

In tournament bassin', a good net can be as important as the knot you tie

Promar to give away a Landing Net at each WON BASS Pro/Am, including the Western Classic

It goes without saying, having quality gear is critical to success on the bass fishing tournament circuit, but sometimes it's the items tournament bassers most often overlook that can mean the difference between cashing a check or returning home empty-handed.

Ask any professional bass fisherman and he or she will tell you a top-of-the-line landing net is of the utmost importance in any tournament angling sce-

nario. Few bass anglers have a history devoid of horror stories about that one fish that cost them a tournament by leaping out of a shallow net; or even that personal best bass that couldn't fit in the trout net that happened to be the only net onboard. The tales are endless...

It pays (sometimes literally) to invest in a high-end landing net, and Promar is arguably the producer of some of the finest, most effective nets in the fishing industry — and that goes for both fresh and saltwater.

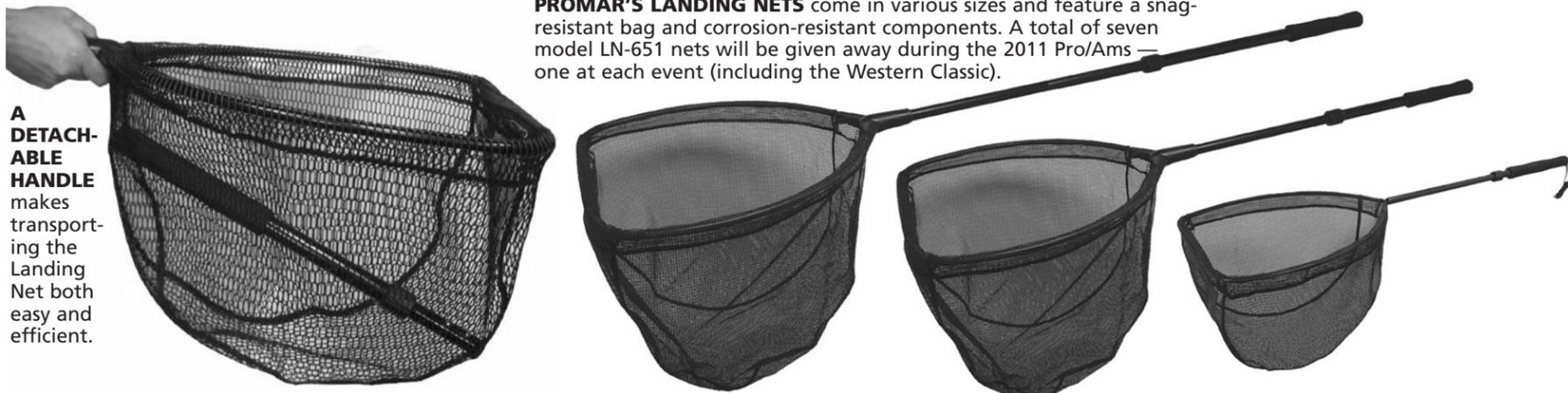
This season, the company will be awarding a total of seven of their Landing Nets (model LN-651) at each of the WON BASS Pro/Am events (including the

Western Classic) to the angler landing the largest bass of the tournament. And this applies to the overall big fish, as there are no separate categories distinguishing Pro anglers from AAAs.

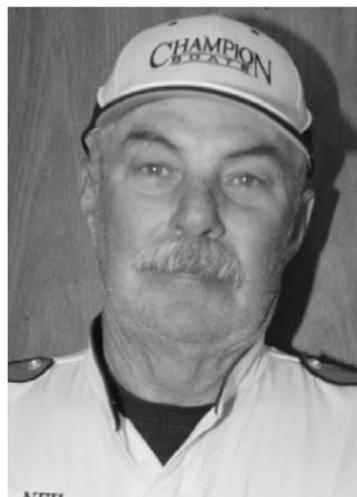
The LN-651 model features an 18"x20" frame, 36-inch telescoping handle (which can detach from the frame), a snag-resistant bag which makes it easy on both fish and baits, and corrosive-resistant components. In short, it's all the net you'll ever need in either tournament or fun fishing scenarios.

But of course, in order to win one of Promar's nets, you're going to need to get that big fish into the boat. That said, check out www.promarnets.com.

PROMAR'S LANDING NETS come in various sizes and feature a snag-resistant bag and corrosion-resistant components. A total of seven model LN-651 nets will be given away during the 2011 Pro/Ams — one at each event (including the Western Classic).



A DETACHABLE HANDLE makes transporting the Landing Net both easy and efficient.



PRO·file

Neil Campbell – 65 years young and still going strong on the tourney trail

BY BILL MAYS
WON BASS Writer

Longtime WON BASS Pro Neil Campbell of Fallbrook has been fishing pro tournaments on the West Coast for 39 years, and at the age of 65, is still a top competitor. Although he has never won a Pro event, he has 12 top three finishes as a Pro and finished second twice for the Angler of the Year title.

Campbell started his pro career in 1972 fishing with anglers like Mike Folkestad, Sam Flores, Dave Nollar and Harvey Naslund. They all were fishing in bass clubs at the time and heard about a pro bass fishing event on Lake Mohave. So they all loaded up their gear in Folkestad's 1968 Ford station wagon and headed for the tournament. Campbell and Folkestad are

still fishing today. Campbell fished in the San Diego Bass Pros club for 23 years and won seven Angler of the Year titles.

"If I had a mentor along the way," Campbell said, "it would have to be Denny Brower. I once roomed with Brower, Larry Nixon, and Rick Clunn at an Elephant Butte, New Mexico tournament. Brower taught me a lot about tournament fishing technique and they all helped me learn how to fish the dirty waters back East."

