the basic techniques used to tie dry flies, nymphs, and streamers.

Class size: Limited to 5 students
Cost: \$95 per person (includes fly tying materials and take-home instructional booklet)
 Students must supply tying vise and basic tying tools
Location: Albany and Chico stores
Dates: Wednesday evenings every month

Striped Bass Seminar

Delta striped bass are quickly earning a well deserved reputation among fly anglers as a prime gamefish. Stripers are big, strong, aggressive fish that eat flies in shallow water. The most amazing thing is that the Delta is within an hour's drive of the Bay Area or Sacramento. If you have wanted to try this fishery, or have tried it with limited success, our seminar is for you. The morning session will cover the habits of striped bass, rigging and equipment, fishing locations and techniques, and knot tying. Afternoon session will include shooting head casting instruction, fly tying, and on-the-water demonstration.

Class size: Limited to 24 students (3 instructors)
Cost: \$150 per person (includes lunch and take-home instructional booklet)
Location: Sugar Barge Marina on Bethel Island
Date: October 1

Fly Fishing for Kids

Same curriculum as the Introduction to Fly Fishing class, but tailored to younger anglers' needs—breaks with snacks are part of the fun. Best of all, students will have the chance to catch their first fish on a fly in our private pond loaded with bass and bluegill. Parents are welcome to fish the pond or take advantage of Rolling Hills Casino located adjacent to the Clear Creek Sports Club. Recommended for ages 10-15.

Class size: Limited to 6 students
Cost: \$125 per person (includes take-home instructional booklet, equipment, and snacks)
Location: Clear Creek Sports Club
Dates: June 18; July 23



*Top: FishFirst! instructor with a successful young angler.
 Above: Our striped bass seminar gives you the skills you need to catch fish like this.*

Planning a trip? Check Out:
What's Hot & What's Not
 NorCal's Premier Flyfishing Report
www.fishfirst.com



FishWithUs!™ Clinics

The perfect way to learn new skills, refine old ones, or fix a bad habit that's been nagging you for years. Our friendly, top-notch instructors are eager to share their flyfishing knowledge and experience. Clinics are open to anglers of ALL skill levels. Students will leave clinics with the knowledge and confidence to flyfish on their own. On-stream clinic dates are chosen to coincide with optimum fishing conditions. Small clinic size ensures a low student-to-instructor ratio, with plenty of individual attention and hands-on instruction. Fish better with a FishWithUs!™ clinic.

Select clinics may be conducted on streams and rivers under Special Uses Permits with the Lassen & Plumas National Forests. The USDA Forest Service is an equal opportunity service provider and employer.

Small Stream Fishing

Perfect for beginning and novice anglers, experienced flyfishers wishing to introduce friends to the sport, or family outings. Small stream fishing is the essence of flyfishing, and the small streams surrounding Chico are home to eager rainbow and brown trout. There's no better way to get hooked on flyfishing than to watch your fly disappear in the mouth of a hungry trout and to feel the tug of the fish on your line! We will introduce you to the basic aspects of flyfishing: equipment; entomology and fly selection; reading water; safe wading skills; basic dry fly and nymphing techniques; and proper catch-and-release methods. Most importantly, you will have plenty of time to cast over trout and practice your new skills.

Class Size: 3 students per instructor

Cost : \$160 per person

Locations: Small streams in the Chico area

Dates: June 4, 10, 18, 24; July 2, 8, 16, 22;
September 3, 24



Top: A nice rainbow from a Chico area small stream.

Above: Typical pocket water for the Tight Line Nymphing clinic.

Tight Line Nymphing

Tight line nymphing is the most effective close-range pocket water fishing technique. It requires holding the rod high, elbow level with shoulder, and using enough weight to keep a "tight line" to the fly bouncing on the bottom of the river. We will teach you how to quickly master this productive technique with our unique pinch-on indicator "training wheels" method. Much of the day will be devoted to fishing, as the instructor helps you perfect your technique. "Reading" pocket water and special techniques for playing and landing trout in pocket water will also be covered.

