

Bill Schultz lives in New Berlin and Sturgeon Bay, WI, and is a contributing writer for *Badger Sportsman Magazine*, *Kayak Angler Magazine*, www.lake-link.com, along with several other web sites. Since catching his first smallmouth bass in 1994, he has caught and released 22,500. His focus has been on the big waters of Green Bay in and around Sturgeon Bay, along with rivers and streams throughout Wisconsin. Bill's popular talks at sports shows and fishing events have turned thousands onto the tremendous opportunities and excitement of fishing for smallmouth bass on lakes and rivers. Catching and releasing smallmouth bass and sharing his recipe for success has become a passion for him. Bill is on a variety of National Pro Staffs including St. Croix Rod, YarCraft, Mercury, Jackson Kayak, Bending Branches/Aqua-Bound Paddles, Malone Auto Racks/Trailers and Kalin's, plus over a dozen additional sponsors.