

OVER 25 YEARS OF EXTRAORDINARY RESULTS

Foggia[™]
PUBLIC RELATIONS

LYLA FOGGIA, PRINCIPAL

✉ lyla@foggiapr.com ☎ (503) 227 3923 🌐 www.foggiapr.com

CLIENT:

Reel Expressions, Inc.

WRITING EXAMPLE:

Media Kit

FOR MORE INFORMATION:

www.foggiapr.com



FISHING ROD ANTENNAS to debut at ICAST 2005

Look for them in the
ICAST New Products Showcase and at booth #2161



LAS VEGAS – July 18, 2005 – It took a severely-addicted angler to think this one up: car radio antennas in the shape of fishing rods.

Ken Sifferman, a former auto collision center manager who lives to fish, got the inspiration when someone gave him a key ring featuring a miniature reel. A year and a half later, he finally got around to taking the antenna off his truck, cutting some guides off his large collection of broken rods and wrapping them on as an experiment. Next, he glued on the tiny reel, screwed the whole thing back onto his pick-up – and, to his surprise, the antenna seemed to work better than it had before.

Sifferman's company, Reel Expressions, based in Renton, Washington, is introducing the fishing rod antennas in three different reel styles – spin, bait cast, and fly – at the 2005 ICAST show in Las Vegas on July 20 – 22. (Booth #2161)

The first of its kind product has also been selected for the 2005 ICAST New Products Showcase, where

it can be previewed on Tuesday, July 19, from 5:30 pm – 7 pm.

Reception to the antennas has been phenomenal. Last Christmas, Sifferman hand-made a dozen and handed them out as gifts to friends and family. When the winter sports shows rolled around, he decided to attend SHOT in Vegas and a half dozen others around the Northwest to gauge interest. At each one, he'd casually lay the rod antenna on the counter while talking to exhibitors. Invariably, someone would ask, "What's that?" Then a crowd would form wanting to know how to buy them.

In early March, Sifferman hired an attorney and filed for a patent, now pending. He then located an overseas manufacturing rep with offices in Seattle and South Korea, which sent out prototypes to four companies to compare quality and prices. When the samples came in, Sifferman put the antennas through his own rigorous testing, including freezing, baking and otherwise attempting to destroy them.

Specifications:

Each rod antenna is constructed with a standard 31-inch stainless steel antenna base, actual rod guides and mock reels in three different styles: spin, bait cast, and fly. Adapters (if needed) are included to fit most late model Chevy, GMC, Ford, Mercury, Dodge and Chrysler and foreign vehicles.

* * *

Media contact for more information and product JPEGs:

Lyla Foggia
foggia public relations
(661) 259-6561
lyla@foggiapr.com



About Ken Sifferman

Inventor of the

REEL EXPRESSIONS ROD ANTENNAS

ICAST New Products Showcase and at Booth #2161

Ken Sifferman's invention – the REEL EXPRESSIONS ROD ANTENNAS – promises to be one of the hottest new products at this year's ICAST show in Las Vegas on July 20-22, 2005.

The inspiration behind them came when this former auto collision center manager was given a key ring featuring a miniature reel. Too busy working and fishing at the time, it took another year and a half before he finally got around to taking the antenna off his truck, cutting some guides off his large collection of broken rods, and wrapping them on as an experiment. Next, he glued on the tiny reel, screwed the whole thing back onto his pick-up – and, to his surprise, the antenna seemed to work better than it had before.

Sifferman is the first to admit that if there was a 12-step program for fishing addictions, his wife would probably enroll him.

The day he planned to propose to his future bride, Deb – at sunset on a beach in Lincoln City, Oregon – where was he? Out on a boat, trying to get in a few more casts before heading in to pop the big question. "I'm a procrastinator, always on fishing time. 'I've got ten more minutes,'" he says.

Cruising in at the nick of time, he escorted Deb out to the water. And just as he planned it, he points to something off on the horizon to distract her, then tosses a bottle with a note into the surf. They walk a few more feet and it washes up. She reads it and says 'yes' – then "starts laying down the rules," he says with a laugh.

Did any apply to fishing? "No, not until we got married. When we moved my stuff from my apartment to our first house, she saw how much fishing tackle I had." Deb counted fourteen tackle boxes and announced, "You know you're not buying any more fishing gear." "I say, 'Honey, the day I pass, you're going to have to buy a lure and put it on my casket.'"

Biography for KEN SIFFERMAN
Inventor of Reel Expressions Rod Antennas

- 2 -

But then, she should have known. When they exchanged their wedding vows, hers read:

Deb, do you promise to love, honor and cherish Ken from this day forward?

During times of joy and times of sorrow?

During times of blessing and times of adversity?

During times of golfing and times of fishing?

When he is in good health and times of illness?

Forsaking all others and keeping yourself only unto him as long as you both shall live?

"Deb looked at the pastor, wondering, 'How do I say no?' But she said, 'Yes!'"

