

Salt STRONG

2025 VISION

(BY DEC 31, 2025)

We dream of uniting 1,000,000 Salt Strong members *who have committed themselves to becoming “Complete Anglers” in the following three ways: 1) Continuous learning in the pursuit of mastering both saltwater and freshwater fishing 2) Sharing their best tips, tactics, mistakes, and life lessons with others in the community 3) Recruiting and teaching the next generation how to fish.*

We dream of the largest community of helpful and positive anglers in the world *(all striving to become more consistent and confident at fishing).*

We dream of a powerful Salt Strong Community that is considered a FORCE and a UNIFIED VOICE *so we can influence leaders and politicians to do the RIGHT thing when it comes to the conservation and protection of our fisheries.*

We dream of a fishing faculty of 1,000 gifted fishermen, *equipped with the vision, character, knowledge, and expertise to empower our tribe. We dream of the day it can be said, “The best fishing coaches in the world teach at Salt Strong... We also dream of the day it can be said, “The best anglers in the world studied, perfected their craft, and helped inspire others to fish because of Salt Strong...”*

We dream of Salt Strong as a model of fishing education around the world *that focuses not only on catching fish, but also inspiring people to do amazing things in their communities (from trash pick-ups, to getting disabled kids and veterans out fishing, to rallying the troops when it comes to water management issues). We intend to make available resources, tools, and training to all of our members who want to make a difference.*

We dream of a massive 50+ acre family-focused fishing facility “The Fishing Theme Park” *where parents and kids can turn off their phones, fish with the best anglers in the world, and create unforgettable memories with their loved ones.*

We dream of the day when every child in the world has the opportunity to fish.

Salt Strong... *Many anglers of all shapes, sizes, and skill levels... serving ONE purpose... to get kids, families, and friends outside fishing...*