



# 2009 TOURNAMENT INFORMATION



BENEFITING



## Tournament Information

<b>When:</b>	October 16 - 18, 2009
<b>Where:</b>	<b>Event Site</b> Lake Conroe 200 N. Buffalo Springs Dr. Montgomery, TX 77356  <b>Takeoff Location</b> (Free to the Public) Papa's on the Lake 14632 Hwy 105 Montgomery, TX 77356
<b>Field:</b>	60 Anglers Field Cut to Top-10 after Day 2
<b>Format:</b>	Three-day, individual angling competition Cumulative Weight
<b>Defending Champions:</b> (Previous Format)	Kelly Jordon (Captain) Lance Vick David Smith David Walker 54 fish / 288 lbs, 12 oz
<b>Purse:</b>	\$500,000
<b>Ticket Information:</b>	<a href="http://www.toyotatexasbassclassic.com">www.toyotatexasbassclassic.com</a> 1-866-907-0143
<b>Title Sponsor:</b>	Toyota
<b>Official Charity:</b>	Texas Parks & Wildlife Department
<b>Television:</b>	CBS Saturday, November 21 2:00 – 3:00 p.m. EST
<b>Tournament Staff:</b>	Andy Bush, Tournament Executive Director Lenny Francoeur, Tournament Director Lesley Baker, Sponsor Service Coordinator Sara Rogers, Tournament Coordinator Joe Foley, Regional Sales Director Mark Francois, Marketing Director Adam Harris, Marketing Manager Evan Harwood, Operations Assistant

## Tournament Schedule

### Friday, October 16

#### *First Round, Toyota Texas Bass Classic*

Take-Off, Papa's on the Lake ( <i>free to public</i> ):	7:00 – 8:30 am
Event Gates Open ( <i>ticketed</i> ):	9:00 am
Outdoor Adventures Area & Sponsor Expo:	9:00 am – 6:00 pm
Weigh-In:	5:00pm – 6:30 pm
Live Concert featuring Kyle Hunt Band:	6:30 – 8:00 pm
Montgomery Hometown Fireworks Extravaganza:	8:00 pm

### Saturday, October 17

#### *Second Round, Toyota Texas Bass Classic*

Take-Off, Papa's on the Lake ( <i>free to public</i> ):	7:00 – 8:30 am
Event Gates Open ( <i>ticketed</i> ):	9:00 am
Outdoor Adventures Area & Sponsor Expo:	9:00 am – 6:00 pm
Live Concert with Zona Jones:	1:00 – 2:30 pm
Weigh-In:	3:30 – 5:00 pm
Live Concert headlining Pat Green:	5:30 – 7:00 pm

### Sunday, October 18

#### *Final Round, Toyota Texas Bass Classic*

Take-Off, Papa's on the Lake ( <i>free to public</i> ):	7:00 – 8:30 am
Event Gates Open ( <i>ticketed</i> ):	9:00 am
Outdoor Adventures Area & Sponsor Expo:	9:00 am – 6:00 pm
Live Concert featuring Julianne Hough:	1:00 – 2:30 pm
Weigh-In & Awards Ceremony:	3:30 – 5:00 pm
Live Concert featuring Josh Turner:	5:30 – 7:00 pm

**\*\*ALL TIMES SUBJECT TO CHANGE\*\***

## 2008 Recap

Last year's Toyota Texas Bass Classic was a unique team angling competition in which \$750,000 was awarded in prize money, including \$250,000 to the winning team. A generous donation of \$250,000 was also given to the Texas Parks & Wildlife Department (TPWD).

On the last day, fans were treated to an exciting day of fishing as the final five teams jostled for the top spot. Team #20, captained by Kelly Jordon, certainly had the crowd's support though. The team was comprised of Jordan, local Lance Vick, David Smith and David Walker. Jordon and teammate Lance Vick were nearby Mineola, Texas residents and both served as fishing guides on Lake Fork. Jordon has lived in Mineola for 12 years and was a full-time guide for seven years. He was instrumental in the founding of the event, along with TPWD commissioners Dan Friedkin and Donato Ramos. Vick has lived and been a guide in Mineola for 14 years.

Last year's unique bass fishing tournament grouped 104 professional anglers into teams of four. The event combined the conservation aspects of Lake Fork's slot limits with certified observers and on-the-water scales, allowing anglers to weigh fish normally not allowed on a slot-limit lake. The field was cut to the top five teams after two days of fishing, and the remaining competitors fished Lake Fork on the final day.

The event was originally created to highlight the unique conservation methods of the TPWD on Lake Fork. The donation from the Toyota Texas Bass Classic was spread throughout several TPWD initiatives including their Neighborhood Fishing Program, the Texas State Fish Art Contest and "How to Fish" videos.

The event also included many similar family-friendly activities and musical concerts as this year's event.

- 2008 TTBC Champions:
  - Kelly Jordon (Team Captain), Lance Vick, David Smith and David Walker
  - Total weight of fish caught by winning team: 288 pounds / 12 oz.
  - Total # of fish caught by the winning team: 54
- Total # of Fish Caught in 2007 TTBC: 581
- Total weight of Fish Caught in 2007 TTBC: 2,141 pounds
- Lucchese Big Bass Award: Bobby Lane, 11 pounds / 12 oz.

