



THANK YOU FOR YOUR INTEREST IN THE WALLEYE 101 MEMBERS ONLY PROGRAM. ON THE FOLLOWING PAGES IS ALL THE EXCITING INFORMATION ON WHAT THE MEMBERS ONLY PROGRAM INCLUDES.

OUR MEMBERSHIP IS BEGINNING TO GROW, AND WE ARE LOOKING FORWARD TO EXPANDING WHAT WE OFFER IN THE FUTURE. YOUR PARTICIPATION AND INPUT ARE INVALUABLE IN CREATING A WORTHWHILE EXPERIENCE, SO PLEASE LET US KNOW HOW WE CAN SERVE YOU BETTER.

IF YOU WOULD LIKE TO JOIN THE MEMBERS ONLY PROGRAM, PLEASE FILL OUT THE ENCLOSED APPLICATION AND INFORMATION SHEETS, AND MAIL THEM WITH YOUR \$50 PAYMENT (GOOD FOR MEMBERSHIP THROUGH MARCH 31, 2011) TO THE ADDRESS BELOW.

IF YOU HAVE ANY QUESTIONS, WE HAVE SET UP AN E-MAIL ACCOUNT ESPECIALLY FOR THE MEMBERS PROGRAM.

**[WALLEYE101MEMBERS@GMAIL.COM](mailto:WALLEYE101MEMBERS@GMAIL.COM)**

AGAIN, THANK YOU FOR YOUR INTEREST IN OUR PROGRAM.

TIGHT LINES

LANCE VALENTINE

PLEASE MAIL APPLICATION, INFORMATION SHEET AND \$50 PAYMENT TO:

LANCE VALENTINE'S WALLEYE 101 INC  
PO BOX 90318  
BURTON MI 48509



**DEAR MEMBER:**

**WELCOME TO THE WALLEYE 101 MEMBERS ONLY CLUB. WITH YOUR MEMBERSHIP YOU HAVE COMMITTED TO HELP GROW THE SPORT OF WALLEYE FISHING BY SHARING WITH OTHERS THE JOY OF CATCHING MORE AND BIGGER WALLEYE!**

**YOUR SUPPORT OF THE MEMBERS ONLY CLUB AND OF WALLEYE 101 IS APPRECIATED MORE THAN I COULD EVER SAY. FROM HUMBLE BEGINNINGS, WALLEYE 101 HAS GROWN INTO MORE THAN I HAD EVER IMAGINED, AND IT IS ENTIRELY DUE TO SUPPORT OF ANGLERS LIKE YOU.**

**HOPEFULLY YOU WILL FIND THE BENEFITS OF THE MEMBERS ONLY CLUB A GREAT ADDITION TO YOUR CURRENT FISHING KNOWLEDGE, AND THAT THE HARDCORE INFORMATION AND SHARING WE PLAN TO PROVIDE TO CLUB MEMBERS WILL MAKE YOU A BETTER ANGLER EVERY TIME ON THE WATER.**

**THE CLUB IS IN ITS' BEGINNINGS, AND AS WE GROW, WE WANT TO HEAR FROM YOU IF YOU HAVE ANY SUGGESTIONS ON WHAT WE CAN DO TO MAKE THE CLUB BETTER AND MORE BENEFICIAL TO ALL CLUB MEMBERS.**

**PLEASE PASS ON WHAT YOU LEARN; BUT REMEMBER THAT MEMBER'S ONLY INFORMATION, SPECIAL SITES, DISCOUNTS AND OTHER ACTIVITIES ARE DESIGNED FOR MEMBERS AND ARE FOR THEIR PERSONAL USE. WALLEYE 101 HAS ALWAYS BEEN ABOUT SHARING, AND THAT WILL CONTINUE TO BE ONE OF THE MAIN FEATURES OF WHAT WE DO. YOUR COMMITMENT AS A MEMBER IS TO HELP WHOMEVER YOU CAN, WHENEVER YOU CAN.**