Deb has turned out to be a real sport, loving a guy who's always on fishing time. Like the time when they went on an outing with another couple. As usual, the husbands headed out in the boat, promising to be back before the gals had to go home. "We were catching probably about 30 silvers. We just kept fishing and fishing and fishing – and we lost track of time," Sifferman recalls with a laugh. "We came back into the campsite and they were gone. But they had written 'GOODBYE' in rocks on the picnic table. They weren't mad or anything." Or the time he took her out fishing in the Pacific Ocean – *in a two-man rubber raft*. "Not the smartest thing I ever did," Sifferman laughs, "but being addicted to fishing..."

Eleven years later, the Sifferman's are happily married and blessed to be living on a private 35-acre lake filled with trophy-size bass, crappie, bluegill and trout. Since the trout average 5 pounds, it's not unlike living next to a liquor store for an alcoholic. "Last year, there was one reported at 28 inches and about eight pounds," he recounts, though he wasn't the lucky angler.

Sifferman can't help that he was born with the aberrant fishing gene. At knee-high, he caught his first fish – a salmon – on the Cowlitz River in Washington. "Our family vacation every year was to a lake and they would literally have to come out and pretty much drag me off the dock," he laughs. "*You know, 'Dinner's ready – you're coming in!'*"

Following his parents' divorce, Sifferman would spend every day fishing while visiting his father, who lived only a mile from a Seattle-area lake. "I've always had this passion for it, I guess. I probably fished more than most kids. Like in the summertime, I'd spend time at my cousins' house and we'd go down to the stream nearby and fish all the time. Or we'd walk down to Des Moines Marina and fish off the dock."

"When I got good grades on my report card, I would always get something to do with fishing, like a new pole," he recalls.

Sifferman had actually thought about turning his passion for fishing into a career back in 2001. He'd bought himself a 24-foot charter boat and was just starting to guide in his spare time when his wife got breast cancer. She went through nine months of chemo and radiation treatments every three weeks – and he sold the boat to stay by her side.

He stuck with his job managing the leading auto body repair facilities in Renton, Washington, until last Christmas Eve. But it wasn't the possibility that his new invention might catch on that lured him into early retirement, at the age of 40. It was his growing frustration with the insurance industry and the rules it imposed on collision shops – particularly the replacement

Biography for KEN SIFFERMAN
Inventor of Reel Expressions Rod Antennas

- 3 -

materials they were required to use – that collided with his personal code of ethics and led to his decision to move on.

Among the highlights of his 11 years in the job, Sifferman, who foregoes fishing on Sunday mornings to help out at his church, spearheaded the shop's effort to buy and refurbish a used car for a single mother of two whose dilapidated 1985 Cadillac had died in a grocery store parking lot, where Sifferman happened to be at the time. When he couldn't get the car re-started, he arranged for several other local auto businesses to work together to purchase a 2000 Ford Escort and restore it to its original condition. For the title-signing ceremony that followed, Sifferman had the grateful family transported to the event in a vintage Cadillac limousine.

The family's circumstances, no doubt, brought home poignant childhood memories of watching his own mother struggling to pay the bills while raising three kids as a single parent. To help make ends meet, he began working in his grandfather's roofing business at the age of nine. Through high school, he attended classes only two hours in the morning, allowing him to work full-time as a roofer until he finally graduated at the age of 20.

He subsequently bounced around doing different construction jobs until landing a position as a chef at Crystal Mountain Ski Resort on Mt. Rainier. "I love to cook– *especially fish*," he says with a chuckle.

So where did he happen to pick up this skill? "Basically, when I complained about food to my mom one time, and she got fed up with it and went on strike for a month. And then she pretty much figured out that we had learned how to cook," he laughs, "and she just never really went back to cooking for us full-time."

Though only 12 or 13 at the time, he was already turning out edible dishes. "A lot of times it would just be macaroni and cheese. My mom kind of mentored me in some aspects. 'Well, I'm not going to cook tonight, but if you throw some pork chops in a slow cooker and throw some cream of mushroom soup in there and let it simmer for about an hour or two, it will fall right off the bone for you.' She'd give me ideas like that."

He still cooks three or four meals a week. "I have so many types of fish in the freezer – from ling cod to rock fish to sturgeon to three different species of salmon, and steelhead."

Even so, Sifferman releases more fish than he keeps. "It wasn't always about catching fish," he explains. "Now, it's even more so NOT. I've finally made it to that 10%. I can pretty much catch fish all the time – but being out there, enjoying the whole aspect of things. The setting it up, just trolling around the lake. Or rowing down the river in my drift boat is my favorite thing," he sighs.

* * *

To arrange an interview or for JPEGs:

Lyla Foggia
foggia public relations
(661) 259-6561
lyla@foggiapr.com



**Certificate for one complimentary
REEL EXPRESSIONS ROD ANTENNA**

Please complete and deliver this form directly to
Ken Sifferman at booth #2161

Non-transferable. Valid only for the media representative listed below.

Name: Spencer Turner

Media affiliation: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____

Please indicate which style of rod antenna you would like:

_____ **Bait casting reel**

_____ **Spinning reel**

_____ **Fly fishing reel**

Thank you! Your rod antenna will be mailed to you in late August.

Questions? Please call Ken Sifferman at (425) 864-9332.