



Simms High School Fishing Camp presented by Tackle Warehouse 2024 – Schedule

Sponsors:

Simms
Tackle Warehouse
E3
Phoenix
Berkley

Abu Garcia
Strike King
Lew's
Toyota
Onyx

General Tire
Mercury
Suzuki
Precision Sonar
Epic Baits

Dates:

- Camp: July 10-12, 2024 (Wednesday, Thursday & Friday)
- MLF Foundation benefit tournament: July 13, 2024 (Saturday)

Items to Bring:

- Weather appropriate clothing
- Sunscreen, toiletries & towels
- Pillows and bedding (twin beds)
- Snacks if you want some for your room at night
- Cooler if you'd like to keep snacks/drinks cold in your room (alcohol is not permitted)
- Money for clothing and/or souvenirs if desired
- Fishing tackle and boat if you plan to fish the MLF Foundation benefit tournament Saturday

Locations:

- [Click here for a map showing all camp and tournament venues](#)
- Host: Murray State University
 - Boat Parking: East side of Hart Hall or MLF Benton Office
 - Breakfast: Winslow Dining Hall
 - Bus Departure: Hart Hall
 - Dinners: CFSB Center, Murray Room
 - Free Time: MSU Wellness Center
 - Registration/Housing: Hart Hall - 4000 Hart College, Murray, KY 42071
 - Welcome Address: Freed Curd Auditorium - Collins Center for Industry & Technology
 - [Parking Permit Registration – Everyone Parking on Campus Must Register](#)
- Lakeside: Kenlake State Resort Park
542 Kenlake Rd
Hardin, KY 42048
270.474.2211
- MLF Office: MLF - Secure boat parking with charging
30 Gamble Lane
Benton, KY 42025
270.252.1000
- Tournament: Moors Resort & Marina
570 Moors Rd
Gilbertsville, KY 42044
270.362.8361

Anglers: Keith Poche, Bradley Roy, Jacob Wall, Fletcher Shryock, Derik Hudson, Brandon Hunter, Gerry Brousseau, Todd Hollowell

Special Guests: Joey Bray, Charles Plott, Jeff Holleran

Sample Schedule:

Student Campers are divided into four groups. Please stick with your group's schedule that you'll receive at check-in Wednesday, July 10. If you have any questions during camp, don't worry. Your counselor and MLF staff will be there to help.

• **Wednesday, July 10**

- 1 – 2:30 p.m. Registration and dorm check-in at MSU Housing – Hart Hall
 - Receive group assignments and camp ID card
 - Camp ID cards are used for breakfast and to access the dorm
 - Receive room key and move into rooms (charges apply to keys that are lost)
 - Unbox your “swag” from our camp sponsors
- 2:30 – 3 p.m. Meet with your camp counselor
- 3:30 – 4 p.m. Welcome address in Curris Center Theatre
- 4 – 5 p.m. MSU campus tour with /camp counselors
- 5 – 6 p.m. Get to know your group during games – Upper Concourse at CFSB Center, MSU
 - Come up with group name
- 6 – 8 p.m. Dinner presented by Lew's – Upper Concourse at CFSB Center, MSU – Hosted by Todd Hollowell
- 8:30 p.m. Dorm check-in with camp counselors at Hart Hall, MSU
- 8:45 – 9:45 p.m. Group project – develop a fishing company name and logo
- 10 p.m. Lights out

• **Thursday, July 11**

- 7 – 8 a.m. Breakfast presented by E3 at Winslow Dining Hall
 - Meet with your group and camp counselor for the day's activities
- 8:15 a.m. Bus departs Winslow Dining Hall for Kenlake State Resort Park
- 8:45 a.m. Group photo
- 9 – 10 a.m. Student Session 1: Ethics, Etiquette & Safety on the Water – Gerry Brousseau and Derik Hudson (Location 1)
- 9 – 10:30 a.m. Parent/Coach Panel 1: Best practices for sanctioned teams – Scott Ellison, MLF Membership Services Manager & TBF Youth Director Joey Bray (Location 5)
- 10:15 – 11:15 a.m. Student Session 2: Finding Fish in all Seasons – Keith Poche and Bradley Roy (Location 2)
- 11:30 a.m. – 12:30 p.m. Lunch – Lakeside Cookout presented by E3
- 12:45 – 1:45 p.m. Student Session 3: – Mental game basics for competitive anglers – Fletcher Shryock and Sports Psychologist Charles Plott (Location 4)
- 12:45 – 2:15 p.m. Parent/Coach Panel 2: Career readiness, help your students prepare for success on and off the water – MLF Marketing Manager, Todd Hollowell and TBF Youth Director Joey Bray (Location 5)
- 2 - 3 p.m. Student Session 4: Electronics – Jacob Wall & Brandon Hunter (Location 3)
- 3:15 p.m. Bus departs for Murray State
- 4 – 5 p.m. Break
- 5 – 8 p.m. Pizza party presented by General Tire in Upper Concourse at CFSB Center, MSU, followed by free time at the Wellness Center, MSU
- 8:30 p.m. Dorm check-in with camp counselors at Hart Hall, MSU
- 8:45 -9:45 p.m. Group project – invent a fishing product
- 10 p.m. Lights out

