

The official newsletter for Professional Angler, Jo Dee Bucki



Announcing a new Partner Sponsor Birmingham Coca-Cola Bottling Company



Recently I partnered up with Birmingham Coke to help them promote their newest products; Vault, Vault Zero and TaB Energy. Knowing that women make up the majority of the market share when it comes to making grocery purchasing decisions; Coke began looking for ways to break into the female market. Well, here in the south you have NASCAR, a male dominated sport and then there is Professional Fishing, another male dominated sport...but wait, how about a Professional Lady-Angler with a smile a mile wide, who is passionate about fishing. There's the ticket!

Professional Women's Fishing is breaking the mold and I hope to help bring it into the spotlight, showing all women that they too can fish at an elite level, it isn't just for the boys anymore.

As far as the products; I truly like them. Vault has a much better taste than that of Mountain Dew and it has a little bit more zing. TaB Energy...well I just cant say enough about that product. It reminds me of a Jolly rancher with a kick and is truly thirst quenching. I never go to a tournament without a few cans. I drink one toward the end of the day and it helps me not only have more energy but I can stay awake for the drive home.



Partnering up with a rod and reel sponsor is one of those necessities that all Professional Anglers have. Partnering up with one that makes a product you actually like and believe in, well that can be a challenge. I have been lucky in this sense, the company that makes my favorite rods and reels, Daiwa, has decided to welcome me onto their team.

Their line of low profile reels in combination with their Light & Tough rods has become my favorite setups. I personally think they are the best kept secret when it comes to women anglers so I intend to change this. The reels are small and light, which is perfect for the smaller hands of women, but can handle conditions the heavier, higher profile reels can handle After an 8-10 hour tournament my hands and wrists are not nearly as fatigued, and this is due to the light weight and small design of the equipment.

I have recently started to hone my skills of pitching and flipping and the Viento reel is the newest greatest product for this. This reel has that revolutionary "Twitching Bar" that is on the lips of everyone these days. This bar helps the angler twitch and quiver the lure which drives the Bass wild.

Mark Your Calendars

April 1st, Jo Dee will be talking about the New Face of Competitive Fishing as well as Co-Hosting from 12:00—1:00 on Talk Radio 1070 AM

Birmingham Business Journal March 17th Edition

Bar Nobles, Editor of the BBJ, found my story to be unique and interesting enough for his publication., a publication that focuses on business and entrepreneurs. You can find the article in the Birmingham Business Journal's May 17th edition.

My quest to fish competitively without putting my husband and I in the poorhouse has turned me into an entrepreneur. With the help of my friend John O'Malley, President of Strategic Visions, Inc., guiding me in the right directions, I have partnered up with sponsors that no one thought I could. Sponsors that I am proud to be involved with. The key is to team up with a sponsor not just ask "what can you do for me". I have worked hard to promote the products and services of my partner sponsors and will continue to do so. I enjoy the promotion part of this and of course I love the fishing side. The combination is a winner for me. I don't fish so that I can promote myself...I promote myself so that I can fish.