

# 2020 HFJA Show Speakers

## **Mat Wagner**

Driftless Angler

GUIDE, CO-OWNER OF THE DRIFTLESS ANGLER

Most days will find Mat at The Driftless Angler, a full service fly shop located on the historic main street in Viroqua Wisconsin. A short drive from anywhere in the upper Midwest, they are centrally located within the Driftless Area's thousands of miles of spring creek trout streams.

When Mat isn't in the shop, you will find him on one of Wisconsin's finest trout streams such as the local streams like the West Fork of the Kickapoo or Timber Coulee. Their professional guide service will help you improve your skills and unlock the secrets of some lesser known creeks. Anglers of all skill levels will find the abundant trout and stunning scenery of Southwest Wisconsin an experience to remember

## **Geri Meyer**

Athena and Artemis

GUIDE, WOMEN'S FLY FISHING SHOP OWNER

CO-OWNER OF THE DRIFTLESS ANGLER

Geri is a guide and owner of both the Driftless Angler in Viroqua, WI and Athena and Artemis, a by-women-for-women fly shop. Though born and raised in the Pacific Northwest, she has been calling the Driftless area of Wisconsin home for over ten years. She works tirelessly to involve and engage women in the sport of fly fishing.

Why Athena and Artemis?

After many years in the industry, I've finally realized that female fly anglers need a dedicated place for gear and clothing... we need our own fly shop.

Throughout the 10+ years of co-owning my own fly shop, I kept hearing that women were tired of wearing waders that don't fit, and that they were tired of searching for gear and clothing, but finding very little, if any, in one place.

After years of frustration it occurred to me, why not open a shop that any woman, anywhere, could access with no pressure to do or say anything, no tests, no questions, just great quality stuff for women anglers ALL IN ONE PLACE?

My very best to you goddesses of the fly! Now get fishing!

\* Athena: Goddess of wisdom and strategy. ~~

Artemis...Goddess of the hunt. ~~~~~

## **Mel Hayner**

Driftless Fly Fishing Company

ORVIS FLY SHOP OWNER AND GUIDE

Mel is the owner of the Driftless Fly Fishing Company and is an Orvis Edorsed Guide. He grew up fishing the Au Sable in Michigan, and Oregon and Washington coastal streams. He has fished around the country and has been published in various fly fishing magazines.

Mel has been fly fishing and tying flies for over forty years. He has fished the driftless region for over twenty years and has guided people in the area for over a decade.

Mel can show you how and where to catch trout on fly in SE Minnesota. He has also fished the famous water of the Au Sable in Michigan, Alaska, Montana, Oregon, and Washington. His passion is to share the sport and the streams of Minnesota with others.

## **Kevin Searock**

AUTHOR & ANGLER

Having retired after 34 years in public education, I am now free to devote my professional life to outdoor writing, photography, creative writing, and public speaking.

At this point I have published articles & essays in Eastern Fly Fishing, Fly Fisherman, Gray's Sporting Journal, and Wisconsin Trails magazines, among several others. My photography and artwork have appeared in Eastern Fly Fishing, Wisconsin Trails, Midwest Fly Fishing, and The Leopold Outlook.

My first book, "Troutsmith ~ An Angler's Tales and Travels" was published by the University of Wisconsin Press in 2013.

## **Scott Nordby**

ELITE FLY TYER

Scott's love for fly tying began as a child over 40 years ago. However, he feels he's still learning new things every day. Scott enjoys instructing others to perfect their skills and especially helping others overcome their tying problems.

Minnesota having so many lakes has given Scott an outstanding opportunity to create panfish and bass flies that really work. The vast array of rivers and creeks has made Minnesota trout a great target as well.

Scott loves realistic fly tying and now, over the last decade, tying with foam has become a passion.

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