

October 22, 2009

El Pescador, Belize, Announces New Director of Fishing and Guest Relations

In August 2009, El Pescador, Belize announced the opening of perhaps the most desirable position in the fly-fishing industry; Director of Fishing and Guest Relations of their Ambergris Caye resort. The opening of this position drew international attention from fishing and non-fishing press as being a glimmer of hope in a fairly dire employment market.

Consequently, the response and number of applicants for the position was outstanding. In total over 150 applications were received by the recruiting agency Infinite-Fish (<http://www.infinite-fish.com>). Will Casella, owner of Infinite-Fish, claims, “the international attraction for this position was tremendous. We had applicants from Columbia to Qatar and everything in between. Of the 150 or so that completed the application form, which was deliberately a tedious process, 125 were experienced in the fly-fishing industry and were very well qualified for this position.”

A few candidates quickly rose to the top of El Pescador’s preferred list but only one candidate was selected, Lori-Ann Murphy of Reel-Women Fly Fishing Adventures (<http://www.reel-women.com>). Lori-Ann has been an icon of the fly-fishing industry since 1989 when she became the first female Orvis Endorsed fly-fishing guide. In 1992 Lori-Ann co-founded Reel-Women; a very successful outfitter offering guided service, fishing schools, and fly-fishing travel primarily for female anglers. She has also acted as a member of pro-staff for numerous fly-fishing manufacturers, competed successfully in various casting competitions as well as the Fly Fishing Masters, and she has been featured in media ranging from ESPN to Martha Stewart Living.

Fly-fishing legend Bob Clouser has gone as far to say. “Lori-Ann has done more for the fly fishing business than almost anyone. She is not only a top notch teacher of the sport, she is an extraordinary fisher lady!”

Chris Spiro, Marketing Manager for El Pescador (<http://www.elpescador.com>), stated, “Lori-Ann is just the type of candidate we have been looking for. Not only is she incredibly skilled and well connected in fly-fishing, but she also possesses the abilities to take El Pescador to the next level in attracting and exceeding the expectations of both hard-core and novice anglers.”

Lori-Ann will make the transition to island life on November 7, 2009. "I have been invited to join an incredible family at El Pescador! I look forward to extending my love for fishing from the shores of Belize. The joy is always learning something new, and taking with us what we have learned along the way. Cast to your dreams, and see you there!" she exclaims. Her new role at El Pescador places her as the primary liaison between anglers and guides as well as being the lead figure in ensuring overall guest expectations are exceeded. Lori-Ann will still continue to play a role in Reel-Women but will hand-over the daily management to her co-workers.

We all look forward to hearing more about the success of the partnership of two independent industry powerhouses; Lori-Ann Murphy and El Pescador, in the near

future. In the meantime, if you would like to send Lori-Ann congratulations, pose any questions, or book a trip she can be reached at her new email address, fish@elpescador.com.