Class Size: 5 students per instructor

Cost: \$160 per person

Locations: Pit River, North Fork Feather River

Dates: May 14, 28; June 11, 25; September 4;
October 15



FishWithUs!™ Clinics

Slack Line Nymphing

Success on large rivers requires specific techniques in order to quickly and thoroughly cover the water and locate trout during non-hatch periods. We will teach you the specialized techniques of slack line nymphing, such as “stack mending” and “shaking out” line, that allow you to achieve long dead-drifts. You will learn casting techniques that help keep a big indicator, split-shot, and two-fly rig from becoming a giant bird’s nest. Also covered: selecting rod length; fly lines and rigging; and reading water in order to achieve better drifts.

Class Size: 5 students per instructor
Cost: \$160 per person
Locations: Lower Yuba River, Lower Feather River
Dates: May 7; October 22; November 19

Steelhead and Salmon Techniques

Each year steelhead and salmon migrate from the Pacific Ocean to their natal streams that line the North Coast. To successfully pursue them requires understanding the factors that influence their migration, and knowing when to use traditional swinging or slack-line indicator nymphing techniques. You will learn traditional fishing techniques for swinging flies as well as slack line indicator nymphing techniques for single-handed and two-handed rods. This clinic will teach you: Choosing fishing techniques for different water conditions; timing the run; selecting equipment and flies; and the merits of using single-handed versus two-handed rods.

Class Size: 5 students per instructor
Cost: \$160 per person
Locations: Feather River, Sacramento River
Dates: October 1; November 5; December 3

Surf Perch

Looking for something close to home? Give surf perchin’ a try. The beaches from Monterey Bay north to Bodega Bay are loaded with eager, willing perch. This clinic will teach you the essential skills required to successfully catch these scrappy surf zone fighters. Equipment selection, rigging, casting sinking lines, reading the water, safe wading, and productive beaches to explore will be covered. The skills you acquire will open up a whole new element of fly fishing and are easily transferred to the pursuit of other species, especially striped bass. This clinic is definitely not just another day at the beach.

Class Size: 5 students per instructor
Cost: \$160 per person
Location: Beaches north of San Francisco
Dates: June 25; July 30

**Sign up Online for
all Classes & Clinics**

For details, visit our website:

www.fishfirst.com

Top: Getting the hang of slack line nymphing.
Above: A double hookup of surf perch from the Pacific shoreline.



Top: A beautiful Feather River steelhead.

Above: Mark Schmidt with a nice largemouth bass from Clear Creek Sports Club.

Largemouth Bass

Largemouth bass, possibly the game fish most overlooked by flyfishers, provide fantastic sport on a fly rod. If you have ever thought about pursuing bass on a fly, this clinic is for you! Clear Creek Sport Club's 57 acre pond is the perfect setting to learn how to catch bass on a fly. This clinic will teach you how to locate structure, choose equipment, and to understand the effects of weather, seasons and water conditions on bass behavior. Most of the day will be spent wading the edges and float tubing the pond.

Class Size: 3 students per instructor

Cost: \$200 per person (includes use of float tube and fins)

