



Fred Kerr Jr.

(As published in the Fall issue of the 2003 NFLCC Gazette)

Fred Kerr Jr. was nominated by Bill Stuart. Bill went on to elaborate that "Fred Kerr has been into fishing tackle his entire life". His father owned and operated a fishing tackle, bicycle and sporting goods store, and Fred helped by the time he was 12 years old. Fred's father took him fishing often, and he bought a fishing plug whenever he had enough money earned from the store.

He graduated in 1942 from high school and enlisted in the Navy. Fred later married and he and his wife had two children. He opened a sporting goods store in West Palm Beach which he operated for several years. During the 1960's, he became a fishing tackle jobber's salesman. At one time, he worked for nine years as Divisional Vice President for Shakespeare. He retired in 1989, and continued to be a consultant for several other companies.

He is a member of FATC, NFLCC, ORCA, and TACC. He's served on the Board of Directors for the Miami International Fishing Tournament. He collects Shakespeare and his award-winning display of Shakespeare and Carter lures, and Shakespeare reels is excellent.

Honorary Member - 2003