

# Captain Kev's **Angling Academy**

The **Angling Academy** offers participants multiple opportunities to fish with Captain Kevin Cochran for the specific purpose of developing skills and acumen.

## **Product Description**

This product targets developing novice anglers with a desire to accelerate the learning curve through interaction with a guide who serves as a mentor. Mostly, it's designed for people who don't own boats, but boat owners can certainly sign up. An **Angling Academy** Plan includes **9 full-day charters**, a **Fishing Personality Profile** with identified goals and **mutual analysis and discussion of logs** created from trips taken as part of the Academy and from member trips taken without the captain. The captain will block off days each month for the express purpose of **Angling Academy** outings. Members will choose the dates they want to fish. No more than two members will be scheduled on any date. Academy members can fish as often as they like, and must use all nine charters within one calendar year of the start date of their plan. The captain will consider the members' stated priorities to design charters which facilitate accomplishment of identified goals.

A Fishing Personality Profile will be completed by each participant soon after starting a plan. This Profile will give the captain insight into the experience, skill level, priorities and goals of the member, so the charters can be tailored accordingly.

Each member will create and email the captain a fishing log after each Academy charter, for the purposes of encouraging members to maintain and analyze data and to generate meaningful discussion of outcomes between the captain and the participant. Members will also be encouraged to fish on their own, and send the captain logs of those trips, for use in further discussion.

## **Description of Charters**

The charters run as part of the **Angling Academy** will be full-day (8-hour) outings. The captain and member(s) will collaborate on goals and priorities for the day prior to each outing, and at the beginning of each outing. The captain will attempt to create learning experiences for each participant on each charter, through physical and verbal instruction and discussion. In these ways, the charters ideally resemble an on-the-water classroom, complete with live, real-time lessons in the domains of fish location, lure choice, presentation techniques, approach strategies, and decision making processes.

The captain's boat rules with respect to the size of trout kept will apply. Members will clean any fish they choose to keep. All charters will be run on Captain Kev's home waters.

## **Cost/Payment Plan**

The cost of an **Angling Academy** Plan is \$2,000. Payment can be made in full to start a plan, or a member can submit \$1,000 to start a plan and pay the other \$1,000 after 60 days, or after attending their 4<sup>th</sup> charter, whichever comes first. Payment(s) accepted by cash, check or credit card.

For more information on this plan, and/or to sign up for a plan, call

**Trout Tracker Guide Service 361-688-3714**