



594 SOUTH ARTHUR AVENUE

LOUISVILLE, CO 80027

FLIES

LEADER + TIPPET

STREAMSIDE ACCESSORIES

PACKS + BAGS

HOOKS

METZ® MATERIALS

The Who, What, When, Where and Why of Fly Submissions...

Q: Who is eligible?

A: Everyone and anyone can submit their patterns to Umpqua Feather Merchants for review.

Q: What are the types of patterns that Umpqua is looking for?

A: We pride ourselves on offering unique, proven innovation. That's what we are looking for from you. Our catalog of fly patterns covers the more sought after game fish that Fly Anglers are chasing. As a Professional Guide, competitive angler, shop owner, or enthusiast, you likely have developed a pattern that has solved an issue for you. Whether developed for financial gain as a guide, simply as the answer to an on-stream equation you faced, or because you love the art of tying flies. We are on the lookout for your creativity, innovation and proven patterns.

Q: When should I send my patterns to Umpqua? How do I know if I've been chosen?

A: Any time during the year is appropriate to submit your pattern(s). We are altering the way we have accepted submissions in the past to a more production friendly timeline. Rather than waiting for our annual summer sales meeting to review submissions, we will review submissions throughout the year. If we receive a pattern that we feel has a place in our catalog, we will begin the process at that time. We will run the patterns through the same testing and the same approval process that we have always done. That is to fish the patterns that we can locally, swim the patterns that are intended for water outside our locale, as well as send samples to our group of field testers in the appropriate locations.

Our decision to accept your pattern(s) has many facets; it's a very competitive race with only the best being chosen. It isn't uncommon for us to pass on a really great pattern in order to address a specific niche in another area. That doesn't mean that pattern wouldn't be considered for the following year though.

If your pattern(s) are chosen for production, you will receive a phone call to discuss the contract and sampling process in detail. You will be required to tie additional samples, fill out (provided) specification sheets for each pattern and provide us with any necessary step by step instructions we feel are needed. In addition to the factory samples, the required samples are used for quality control, catalog photography, Rep kits and IFTD show samples.

Once your patterns have been sampled by our factories, those samples are sent to you for approval. Production only begins once you have given us your approval. At that time we will build an inventory and release the product to dealers. The International Fly Tackle

Dealer (IFTD) show remains the place where the new products for our industry are revealed. We will still be introducing our new patterns at that time; additionally our catalog for the following year is printed and available at IFTD, which is currently at the end of July.

This process takes a great deal of time, from the time we receive your submissions to the time they are available to the public it can be upwards of eighteen months. Typically you will be looking at a twelve month process and depending on the learning curve the factories face with new patterns that could go either way.

Q: To whom at Umpqua do I send my submissions? What do I send them in?

A: Please send any submissions to the address listed below. Your submissions should be in a container or box that will withstand the abuse of shipping. Please do not send your submissions in an envelope...it is important for us to see how much you care about your design. Include 6-10 of each pattern; this gives us a nice collection to look at as well as enough for us to run through our field testing. Make sure to include your contact information so we can get ahold of you and a return address so we can return any patterns that don't make the final cut.

Umpqua Feather Merchants

ATTN: Brian Schmidt

594 South Arthur Ave

Louisville, CO 80027

Q: Why would I send my submissions to Umpqua?

A: I encourage you to take a few minutes to read the attached story of the man who changed the course of fly fishing history, Dennis Black.

Randall Kaufmann said it best. "The combination of Dennis' entrepreneurial spirit, vision, risk taking, influential friendships and business partners, with the world's best flies from the world's best tyers on the world's best hooks with the world's best materials made Umpqua the world's best and biggest supplier of flies, changing the sport of fly fishing forever."

Dennis started the Royalty Program and it remains the pinnacle of any serious fly tyers career. As a contracted Royalty Tyer, we pay an 8% royalty on all of your patterns invoiced quarterly. The contract also allows you to receive outstanding discounts on all Umpqua products for the duration of the contract. Not to mention the pride of being among the World's greatest group of fly designers and recognized as an Umpqua Feather Merchants Royalty Tyer.



594 SOUTH ARTHUR AVENUE LOUISVILLE, CO 80027

FLIES

LEADER + TIPPET

STREAMSIDE ACCESSORIES

PACKS + BAGS

HOOKS

METZ MATERIALS