Location: Clear Creek Sports Club

Dates: May 8; June 4; March 25, 2006

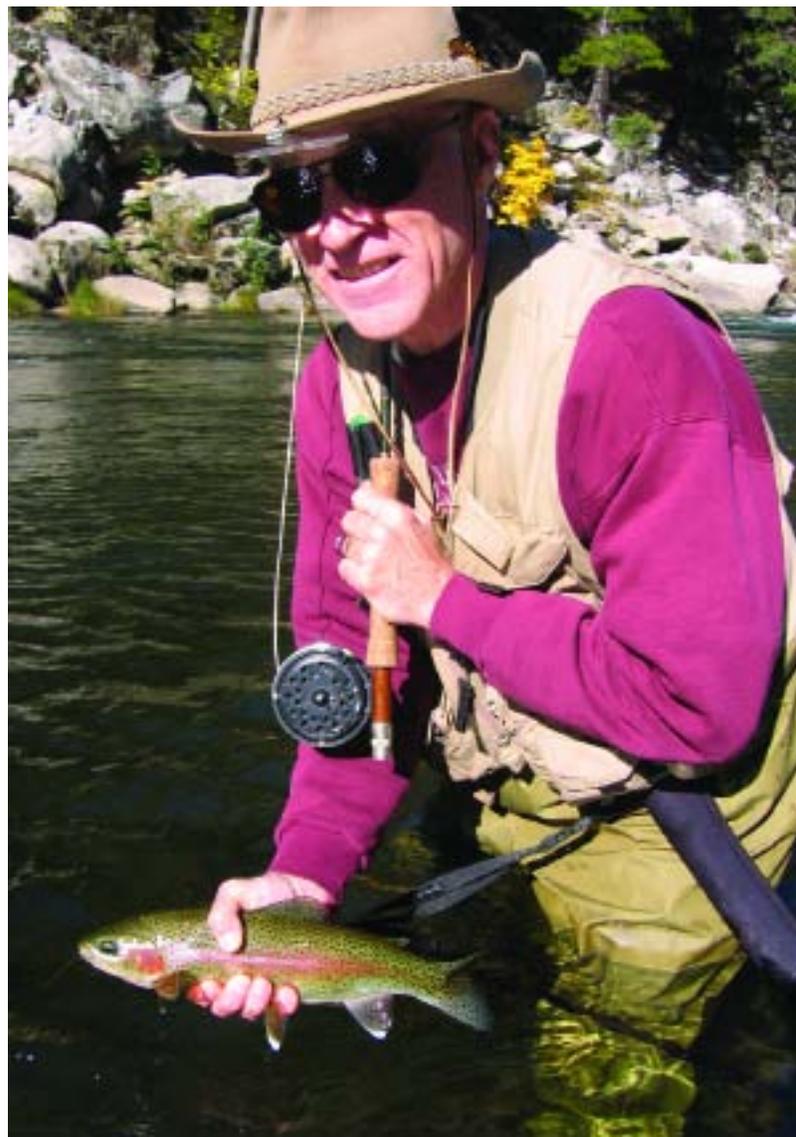


Conveniently Located Near the Best Northern California Fishing Destinations

Fish First! stores are located within easy driving distance of Northern California's best flyfishing waters. Within an hour of our Albany store, you can find great fishing for striped bass and largemouth bass in the Sacramento/San Joaquin Delta, surf perch on the coast from Monterey to Bodega Bay, and winter rainbows in Putah Creek. Our Chico store is centrally located to a variety of fishing opportunities and species of fish. Excellent trout fishing is available on the Yuba River, the Upper and Lower Sacramento River, the Pit River and in the foothill streams near Chico. Year-round steelhead on the Feather River, winter steelhead on Butte Creek, and largemouth bass in local ponds are all less than a half hour away from the store.

FishWithUs!™ Clinics and FishFirst! guided trips are great ways to learn more about specific fisheries and fishing techniques. When you're ready to fish, check out *What's Hot and What's Not (THE Northern California Flyfishing Report)*, a FREE resource on our website that will help you plan your next outing. On your way to the stream, be sure to stop by our Albany or Chico stores to get up-to-the-minute fishing conditions, restock your terminal tackle, and pick up any other gear you may need to make your trip a success.

Before I took the Slack Line Nymphing Clinic I had no idea how to approach large rivers. Now I'm armed with the knowledge it takes to catch fish on this type of water. -Bernie Myers, Martinez



FishFirst! Guiding

Northern California's blue-ribbon fisheries, including the Lower Yuba River, Feather River, and Lower Sacramento River, are within easy driving distance of our downtown Chico store. Chico is also the gateway to many uncrowded small streams in the Lassen and Plumas national forests. The wide choice of fisheries and species of fish provides year-round opportunities for top-quality angling. Our guides are experts on regional rivers and streams and are eager to make your fishing experience fun and memorable. Guided trips are \$325 for one or two anglers, lunch included. Half day trips are \$225. Special arrangements can be made for groups of more than two anglers.

Select guided trips may be conducted on streams and rivers under Special Uses Permits with the Lassen & Plumas National Forests. The USDA Forest Service is an equal opportunity service provider and employer.

Tired of measuring your catch in inches? FishFirst! has the best information, guides, and gear to help you catch striped bass to twenty pounds and beyond.