• **Friday, July 12**

- 7 – 8 a.m. Breakfast presented by E3 at Winslow Dining Hall
- 8:15 a.m. Bus departs Winslow Dining Hall for MLF office – Tour & Career Day
- 8:45 a.m. Group project presentation
- 8:50 – 9 a.m. Jeff Holleran from 46Power
- 9 – 9:30 a.m. MLF office tour

- 9:35 – 10:35 a.m. Student Session 1: Off the water fishing careers & resume building – Bradley Roy, Jacob Wall and MLF Marketing Manager Todd Hollowell (MLF Large Warehouse)
 - 9:35 – 10:35 a.m. Parent/Coach Panel 1: Mental Game Basics for Competitive Anglers – Derik Hudson, Sports Psychologist Charles Plott & MLF Officials Manager Brad Lawson (Conference Room)
 - 10:40 – 11:40 a.m. Student Session 2: Social Media & Content Creation – Fletcher Shryock, Keith Poche and Gerry Brousseau (MLF Large Warehouse)
 - 11:45 p.m. Bus departs for Precision Sonar Headquarters
 - 12 – 1 p.m. Lunch presented by Precision Sonar
 - 1 – 2 p.m. Tour Precision Sonar headquarters
 - 2:10 p.m. Bus departs Precision Sonar for Jenko Fishing Headquarters
 - 2:45 – 3:45 Tour Jenko Fishing Headquarters with owner and 2016 High School Fishing National Champion Coleton Jennings
 - 4 p.m. Bus departs for Murray State
 - 4:15 – 5 p.m. Dorm checkout at Hart Hall, MSU, for campers not participating in the MLF Foundation tournament
 - 5 – 6 p.m. MLF Foundation tournament registration – Lower Level, Murray Room Concourse at CFSB Center, MSU
 - 5:30 – 6:30 p.m. Closing ceremony and dinner presented by Strike King – Upper Concourse at CFSB Center, MSU – Hosted by Todd Hollowell
 - Camp awards – Camper of the week
 - 6:30 – 6:45 p.m. Pretournament meeting and boat numbers – Upper Level, C Concourse, CFSB Center, MSU
 - 8 p.m. Dorm check-in with camp counselors at Hart Hall, MSU
 - 10 p.m. Lights out
- **Saturday, July 13 – MLF Foundation Tournament (Optional)**
 - 4:30 – 5:30 a.m. Dorm checkout at Hart Hall, MSU (40-minute drive to Moors Resort)
(You must provide your own transportation from Hart Hall to Moors Resort)
 - 6 – 7 a.m. Coffee and donuts at Moors Resort presented by Abu Garcia
 - 7 a.m. Takeoff at Moors Resort
 - 1 p.m. Weigh-in at Moors Resort
 - 1 p.m. Cookout at Moors Resort presented by the Berkley

MLF Foundation Benefit Tournament:

The MLF Foundation benefit tournament will follow the camp on Saturday, July 13, at Kentucky Lake. Tournament participants will have the opportunity to win cash prizes, with the winner taking home the trophy and \$1,000 top prize. One lucky camp participant will win a fish trip with an MLF pro angler.

The benefit tournament, which raises funds for youth fishing programs and High School Fishing grants benefiting students nationwide, will launch out of Moors Resort and Marina, located at 570 Moors Road in Gilbertsville, Kentucky. The tournament is open to all student anglers, including middle school and elementary school students accompanied by an adult. Participation in the MLF High School Fishing Camp is not required; however, participants must supply their own boat to compete in the tournament.

This is a team tournament with two to three anglers per boat. Bring your three-best bass per boat for weigh-in. The pretournament meeting will be held Friday, July 12, at Murray State University. Our sponsors have provided some great food and refreshments for Saturday, so don't miss out.

Payout:

Winner = \$1,000	2 nd Place = \$500	3 rd Place = \$250
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Bonus Categories: \$500 Bonus to winner of each

Family (at least 2 anglers related)	Mens (all male team)	Womens (all female team)	High School (at least one HS angler)	Big Fish (any species, artificial lures only)
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You may enter as many categories as you would like, but a category only becomes active once at least 10 participants have registered for it. If the category does not become active, you will receive a refund for that category at the pretournament meeting.

Entry fee: \$100 per boat+\$50 per bonus category

[If you have not already done so, please register for the MLF Foundation benefit tournament here.](#)