Campbell and the late WON BASS Tournament Director Mike Kennedy traveled together for 2 years during the mid-1980s, fishing the Western Bass circuit, and were very good friends until Kennedy's untimely fatal accident.

If Campbell had to pick a favorite body of water, it would be the Delta. He also enjoys Clear Lake, Shasta, and the WON BASS U.S. Open events at Mead. He has only missed two of the U.S. Open tournaments. His least favorite place to tournament fish is Lake Havasu because of all the

water skiers during the warmer months.

Campbell attributes his success in tournament fishing to strength, endurance and the support of his wife over the years. For the past 16 years, his wife has traveled to all the events with him. Speaking from an endurance standpoint, he can fish without eating snacks during a fishing tournament and he only drinks water moving to and from spots. He claims his only weakness in tournament bass fishing is being 65 years old.

When it comes to a favorite technique, first on his list is topwater, followed by the jig. His least favorite technique is the drop-shot; but when it comes to what bait would be his go-to bait, the drop-shot is it.

If he could only have three baits tied on in a bass tournament, they would be a Zara Spook, jig, and drop-shot worm.

When it comes time to get ready for a tournament, Campbell likes to spend four days on the water and divide the lake into four sections. If

the lake only has three sections to fish, he will spend two days in the area he has chosen to fish. He never pre-fishes with an exposed hook... he folds the hook over.

On the personal side, Campbell's favorite food is Mexican, he enjoys listening to Christian music, and his favorite movie is "Terminator."

When he is not fishing tournaments, he enjoys fishing his lake-front property on Lake Balboa in Arkansas. He made four trips last year to his home in Arkansas and spent a month there each time he made the trip.

What keeps him tournament fishing is fishing all the different bodies of water and fishing wherever he wants to go. His advice to young up-and-coming anglers is to fish with a pro angler and absorb as much knowledge as possible.

Young anglers, don't be afraid to get some good advice from Neil Campbell; he is one of the true pioneers in the sport of bass fishing and has been there and back again.



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Mercury's new OptiMax 115 Pro XS – looking out for the 'little guy'

For the boater who understands that big things can indeed come in small packages, Mercury Marine leads its 2011 engine lineup with the all-new 115 hp Pro XS. It was created specifically for boats under 20 feet and offers an improved torque curve, better top-end speed and the gas-sipping fuel efficiency that's synonymous with Mercury's industry-leading, direct-injection OptiMax technology.

With gas prices bound to rise and the economy still uncertain, marine dealers are seeing resurging interest in fishing boats from 17 to 19 feet. The reasons, dealers say, are because these boats are more affordable to buy; easier and less expensive to tow, maintain and operate; and are perfect for the serious weekend angler or a family looking for a little togetherness closer to home. The 115 Pro XS fills the bill on all accounts.

An in-line three-cylinder engine with 93-cubic-inch displacement, the 115 Pro XS delivers unparalleled torque — a full 10-foot pounds more than a standard OptiMax, which translates to improved hole-shot, quicker acceleration and better cruising speed with a heavy load. That improved torque curve, combined with the additional 10 horsepower produced by the 115 hp Pro XS, also means increased top-end speed — possibly 2 mph faster, depending on the application.

The 115 Pro XS, like all OptiMax outboards, uses from 10 to 30 percent less fuel than a traditional two-stroke. Fuel economy is comparable to a four-stroke motor, with the power-to-weight ratio advantages of a lighter two-stroke — perfect for smaller, lighter boats.

A 60 amp alternator provides plenty of juice to power GPS and fish finders, keep the livewells percolating and even have a little left over to play a few tunes.

The 115 Pro XS is the perfect outboard for the angler who requires additional performance characteristics over a stock outboard and aspires to tournament-grade equipment without busting the budget.

This engine performs best when rigged on new, small fiberglass bass boats in the 17- to 18-foot range with a 115 max horsepower rating. They also perform brilliantly when strapped to 17- to 18-foot deep-V aluminum boats with a 20-inch shaft and 115 max horsepower rating. And they even amply power deep-V aluminum and fiberglass multi-species boats, with engine offerings starting at 115 hp up to a max of 175 hp; and all pontoons and deck boats from 19 feet and up, with 20- and 25-inch shafts. In short, the 115 OptiMax Pro XS is the ideal outboard for any and all of your freshwater rigs.

With a Pro XS heritage of proven, powerful performance,

the OptiMax 115 Pro XS delivers better speed and greater acceleration with superior efficiency. Carbon fiber reeds improve performance and efficiency and are more durable and responsive than stainless steel. The 115 Pro XS's unique attenuator features an intake silencer which allows more air in while at the same time reducing overall noise. It utilizes exhaust port tuning with a cylinder port designed to let exhaust out, allowing the engine to build more torque and horsepower. And ECM tuning has fuel flow and spark advance set for maximum

power output and efficiency.

Additional information about the new 115 Pro XS is available from any Mercury Outboard dealer or at www.mercurymarine.com.

SPECIFICATIONS

Engine Type 3-cylinder (in-line)
Displacement 93 cu. in. (1526 cc)
WOT RPM Range	... 5000 - 5750
Fuel System 2-stage DFI
Alternator 60 amp
Gear Ratio 2.07:1
Shaft Length 20 in. (508 mm)
Dry Weight 375 lbs. (170 kg)

MERCURY'S OPTIMAX 115 PRO XS

was created specifically for boats under 20 feet and offers an improved torque curve, better top-end speed and the gas-sipping fuel efficiency that's synonymous with Mercury's industry-leading, direct-injection OptiMax technology.



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