-Stuart Feldman, Berkeley

> Top Right: A rainbow that fell for a well presented fly.
Right: A happy angler with a perfect catch from a Chico small stream.

Chico Small Stream Trout

Combine small streams, light rods, dry flies and willing trout with uncrowded, beautiful surroundings in the foothills of Chico. Attractor and terrestrial dry fly fishing for 6"-12" trout provides exciting action, with lightning fast strikes from hungry trout. Wading is not difficult, but expect generous amounts of hiking and boulder hopping.

Prime Season: Late May through September

Feather River Steelhead

The best steelhead fishing in the Central Valley can be found within twenty-five minutes from our downtown Chico store. Excellent returns of adult fish and "half pounders" have made the fishing superb in recent years. The best fishing for large fish is during the fall run. Each year our clients get hooks straightened out by big, strong fall steelhead up to 10 pounds. Fishing the spring run provides a unique opportunity to catch wild fish in the Feather River. Spring half pounders average 12-15," adults average 3-6 pounds. Walk/wade and drift boat trips are available.

**Prime Seasons: Fall Run: September through January
Spring Run: late March through June**

Lower Yuba River Trout

Hook into a Yuba River rainbow and you'll wonder why you haven't fished this river sooner. All the fish are native, wild trout with a reputation for their tenacious fighting ability. The high quality of the dry fly fishing further distinguishes the Yuba River from other Central Valley rivers. Hatches start with winter Skwala Stones and Blue Wing Olives. As spring approaches, March Brown mayflies, caddis, and Pale Morning Duns have added themselves to the mix. Caddis, Golden Stones and Grey Drakes take over in June, then hoppers in late July and August. Fall rounds out the season with good evening caddis hatches and exciting emerger fishing on swung flies. Walk/wade and drift boat trips are available.

**Prime Seasons: March through June
September through November**

Lower Sacramento River Trout

Home to the largest population of wild rainbow trout in California, the Lower Sac provides great year-round fishing. The blizzard caddis hatch signals the arrival of spring and the beginning of the catching season here. Fishing remains steady throughout the summer months due to constant water temperature releases from Keswick Dam. Our favorite time to fish the river is during the fall and winter. When the salmon are spawning it's not uncommon to catch multiple trophy trout over 20." During the fall and winter, you can also catch steelhead en route to the hatchery on Battle Creek. Drift boat trips are available.

**Prime Seasons: March through June
September through December**



Want to Fish Now?
Book a Guide Online
www.fishfirst.com

> Photos from top: A beautiful Feather River steelie. A Yuba River rainbow falls prey to a dry fly. A successful angler with a FishFirst! guide on the Lower Sacramento. Driftboat fishing on the Feather River.

FishFirst! Guiding

Delta Striped Bass

Stripers are aggressive, opportunistic feeders that love to smash baitfish in shallow water, making them perfect targets for the fly rod. Each year, tackle-busting stripers over twenty pounds are caught by our clients. We have guided striped bass in the Delta since 1994 and have logged more hours on the water than any of our competitors. Our Coast Guard-licensed guides are very knowledgeable about the feeding habitats and migratory patterns of striped bass. Our 18' and 19' center console boats allow two anglers to fish simultaneously, and are equipped with fast out-board motors, state-of-the-art fishfinders, and remote-controlled trolling motors. Our guide service is based out of the Delta Bed & Breakfast, a scenic recreational home on Bethel Island.

Prime Season: Mid October through December. Good fishing is possible January through March
Location: Sacramento/San Joaquin Delta
Cost: \$475 (one or two fishers, lunch included)

Lower Sacramento River Shad

Sometimes known as "poor man's tarpon," shad arrive in our rivers in spring and stay well into summer. Fishing for these torpedoes is often fast and furious, and double-digit evenings are not uncommon. But wading action is spotty due to poor public access. We have solved this problem with our half-day evening float trips which access prime sections of the river and allow us to locate the schools of shad. This is an easy day trip from both the Bay Area and Sacramento.

