

# American Carp Society

How to Run a Successful Fishing Social





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## A MESSAGE FROM OUR FOUNDERS

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"As a member of the American Carp Society, we humbly thank you for supporting us!

Our journey is ever evolving and as a key member of our Team, your passion and dedication to our beloved fish can only help and encourage others to see the benefits for themselves and join our cause for the future of the sport here in the USA.

By becoming members of The American Carp Society, US anglers will be participating in the stewardship of the species for the future.

We are trusting that you will always reach out to us personally should you ever need anything and believe that open communication is the best policy to help with your success."

Sean Manning

Wayne Boon





# ABOUT THE AMERICAN CARP SOCIETY

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“Connecting anglers passionate about carp.”

The American Carp Society was formed in 2002, with the goal of promoting and educating the public on the sport of specimen Carp Fishing in the USA.

The Common Carp (*Cyprinus Carpio*) is one of the hardest fighting freshwater fish in the world and is now being pursued by anglers of all persuasions, from fly fisherman to dedicated Specialist Carp anglers as a sport fish.

The American Carp Society is a membership based organization and is responsible for promoting the sport and ensuring careful stewardship of both the specimen fish and its environment.





# HOST EXPECTATIONS

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## **Welcome:**

Congratulations! Welcome to the American Carp Society – a company that values your support and strives to provide you an avenue to achieve your personal angling goals. We expect that you will represent the organization’s values in your interactions with new anglers, the carp fishing community and the general fishing public. You will do this by demonstrating a positive, helpful attitude and a personal commitment to protecting and growing the reputation of the Common Carp as a sport-fish.

By hosting social fishing events, you will have the opportunity to improve the public’s understanding and appreciation for the Common Carp and Carp Angling as a sport. You’ll accomplish this primarily by hosting social events in your local area as well as interacting with other anglers on American Carp Society social media outlets with the goal of drawing new anglers into the sport, educating anglers and driving engagement with American Carp Society members.

Again, we thank you for your support of the American Carp Society, the sport and the common carp.

## **What You Represent:**

Hosting events for the American Carp Society comes with some responsibility. It’s important to recognize that you not only represent yourself. Your actions and behavior will shape public opinion regarding the American Carp Society as an organization and Carp Angling as a legitimate sport in the USA. Despite stretching from the east to west coast, the carp fishing community is a small, close knit family. The American Carp Society has worked very hard, and thoughtfully, to position itself as the premier organization and champion in support of Common Carp. It’s for these reasons that Event Hosts are accountable to a higher standard of angling professionalism, interpersonal skill and social media interaction.





### **Stewardship and Conservation:**

Representing the American Carp Society and the sport goes beyond just fishing. We are stewards and advocates for the Common Carp. It's literally all about the status of the fish. The American Carp Society are stalwart in our protection of the species. We continuously promote fish care and work to forge legal protections for common carp on trophy-class bodies of water. We understand that the general public and the average American angler are not necessarily aware of, or agree with, these practices, but through consistent education they can become accustomed to fish care and apply it in their own fishing. As an event host you will lead by example and promote the best practices of fish care.

In addition to caring for the fish of which we share a passion, Hosts are expected to be conservation-minded. Event sites are selected because of their carp angling potential and it's critical these waters are afforded our utmost respect and protection from human pollution. We have a conservation motto in the American Carp Society and it states, "*Leave only footprints, take only pictures.*" This encapsulates perfectly our expectation that Hosts will ensure event sites are clear of angler debris and in the same condition--or better--than we found it.

### **Educating Others:**

One of our most important functions of the Event Host is education. We recognize that the general public opinion of carp rests well below our level of appreciation for the species. Only through patient education and positive interactions can we begin to change the American perspective on carp.

Communication is key above all else. We must be courteous and positive in all our interactions with the fishing public to include bow fisherman, the carp angling community as a whole and with our fellow American Carp Society members. Combat with those who view carp differently is not effective at changing viewpoints or achieving our goals.

Online and in person, Hosts must be helpful, knowledgeable, and professional -- yet honest when presented with a topic or situation outside of their depth or understanding. The American Carp Society supports our Hosts and will intervene as necessary or requested.





### **Community Management:**

Fishing in general can be a secretive venture. Many game fish anglers withhold techniques and strategies from one another in an attempt for position or self-glorification. Carp angling is unique in that it is also a social sport intended to be shared on the bank with others. Secretive and reclusive behavior only hinders the sport and limits growth.