**ALONG WITH ME, JEFF MALINOWSKI HAS GRACIOUSLY OFFERED TO COORDINATE THE MEMBER'S ONLY PROGRAM. JEFF HAS PUT A LOT OF HIS OWN TIME AND EFFORT INTO THE PROGRAM, SO PLEASE TAKE A FEW MINUTES TO THANK HIM FOR HIS WORK.**

**TO MAKE COMMUNICATION WITH MEMBERS EASIER, WE HAVE SET UP A SPECIAL E-MAIL ADDRESS FOR YOU TO CONTACT US. PLEASE USE THE FOLLOWING EMAIL FOR ANY COMMUNICATION CONCERNING THE MEMBER'S ONLY PROGRAM**

**[WALLEYE101MEMBERS@GMAIL.COM](mailto:WALLEYE101MEMBERS@GMAIL.COM)**

**I WANT TO THANK YOU AGAIN, AND I AM LOOKING FORWARD TO THE EVOLUTION AND GROWTH OF THE WALLEYE 101 MEMBER'S ONLY CLUB.**

**TIGHT LINES**

**LANCE VALENTINE**



**CURRENTLY YOUR MEMBERSHIP INCLUDES THE FOLLOWING ITEMS:**

**1 T-Shirt**-show your colors as a proud member

**2 Boat stickers** -identify members on the water

**1 Vehicle sticker** -identify members off the water

**Waypoint Files**-access Lance's vast collection of waypoints for downloading into your GPS

**Members Only Message Board**-share your secret tips with other members

**1 Custom Name Badge**-Let others know who you are

**50 "Member" Business Cards**-meet new friends to share your success with

**Brochures**-let others know about Walleye 101

**Members List**-keep in touch with other members on and off the water

**WE ARE CONSTANTLY LOOKING FOR WAYS TO MAKE THE MEMBERSHIP MORE BENEFICIAL, AND IN THE NEAR FUTURE WE PLAN ON ADDING THE FOLLOWING BENEFITS:**

**Monthly raffles**

**Discounts on Tackle**

**Custom "Members Only" tackle, lures and colors**

**Online fishing report manager**

**Boat Flags**

**"Members Only" clothing**

**"Members Only" fishing trips**

**"Members Only" meetings**

**Referral Programs**

**AS ALWAYS, IF YOU HAVE ANY IDEAS OR SUGGESTIONS TO MAKE THE CLUB BETTER, PLEASE LET US KNOW!!**



### **MEMBERS ONLY MESSAGE BOARD ACCESS:**

ONE OF THE BENEFITS OF YOUR MEMBERSHIP IS ACCESS TO A "MEMBERS ONLY" SECTION OF THE WALLEYE 101 MESSAGE BOARD. WE STILL HOPE YOU WILL POST ON THE GENERAL ACCESS PART OF THE MESSAGE BOARD, BUT SAVE THE MEMBERS ONLY SECTION FOR THINGS YOU WISH TO SHARE ONLY WITH OTHER MEMBERS.

TO ACCESS THE "MEMBERS ONLY" SECTION ENTER THE MESSAGE BOARD AS USUAL. AT THE MESSAGE HOME PAGE YOU WILL SEE 5 BUTTONS (HOME, POST, MODIFY, DELETE, SEARCH). UNDER THE BUTTONS IS A "LOGIN" LINK. CLICK ON THE LINK AND SIGN IN USING YOUR USERNAME AND PASSWORD. IF YOU SIGNED IN SUCCESSFULLY YOU WILL NOW SEE A "MEMBERS ONLY" TAB ADDED TO THE FORUMS TABS. CLICK ON THE "MEMBERS ONLY" LINK AND YOU ARE NOW AT THE "MEMBERS ONLY" SECTION OF THE MESSAGE BOARD. YOU MUST SIGN IN EACH TIME YOU VISIT THE BOARD!

### **DOWNLOADING WAYPOINT FILES:**

BEGINNING NO LATER THAN EARLY FEBRUARY, YOUR MEMBERSHIP WILL GIVE YOU ACCESS TO LANCE'S PERSONAL WAYPOINT FILES ON SOME OF THE LAKES AND RIVERS HE HAS FISHED. THE FILE WILL CONSIST OF WAYPOINTS DESIGNATING KEY FISHING AREAS, BOAT RAMPS AND OTHER IMPORTANT LOCATIONS. THERE WILL BE TWO WAYS TO GET THE WAYPOINT FILES.