Prime Season: Late April through July

Largemouth Bass

FishFirst! is offering year round guided bass fishing at Clear Creek Sports Club's 57 acre bass pond. The fishing begins in the early spring for pre-spawn bass. Catching 20 fish a day is not uncommon. Once the bass make beds, there is a 2-4 week period of amazing sight fishing in the shallows for big bass 3-10 pounds. Hot weather signals the start of exciting popper fishing in the mornings and evenings. Night fishing for "lunkers" is an option during the summer. In fall and winter we target the hogs in the deep buckets. The majority of fishing is done from our 16' drift boats outfitted with trolling motors. Bank access is abundant and productive.

Prime Season: February through June



Want to learn More? Check Out
FishFirst! Guided Trips
at www.fishfirst.com

>Photos from top: A very nice fall run striper taken on Frank's Tract in the Delta. Lower Sacramento shad on a warm summer evening. A hog of a largemouth bass taken on a fly rod.

Winter Fishing

Wish you didn't have to put away your fly rods each November? You don't. Winter fishing is within easy driving distance of both our Albany and Chico stores.

Butte Creek: Classic small stream fishing in beautiful Butte Creek canyon for wild steelhead. Good numbers of salmon are on their redds through the end November into the beginning of December and the fishing can be quite good in the lower reaches of the creek. Between late December and February 15, larger steelhead make their way into the upper reaches of the canyon to spawn. Fishing the canyon is difficult, as most of the river is lined with private property, unless you have private access to the water - and we've got it! Walk/wade trips are available.

North Fork Feather River: The North Fork of the Feather River within Butte County is open all year and offers good winter fishing for 12-16" trout. Tight line nymphing in pocket water is most productive, although fishing midge and blue wing olive dries can also be productive in the slick water on sunny afternoons. Walk/wade trips are available.

Putah Creek Tailwater Trout: Little more than an hour from our Albany store, Putah Creek is the closest wild trout stream to the Bay Area and the perfect place to take a day off work to enjoy some wintertime trout action. Putah is unique in that it harbors lots of big rainbows. These large wary trout demand light tippets, good drifts, and tiny flies. Our experienced guides will de-mystify this fishery and increase your chances of hooking one of these feisty wild rainbows. Walk/wade trips are available.

Below: Winter fishing at its finest.



Meet Our Guides

FishFirst! guides are well-rounded, experienced fishermen, instructors and fly tyers. They have fished extensively throughout Northern California, in the western United States and Canada, and in many world-class international destinations.



Doug Lovell

Co-founder and owner of FishFirst! Coast Guard licensed captain. Doug guides for striped bass in the Sacramento/San Joaquin Delta.



Leo Siren

Co-founder, owner, and manager of FishFirst! Albany. Coast Guard licensed captain. Casting instructor. Leo guides for striped bass in the Sacramento/San Joaquin Delta.



Michael "Mac" Noble

Manager, FishFirst! Chico. Editor WH&WN™ fishing report. On-stream clinic instructor, guide, fly tying instructor. Mac guides on the Yuba River, Feather River, Butte Creek, Lower Sacramento River and Pit River.



Hogan Brown

FishFirst! Chico guide. Idylwilde contract fly tyer. Author WH&WN™ fishing report. Introductory class, on-stream clinic, and fly tying instructor. Hogan guides on the Yuba, Feather, and Lower Sacramento Rivers, bass ponds, and small foothill streams near Chico, and is a Federation of Fly Fishers certified flycasting instructor.



Ryan Miller

FishFirst! Chico guide. Introductory class and on-stream clinic instructor. Ryan guides on the Feather River, Butte Creek. Lower Sacramento River, and small foothill streams near Chico. Ryan is a Federation of Fly Fishers certified flycasting instructor.



Marc Noble

FishFirst! Albany guide. Introductory class instructor. Marc guides on Putah Creek and along the Pacific beaches near the Bay Area.

Visit Our Stores



Our Chico store (top) and our Albany store (above) are conveniently located and fully equipped for all your flyfishing needs.

Visit Our Website



- Register for classes and clinics
- Book guided trips
- Get the latest NorCal fishing report
- Get product information
- Find Sale items

Planning a trip? Check Out:

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