We aspire to be vibrant members of the carp angling community. Through social media channels it will be your conversations and interactions that will drive a sense of fun and engagement in the community. A community that isn't engaged in activity will diminish and fail. Knowing this, it is important that you are an active member promoting the values of the American Carp Society and promoting above all else the common carp.

### **Clinics:**

Demonstrating the use of tackle and equipment in our sport to Anglers has tremendous educational value and encourages new anglers to ask further questions. While discussing tactics and tackle bankside is good, demonstrating tackle and rigs to others can better be achieved in a 'clinic' environment at a local fishing store with a slideshow presentation. For anglers that wish to present in this way, we will provide all media that is to be used in these presentations for you should you have the opportunity or are able to create the opportunity to present at a 'clinic' or social gathering outside of the waters edge while you are fishing.





# SUMMARY OF EXPECTATIONS

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## **Representation:**

- You will be expected to conduct yourself in a professional, helpful and positive manner at American Carp Society events, tournaments, socials and on social media outlets.
- You will be expected to refrain from promoting third party bait and tackle companies on American Carp Society social media outlets and at American Carp Society sanctioned socials, tournaments and events. You may court or promote these companies on your personal social media channels.
- You will be expected not to engage negatively with anglers with opposing viewpoints such as bow fishing, pay laking, or other less gentle versions of carp angling.

## **Stewardship & Conservation:**

- You will be expected to demonstrate fish care in posts, activities and socials sanctioned by American Carp Society and on American Carp Society social media.
- You will be expected to ensure event sites are clean of human debris and returned to a natural state before disembarking.

## **Educating Others:**

- You will be expected to be positive and helpful with new anglers, member anglers and the general fishing public.

## **Documenting your Events:**

- Taking quality pictures and video of your events is very important. Through this media you and the American Carp Society can give others a lasting glimpse into the remarkable culture and brotherhood that surrounds American Carp Angling.







# HOSTING RESOURCES

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Your primary responsibility as an Event Host is to host social fishing events in your area. To equip you for this endeavor, The American Carp Society has resources available to promote carp angling and position you as an authority on the sport.

Resources include:

- **An Introduction to Carp Angling** (A leaflet designed to help new angler get started)
- **American Carp Society - Membership Brochures**
- **American Carp Society - Promotional Brochures**

These hosting resources are available at [www.americancarpsociety.com/resources](http://www.americancarpsociety.com/resources) for download.





# CONDUCTING SOCIAL EVENTS

## Reasons to Host

<p style="text-align: center;"><b>Fellowship</b></p> <p>More time fishing? Yes please. There are few things better than time spent on the bank with friends especially if the fish are biting.</p>	<p style="text-align: center;"><b>Tips &amp; Techniques</b></p> <p>Fishing with other carp anglers is the greatest way to learn new tips and techniques for catching more and larger carp.</p>	<p style="text-align: center;"><b>Grow the Sport</b></p> <p>By sharing the sport of carp angling with others, the sport has an opportunity to grow as more anglers become interested in fishing for carp.</p>
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## Social Preferences

You are in charge and can set up a social in whatever way the local anglers are most responsive to. You can pick the time, day or days, length of event and type of event. Socials can be purely social, themed -- such as children's events -- or you can add a layer of competition. Please contact us if you'd like to discuss ideas, themes, or details for an event (*See "11 – Contact"*).

## Basic Agenda for Socials / Tournaments

<p><b>PRE-EVENT ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Site Selection &amp; Scouting</li> <li>• Scheduling &amp; Communication</li> <li>• Site Preparation</li> <li>• Prize Resources</li> </ul> <p><b>LEAD UP TO EVENT ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Promote the Event</li> <li>• Recruiting</li> <li>• Pre-baiting</li> </ul> <p><b>EVENT DAY – SITE SETUP</b></p> <ul style="list-style-type: none"> <li>• Site Inspection &amp; Pegs</li> <li>• Weigh Station</li> <li>• Photo Stage</li> </ul>	<p><b>EVENT DAY – MEET &amp; GREET</b></p> <ul style="list-style-type: none"> <li>• Introductions &amp; Peg Draw</li> <li>• Provide instructions</li> </ul> <p><b>EVENT DAY – FISHING</b></p> <ul style="list-style-type: none"> <li>• Management by Walking Around</li> </ul> <p><b>EVENT DAY – WEIGHT &amp; PHOTOGRAPHY</b></p> <ul style="list-style-type: none"> <li>• Marshalling Catches</li> <li>• Photographing Catches</li> </ul> <p><b>EVENT DAY – WRAP UP / RECOGNITION</b></p> <p><b>POST-EVENT ACTIVITIES</b></p> <ul style="list-style-type: none"> <li>• Social Media Recognition</li> </ul>
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# PRE-EVENT ACTIVITIES