## Conservation

- The Toyota Texas Bass Classic will showcase the excellent bass fishing on Lake Conroe that has resulted from the innovative fisheries and habitat management strategies of TPWD.
- During the Toyota Texas Bass Classic, all fish above 14 inches will be weighed and the top five caught each day credited to each angler. Fish falling within a 14-21-inch size range will be weighed in the boat by a certified and independent observer, and then immediately returned to the lake.
- Each contestant will be allowed to keep one fish (per day) larger than 21 inches, which will be weighed at event's weigh-in scales, then turned over to the TPWD for proper care and handling.
- Fish over 21 inches will be met at the dock by a specially equipped Toyota Tundra pickup with a purpose-built, aerated tank installed in the bed.
- The fish will be transported to the live weigh-in under the watchful eye of a TPWD fisheries technician, and after weighing, either returned to the lake using a large, live release boat and restocked immediately following each weigh-in event, or placed in a special tank for monitoring and rehabilitation.
- Fish over 13 pounds – those qualifying for the Toyota ShareLunker program – will go into a special fish hauling truck and be taken to the Texas Freshwater Fisheries Center in Athens to spawn and help pass on their superior genes to a new generation of Lake Conroe fish.

## Lake Conroe

Most species are currently managed with statewide regulations. Largemouth bass are an exception and are subject to a 16-inch minimum length and 5-fish daily bag limit.

<i>Construction:</i>	Started January 1970 - completed January 1973
<i>Cost:</i>	\$30,000,000
<i>Filled:</i>	October 31, 1973
<i>Normal Pool:</i>	Elevation 201.00 feet above mean sea level
<i>Surface Area:</i>	21,000 acres (5,000 acres in Sam Houston National Forest)
<i>Capacity:</i>	430,260 acre feet (140,200,651,000 gallons)
<i>Average Depth:</i>	20.5 feet
<i>Yield:</i>	100,000 acre feet per year (90 million gallons per day)
<i>Water Use:</i>	San Jacinto River Authority - one third for industrial and irrigation; two thirds City of Houston
<i>Fish Stocked:</i>	Texas Parks and Wildlife Department – Florida largemouth bass, hybrid striped bass, catfish, and crappie. Lake Conroe Marina Association – Florida largemouth bass and crappie.

## Contact Information

**Host Lake:** Lake Conroe  
200 N. Buffalo Springs Dr.  
Montgomery, TX 77356

**Ticket Hotline:** Phone: (866) 907-0143

**Tournament Office:** Phone: (866) 907-0143  
Fax: (713) 595-9651

**Media Center:** Phone: (713) 595-9671  
Fax: (713) 595-9672

**Primary Media Contact:** Mark Francois  
Director of Marketing & Communications  
Email: [mark.francois@octagon.com](mailto:mark.francois@octagon.com)  
Cell phone: (919) 802-2837

**Secondary Media Contact:** Adam Harris  
Marketing & Communications Manager  
Email: [adam.harris@octagon.com](mailto:adam.harris@octagon.com)  
Cell phone: (336) 253-2539

## Media Center Information

### **Admission to the Media Center:**

Only accredited working media (wearing media badges) will be admitted to the Media Center and Media Dining.

### **Media Facility Hours:**

Friday-Sunday	Breakfast:	8:00am – 10:30am
	Lunch/Afternoon Snacks:	11:00am – 3:00pm

### **Media Service:**

Copiers and telephones are available. Electrical outlets are available for computers. Fax service is provided at the media center reception desk.

### **Food and Beverage:**

All authorized media will have dining access in the Luncker Club hospitality area. The Luncker Club will have lunch and afternoon snacks available throughout the day. There will be only drinks provided in the Media Center. The Luncker Club is only open Friday – Sunday.

### **Luncker Club Hours of Operation:**

Lunch:	10:30 a.m. – 2:00 p.m.
Snacks:	2:30 p.m. – 6:00 p.m.

### **Parking:**

All accredited media have access to Media parking at Lot A, Wednesday through Sunday. Please display the parking credential given to you upon Media Center Check-In. For initial parking access please display your media I.D. badge and the print-out confirmation of Tournament media credentials.

### **Interviews:**

Credentialed media are allowed to approach anglers for interviews once they are off the lake. However, if you have a specific request you need accommodated, please contact the Media Center staff.

## Directions to Lake Conroe/Parking

Lake Conroe  
200 N. Buffalo Springs Dr.  
Montgomery, TX 77356  
*Temporary Address only valid 10/1 – 10/18*

### **From Dallas, TX (North):**

Take I-45 South toward Conroe (for approximately 200 miles). Take Exit 88 – Loop 336. Turn Right off exit onto Loop 336 (for approximately 1 mile). Turn Right onto TX 105 W (for approximately 12 miles) and follow signs to the event parking lot.

### **From College Station, TX (North):**

Take TX 6 South (for approximately 24 miles). Exit onto TX 105/Conroe. Turn Left onto TX 105 E (for approximately 25 miles thru Montgomery, TX) and follow signs to the event parking lot.

### **From Beaumont, TX (East):**

Take TX 105 W toward Conroe (approximately 85 miles). Turn Right on Loop 336 (for approximately 6 miles). Turn Right on TX 105 W (for approximately 12 miles) and follow signs to the event parking lot.

### **From Houston, TX (South):**

Take I-45 North toward Conroe (for approximately 40 miles). Take Exit 84 – Frazier St/Loop 336. Turn left off exit onto Loop 336 (for approximately 5.5 miles). Turn Left on TX 105 W (for approximately 12 miles) and follow signs to the event parking lot.

### **From Austin, TX (West):**

Take US 290 East toward Conroe (for approximately 85 miles). US 290 East becomes 318/Main Street (for approximately 2 miles, thru downtown Brenham, TX). Turn Left on TX 105 (for approximately 26 miles into Navasota, TX). Turn Right onto TX 105/Hwy 6 feeder road. Remain on feeder road traveling South (for approximately 1.5 miles). Turn Left onto TX 105 E (for approximately 25 miles thru Montgomery, TX) and follow signs to the event parking lot.