THE EASIEST WAY WILL BE TO SEND AN E-MAIL TO [WALLEYE101MEMBERS@GMAIL.COM](mailto:WALLEYE101MEMBERS@GMAIL.COM) REQUESTING A SPECIFIC FILE. THE FILE WILL BE E-MAILED TO YOU. YOU WILL NEED A SD CARD AND A CARD READER (INCLUDED ON MOST NEWER COMPUTERS). SIMPLY DOWNLOAD THE FILE TO YOUR SD CARD. **YOU WILL NOT BE ABLE TO VIEW THE WAYPOINTS ON YOUR COMPUTER UNLESS YOU HAVE A COPY OF LOWRANCE MAP CREATE SOFTWARE LOADED, BUT YOU DO NOT NEED MAP CREATE TO DOWNLOAD AND USE THE WAYPOINT FILE ON YOUR GPS!** NOW SIMPLY INSERT THE SD CARD INTO YOUR EAGLE OR LOWRANCE GPS AND FOLLOW THE STEPS FOR DOWNLOADING THE WAYPOINT FILE INTO YOUR GPS (DON'T WORRY-INSTRUCTIONS WILL BE INCLUDED WITH THE E-MAIL THAT INCLUDES THE FILE).

IF YOU DO NOT FEEL COMFORTABLE LOADING THE WAYPOINTS YOURSELF, YOU CAN MAIL A SD CARD TO JEFF MALINOWSKI WITH A REQUEST FOR UP TO 5 FILES. JEFF WILL THEN PUT THE FILES ON YOUR CARD AND MAIL THE CARD BACK. YOU WILL BE CHARGED FOR RETURN POSTAGE. **PLEASE ALLOW 7-10 BUSINESS DAYS BEFORE THE RETURN OF YOUR CARD!**



## Privacy Policy

Lance Valentine's Walleye 101.com will make every effort to protect your confidentiality. Personal information is either requested or required on some areas of Lance Valentine's Walleye 101.com to verify your identity. The amount and type of information received depends on how you use our site. The information may be stored and used in order to enhance our relationship with you.

You can use Lance Valentine's Walleye 101.com without telling us who you are or revealing any personal information. The only data we collect and store during normal website usage is typical web server log data. Examples of this type of data are: the name of your Internet service provider, the site that referred you to us, any pages you request, and the time and date of those requests etc. GoDaddy.com is our website tool and data is used to generate statistics and measure site activity to benefit Lance Valentine's Walleye 101.com users.

There are times when Lance Valentine's Walleye 101.com collects personally identifiable information to provide site visitors with a service. This information, such as name, mailing address, email address, and type of request, is collected and stored in a manner appropriate to the nature of the request. Your data is never provided or sold to any other company for that company's independent use.

During the course of your visit, you may move to other Lance Valentine's Walleye 101Inc. websites, including the sites designed specifically for merchandise, mailing lists, etc. In addition, this site may provide links to third party sites not controlled by Lance Valentine's Walleye 101.com, such as those belonging to the Michigan DNR, fishing clubs, retail and online stores, and photo websites. It is recommended that you check the specific privacy statements of any site before providing any personally identifiable information.



## CODE OF CONDUCT

REMEMBER THAT AS A MEMBER, OTHER ANGLERS WILL BE LOOKING AT YOU AS A REPRESENTATIVE OF WALLEYE 101 EVERYWHERE YOU GO. PLEASE TRY TO FOLLOW THE GUIDELINES LISTED BELOW SO WE ALL LOOK GOOD.