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## Site Selection & Scouting

The first step in preparing to conduct a social fishing event is site selection and scouting. While satellite imagery technology is very good, it can often be dated or inaccurate. Likewise, the top down view of a fishing site can mask sheer drop-offs, steep cuts in the bank and may not accurately depict foliage, weed and flooded timber.

The number of anglers you expect to attend should be considered as well during site selection and scouting. You will want to ensure you have more than enough swims available for the number of anglers that intend to participate, plus any unexpected anglers.

## Scheduling & Communication

When scheduling an event, its best to consult the solunar calendar first and find a day, or days, that have a good solunar rating. We find that while not an exact science, coinciding with the solunar has resulted in some great events.

Secondly, you should consider the weather. Rain or storms in the forecast should be avoided. Some die-hard anglers would eagerly fish through inclement weather, but we must consider the general safety and enjoyment of anglers of all skill levels.

You should also consider current events such as holidays, prime time entertainment events like sporting events, concerts, etc.... If your event conflicts with a prime-time event your participation may suffer.

Some Hosts may wish to poll their participants to find consensus on a day all would like to fish. While this is a noble pursuit, we find it best to simply schedule the event using the above considerations as you will find it often difficult to appease all anglers.

Events shall be setup and communicated on American Carp Society social media as well as using your American Carp Society email address. We ask that you do not create your own private American Carp Society Facebook pages or groups, but rather utilize the Official American Carp Society group pages for event scheduling and communication. If you need help setting up an event on Facebook, please contact us.





Event communication works best when it's comprehensive, including what anglers should expect such as suggested outfitting (waders, water boots), provisions (water on hot days), or shelters (canopy, bivvy). The inclusion of a site map designating parking and meeting locations is a must, and lake topography information is recommended. The intent here is to immerse the angler in the event and give them all the information they need to be comfortable and successful.

### **Site Preparation**

In some cases, a site may need preparation. Foliage may need to be cut back to develop fishable swims or you may need to contact local authorities to allow for overnight fishing or use of tents / bivvys. Some parks do not allow tents or bivvys so if you are not certain it's a good practice to call park authorities and ask before your event starts.

## **LEAD UP TO EVENT ACTIVITIES** (1 – 2 Weeks Prior)

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### **Promote the Event**

After you have setup an event and communicated it to American Carp Society members it is recommended to promote the event as the scheduled time draws near. One to two weeks prior to the event post a reminder to the appropriate American Carp Society pages and groups. Promotion posts are a great way to drive excitement about the event and encourage anglers sitting on the sidelines to join in. It's also a good time to issue any friendly angling challenges to spark anglers' competitive spirit. The more engagement and excitement you can build the better your participation will be.

### **Recruiting**

It is encouraged that you promote your event on local fishing forums or groups with a clear link back to the American Carp Society. This type of promotion will target non-members and will encourage new membership and participation outside of the society membership. Recruitment activity will swell participation at your events, increase American Carp Society membership and grow the sport of carp angling as a whole. A simple way to do this is to encourage member anglers to bring a non-member friend to each event.

### **Pre-baiting**

Pre-baiting the event location prior to fishing is recommended as it generally results in anglers catching more and higher quality fish, but must be done at the Hosts expense.





# EVENT DAY - SITE SETUP

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## Site Inspection & Pegs

Before the start of the event, you should be onsite to inspect current conditions and prepare to receive any event participants. If conditions have deteriorated to point the site is no longer fishable you have the opportunity to contact participating anglers to reschedule or change venue before they arrive. If you are conducting a competitive event, you can use this time to place peg signs in the designated pegs you previously scouted. If your event is purely social, pegs may not be necessary and is solely up to the Host.

