



Dear Fly Fishing Enthusiasts:

Happy New Year!!  
Here's wishing all of you  
the best for 2013. May  
your fly stay dry and  
your net stay filled!  
Thank you so much for  
your part in a small  
success story called Dry  
Fly Innovations.



Fly of the Month:  
Poly Midges

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New Arrivals

It's been one of the greatest winters for dry fly fishing I can remember in a long time. Other than some unexpected and unwelcome wind, most of the fishing days were near perfect. My fishing tip for the month is essential for winter fishing but could be applied at any time of the year. (See Page 2).



Well, it's show season at DFI. Here's our schedule for the month of January: January 4-6 at the Fly Fishing Show in Denver (Merchandise Mart); and January 10-11 at the Western Idaho Fly Fisher's Expo in Boise (Idaho Expo Building).

We will host a booth, either tie in a theater or on the floor, and have free presentations. We look forward to seeing you at one of these shows.

As usual, we're always introducing new products, and January is no different. Our new presentation, "Dry Fly Approaches," is now available on DVD. All the early critiques have been very favorable. We will be introducing this presentation at our upcoming shows. We're also introducing a Loon product that you can't live without. It's called Lochsa Floatant, and it is the only fly ointment I have ever used that will float CDC. Lastly, we have created a new custom fly box called "The Emerger-cy." This box is loaded with 8 dozen bugs specifically designed to cover all of your hatching and emerging pattern needs. As with all of our custom boxes, it comes with a "cheat sheet" for name and placement of flies as well as a 10% discount on ALL future purchases with DFI.

# Tip of the Month

On December 26, 2012, I fished the Owyhee River. It was a snowy day; there was ice covering all slow-moving water and ice along all edges of the river. In the riffled areas entering the slicks, there was still open water. Around 2 pm, there was a monster midge hatch that came off. I picked up a few fish on an adult midge pattern, the #22 Caddisge, but I had a lot of refusals also. I changed flies to a #22 Blood Midge and served it to a couple of fish and they refused it. I recalled a technique I often use when a fish won't eat a bug on a dead drift. The next fish I addressed with the Blood Midge, my cast was slightly long and about 18 inches above the fish. As the fly approached the fish, I jigged the fly then slightly moved it exactly in front of the fish's feeding zone. The fish ate the bug; and using that subtle little movement, I caught a pretty impressive group of big brownies through the rest of the afternoon. When fish are refusing your dead-drifted bug, before you change flies, put a little movement on it and see what happens.



# New Arrivals



The Emerger-cy:  
Often big, smart trout shy away from adult dry fly patterns; they just won't peak their nose through the surface of the water. But, that same big fish could be easily fooled by a low-profile hatching bug or a suspender. DFI has loaded a killer custom box specifically to cover all of your hatching and emerging patterns. We promise the contents of this box will fill your net!



Lochsa Floatant: It's a miracle! I've searched for years to find a dressing to float CDC (Cul de Canard) more effectively. The LF will float your CDC patterns at least three times longer than non-treated CDC. If you fish CDC patterns like we do, you must own this product!

## Dry Fly Approaches with Nate Brumley



There is a reason why a small group of dry fly fishermen continue to catch a ton of fish. They've mastered the art of approaches and understand an alarmed fish cannot be hooked. "Dry Fly Approaches" is a lesson in stealth, a road map to being a master fish hunter, and an illustration of how to approach a fish in every feeding position. This is outstanding information that you can immediately convert to more and bigger fish. Presentation uses both still and video shots.