1. FOLLOW ALL FISH/GAME AND BOATING LAWS AT ALL TIMES.
2. MY ACTIONS ON THE WATER WILL ADHERE TO AND EXCEED THE "RULES OF THE ROAD" SET FORTH FOR SAFE BOATING FOR ALL.
3. KEEP YOUR BOAT, TRUCK AND ALL EQUIPMENT IN GOOD WORKING ORDER AND NEAT APPEARANCE.
4. WHEN IN PUBLIC, BE MINDFUL OF YOUR APPEARANCE; TRY TO ALWAYS BE PRESENTABLE AND APPROPRIATE FOR THE SETTING.
5. TREAT ALL ANGLERS AS "FRIENDS I HAVE YET TO MEET" AND TREAT THEM ACCORDINGLY BOTH ON AND OFF THE WATER.
6. OFFER FISHING HELP TO THOSE WHO ASK, AND WHEN TIME ALLOWS, SPEND TIME WITH THEM TO INSTRUCT THEM.
7. PASS ON INFORMATION TO OTHER ANGLERS REGARDING WALLEYE 101 WHENEVER APPROPRIATE. THE BUSINESS CARDS AND BROCHURES PROVIDED WITH MEMBERSHIP ARE TO BE USED TO INCREASE AWARENESS AND PARTICIPATION IN WALLEYE 101 AMONG NON MEMBERS.
8. MAKE EVERY EFFORT TO INCLUDE INEXPERIENCED ANGLERS, ESPECIALLY CHILDREN AND YOUNG ADULTS, ON FISHING TRIPS WHENEVER PRACTICAL.
9. OFFER SUGGESTIONS, IDEAS, CRITICISMS AND INFORMATION TO WALLEYE 101 FOR THE REASON OF MAKING THE ORGANIZATION STRONGER AND MORE VALUABLE TO ALL ANGLERS.
10. SHARE FISHING INFORMATION WHEN ON THE WATER, ESPECIALLY WITH OTHER WALLEYE 101 MEMBERS AND FRIENDS.



## PERSONAL INFORMATION

THE FOLLOWING INFORMATION WILL BE USED EXCLUSIVELY BY WALLEYE 101 TO TRACK AND CONTACT MEMBERS. WE WILL BUILD, UPDATE AND MAKE AVAILABLE A "MEMBERS ONLY" CONTACT LIST. THE LIST WILL ONLY BE AVAILABLE TO PAID MEMBERS. WHEN FILLING OUT THE INFORMATION BELOW, ***PLEASE CHECK THE CIRCLES NEXT TO INFORMATION YOU ARE GIVING WALLEYE 101 PERMISSION TO INCLUDE ON THE PUBLIC CONTACT LIST.*** IF A BOX IS NOT CHECKED, THAT INFORMATION WILL REMAIN PRIVATE, AND WILL BE USED ONLY BY WALLEYE 101 IN PERSONAL CONTACTS WITH YOU.

- Name \_\_\_\_\_
- Mailing Address \_\_\_\_\_
- City, State, Zip \_\_\_\_\_
- Birthday \_\_\_\_\_
- Shirt Size \_\_\_\_\_
- E-Mail \_\_\_\_\_
- Phone (cell preferred) \_\_\_\_\_
- Boat Make \_\_\_\_\_ Boat Model \_\_\_\_\_
- MC Numbers \_\_\_\_\_ Boat Color \_\_\_\_\_
- Boat Name \_\_\_\_\_
- Boat Radio Call Sign \_\_\_\_\_

My signature verifies that I have read and agree to the "Code of Conduct" listed for the Walleye 101 Members Only Club; and that the above information can be used by Walleye 101 for purposes it deems acceptable within the rules of its privacy policy set forth on previous pages. Any information provided above, which is accompanied by a "marked" circle, is available for use by other Walleye 101 members to contact me, or identify me on and off the water, including distribution of a "Members Only" information list.

Signed \_\_\_\_\_

Date \_\_\_\_\_



**Sign up now and become a Walleye 101 member!**

Member Name \_\_\_\_\_

Member Number \_\_\_\_\_ Joined \_\_\_\_\_

Boat Name \_\_\_\_\_

Call Sign \_\_\_\_\_

Business Card Information (5 lines max)

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

Line 3 \_\_\_\_\_

Line 4 \_\_\_\_\_

Line 5 \_\_\_\_\_



*"Permanent Wave"*

**Jeffrey Malinowski**  
**Waterford, MI**  
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[www.walleye101.com](http://www.walleye101.com)



*Member Since 2009*  
**#0002**

**FIRST**  
**LAST**

*Boat Name*