## Weigh Station

To help manage catches and demonstrate proper fish care, it's recommended to setup a centrally located Weigh Station where you can assist in weighing fish as they are caught. The weigh station is the central hub of the event where anglers can gather to talk and appreciate catches. Weigh stations would consist ideally of a Tripod, Scale, Weigh Sling, and Cradle or Mat.

If your event is large and spread out, you may partner with other participating anglers to setup multiple weigh stations or if all anglers have the appropriate fish care gear, they can marshal their own catches. Anglers are encouraged to sack their catches for photography.

## Photo Stage

When selecting a location for the Weigh Station, you should also be considering the best location to take photos. Position your cradle or mat so that you have a natural backdrop. Avoid carp gear or human debris from contaminating the shot.





## EVENT DAY – MEET & GREET

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### **Introductions & Peg Draw**

Once your event starts, begin with a brief introduction and thank everyone for participating. This is a good time to recognize and welcome any new anglers. Welcoming new anglers is a great way to make them feel more comfortable and for you to appear more approachable. If you're running a pegged event, conduct the peg draw after introductions. Allowing new anglers, or participants who drove a long way to attend, to draw first is typically viewed as a best practice, otherwise have anglers randomly draw pegs.

### **Provide Instructions**

Before you release the anglers to fish, share any remaining instructions or requirements, such as how to properly log catches, contact information if a marshal is needed at remote swims for weighing or photography, additional itinerary items, and/or where to gather at the event wrap-up.

## EVENT DAY – FISHING

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### **Management By Walking Around (MBWA)**

The primary objective of the Host at a social or tournament is to improve angler engagement and participation. You can accomplish this by making participants feel welcome and connected to the organization. Fellowship and recognition are your two best tools for engagement.





As the event is in progress, it's best to visit each swim (if possible) and speak with anglers. This is an opportunity to strengthen the bond between the participating anglers and the American Carp Society. Educate, appreciate, encourage, or simply spend some time getting to know the anglers better. This extra time spent with the anglers improves future event participation.

If anglers are in remote swims that you cannot easily visit, it's recommended that you Message or Text as a means of checking in on their progress and making them feel connected to the event.

## EVENT DAY – WEIGHT & PHOTOGRAPHY

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### Marshalling Catches

A competitive event or tournament requires marshalling catches. As the Host you will verify weights and ensure proper weighing procedures and fish care are followed. You have the authority to disqualify catches for violations. It may be necessary to designate additional marshals for large, distributed events.

For logging fish, it is recommended to use a scorecard that is filled out at the time of the catch by the marshal or verified by a competing angler (*See last page of this handbook*). For best results, its recommended to print scorecards on card stock paper. Logging catches on the event thread on facebook can also be used but it is often times more difficult to validate than using scorecards, especially if a high quantity of fish are caught.

If your event is social, it's encouraged that you weigh and photograph fish but it's not necessary to verify weights. Anglers can weigh and photograph their own fish as well.

### Photographing Catches

The best part about American Carp Society socials and tournaments are the stunning pictures of Common and Mirror Carp. We love seeing successful anglers holding their catch. As you know, we take great pride in how we represent ourselves through photography and believe event photography should strive to be as high quality as possible. To that end, we have created a "Photo Style Guide" in this handbook to help you compose your pictures (*See "10 – Photo Style Guide"*).

As a general rule, fish should be photographed as quickly as possible so they can be released. Sacking fish until morning for overnight events is acceptable, but photograph at dawn to minimize the time the fish are sacked.





## EVENT DAY – WRAP-UP & RECOGNITION

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### **Wrap-up & Recognition**

At the end of the event gather everyone up and thank them for participating. If you have defined awards for the event, award them to the winning anglers. You might also take this time to snap a group photo.

## POST-EVENT ACTIVITIES

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### **Social Media Recognition & Thanks**

After the event be sure to recognize outstanding catches and successful anglers. Enough cannot be said about the power of positive recognition. Post a wrap-up summary of the event and thank everyone for participating. You can also take this time to recognize any new anglers that joined you on the bank. This acknowledgement allows new members to feel connected to the group and will improve participation in future events.

## ONLINE COMMUNITY MODERATION

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Your primary role is to conduct social events for anglers in your state or region. When you're between events you should take the opportunity to connect with your state's anglers through American Carp Society social media.







