



Bill Klyn

Bill has had a colorful work history that began as a therapist in an adolescent psychiatric hospital outside Washington, DC. Moving to WY, he worked at the National Outdoor Leadership School then became involved in the fishing and outdoor business as part owner of an outdoor retail store in Jackson Hole. His next move was becoming Sales Manager for Simms Fishing Products during their initial years in the mid 1980's.

For the next 26 years, Bill joined Patagonia initially heading up the Fishing Business then became Marketing and Brand Manager and finally the International Fishing Business Manager. He created the World Trout Program that has raised over \$1 million dollars that provided grants to grassroots groups protecting fresh and saltwater species and habitat.

Involvement in the fly fishing industry had Bill being one of the founders of the American Fly Fishing Trade Association, serving on the Board of Directors for 16 years, 10 of which as Chairman.

Bill was an original Board Member of the Recreational Boating and Fishing Foundation from 1998-2003. RBFF brought government and private business together to generate additional revenue streams through increased license sales that supports state fisheries, conservation efforts and education.

As Board Member and Chair of the Corporate Council for the Theodore Roosevelt Conservation Partnership, Bill led very diverse industry leaders to support policy issues and lobby and educate Congress to make the right decisions in protecting and enhancing fish, wildlife and their habitat while assuring access to our public lands.

Bill's passion for saltwater fishing led to his joining the Board for the Bonefish and Tarpon Trust, the saltwater non-profit in Florida. Using research and science to better understand these sport fish and their habitat, they then collaborate with agencies and governments to address the growing threats to these special fish. Bill created the Buccaneers and Bones TV Series on the Outdoor Channel. As Executive Producer, he brought together well known anglers such as Tom Brokaw, Michael Keaton, Jimmy Kimmel, Huey Lewis, Lefty Kreh, Yvon Chouinard and others to not only entertain and fish, but to educate the viewers about the threats to these terrific game fish.

As Board Member for the Charture Institute, a Jackson Hole based think tank, the focus was to address solutions to community based issues important to their future. One important initiative is the evolution of Healthy Business, Healthy Planet. This effort brings together broad based CEO's to develop new regenerative business concepts to become more sustainable and responsible to manage the overuse of our resources and meet the changing demands by customers.