



## **Tom Bedell**

Tom Bedell is the son of Berkley Bedell and carried on the tradition and innovation of Berkley and Co. fishing tackle established by his father. Bedell (see Berkley Bedell honorary biography) started the company in 1937 as a 15 year old school boy. He took \$50.00 he had saved from a newspaper route and began advertising and selling flies and leaders as the "Berkley Fly Company."

Tom headed the operation into the modern era, eventually becoming the CEO of Pure Fishing Company which included Berkley, along with the likes of Abu Garcia, Fenwick, Stren and others. The innovation and marketing of Berkley products continues at a strong pace in the 21st century.

Besides being a tackle company executive, Tom is also an ardent conservationist. He is a charter member of the Sport Fishing and Boating Partnership, Council member and former Chairman of the Recreational Fisheries Stewardship Initiative, and part of the ASA Freshwater Governmental Affairs Subcommittee. He was also active in an effort to balance and implement the Endangered Species Act while promoting recreational fishery management.

Tom Bedell's contributions to the tackle industry in testing, development, manufacturing, and marketing are unsurpassed in the modern era and it is our privilege to recognize his achievements with induction as our 43<sup>rd</sup> honorary member in 2000.

**Honorary Member - 2000**