Examples of how you can engage your state’s anglers:

- Recognize anglers for outstanding catches or new PBs
- Like and comment on angler’s posts to acknowledge them and encourage future posting
- Educate anglers by sharing rig tips or bait choices based on season or fishing conditions
- Thank your state anglers for participating in discussions or sharing content

The objective is to engage and make member anglers feel recognized and involved in the organization. Doing so in a friendly and fun manner will draw new membership as their friends and acquaintances want to get involved and join in the fun.

If you have any questions along the way, or run into a situation online you aren’t comfortable with or are not sure how to handle, please partner with us. We’re here to support you just as you are supporting us.

## PHOTOGRAPHY STYLE GUIDE



Wayne Boon ▸ Official American Carp Society Members Group

November 24, 2017 · Add Topics ·

A lovely SoCal chunky common self take...

Caught on a home made which is always very satisfying for me 😊

Camera: Nikon D750 with an AF Nikkor 50mm 1:1.8D lens

The lens was opened up all the way to 1:8 to get the narrow depth of field (very narrow point of perfect focus [The fish] with a blurred background).

Camera set to "A" (Aperture Priority) and taken with a fill flash at 50% power to help the light the fish and make it pop.

Photography like music is so very subjective when it comes to likes and dislikes... This is one I particularly like, I'm not sure what the FB render will do to it 😊 but here goes... lol

Best,  
Wayne



### Typical Self-take procedure using a SLR camera

**I use a simple 10 second timer setting on the camera. I set the camera up on the tripod, place a couple of buckets or even my rucksack on the mat exactly where I'll be holding my fish.**

**Compose the shot and focus on the bucket/rucksack. Take a couple of test shots to review.**

**Once happy with the previews, I'll flip the auto focus button down to manual focus. That way, I'll always be focused on that precise distance.**

**Then if I'm lucky enough to catch, I'm ready and prepared to get one or two decent poses out of the 5 or 6 I usually take.**

**Oh, One last thing, because I usually shoot in "A" or Aperture Priority mode on the camera, the camera always adjusts the shutter speed automatically, keeping my depth of field (Aperture) the same...**



If you remember that the fish is always the star and not the Angler then you won't go far wrong with your photography. Some simple tips:

1. Make sure that the background is clear of any debris such as tackle, buckets, trash etc...
2. Look for a natural background...rushes...long grass...trees and also the lake itself.
3. Water shots make great natural looking shots for your personal collection. Don't be afraid to ask the subject to get in the water!
4. Don't be afraid to direct the Angler for the photograph... 'Look at the fish' ...'Dunk the fish into the water and then pull him out' ....etc
5. AN angler looking at the camera in the shot is not preferable as it naturally takes away the focus of the picture from the fish to the Anglers face...
6. Remember to wash the fish with water before shooting to remove any debris...this will also give the fish a shiny surface for natural light to bounce off.
7. Experiment with different angles...the same fish will look very different from a different angle and also a different side of the fish.
8. The first hour after sunrise and the last hour before sunset is an incredible light for shooting naturally.
9. I love the 'A' aperture priority setting and then you can just experiment with the depth of field from the F-stop...remember a lower F stop 2.8 will mean a clearer focus point (foreground) and a more fuzzy (bokeh) background.....the higher the F Stop 16 the clearer both background and foreground will be together.
10. Shoot in the 'Green' Automatic mode on shots until you are really comfortable with your camera's settings.
11. Remember the larger the image file size the more can be done in 'post'. If you have the option of adjusting your camera settings to shoot 'RAW + JPEG' then that is preferable as we can do a great deal of post production with a RAW file.





**Some examples:**

This is how **NOT** to do it....Buckets and Tackle randomly scattered in the background of the shot... taking away the focus from the subject matter.





Some examples of what we are looking for - Natural background with fish close to the water/mat.



Water shots are always a great option if you can do some....





A natural unstaged picture....





A Black and white post production effect can add some mood to the picture as well...easily achieved in photoshop.





# CONTACT INFORMATION

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If for any reason you have questions, concerns or feedback, please don't hesitate to contact the American Carp Society for assistance. We appreciate your support of us and in turn we offer our support to you.

For information regarding Events, Socials, Tournaments, Materials and Resources:

- Email: Clayton Lothrop ([clayton@americancarpsociety.com](mailto:clayton@americancarpsociety.com))
- FB Messenger: Clayton Lothrop

For General Feedback or Inquiries

- [info@americancarpsociety.com](mailto:info@americancarpsociety.com)
- FB Messenger: Official American Carp Society

