

John McManus

GSSA President John McManus is a long-time salmon fisherman and salmon advocate. He comes from a varied background that includes ten years of commercial salmon fishing in southeast Alaska, 15 years producing news for CNN and more recently, 11 years doing publicity and organizing for the public interest environmental law firm Earthjustice. Work at Earthjustice included organizing and publicity supporting restored salmon fisheries in the Columbia, Klamath and Sacramento River basins.

A San Francisco native, Muni Pier and Lake Merced were the places where he first learned to tie a fishing line, bait a hook, and cast. He's a long time member of the Coastside Fishing Club and keeps a boat part of the year in Half Moon Bay and part on the Marin, Sonoma and Mendocino coasts.

From the 1970s on he spent a lot of time in the north coast salmon communities of Bodega Bay, Pt. Arena, Fort Bragg and Eureka. As salmon runs declined in the 1990's, he got a front row seat to the demise of these fishing communities, something that fuels his advocacy for salmon and salmon communities to this day.

The Golden State Salmon Association (www.goldenstatesalmonassociation.com) is a coalition of salmon advocates that includes commercial and recreational salmon fisherman, businesses, restaurants, tribes, environmentalists, elected officials, families and communities that rely on salmon. GSSA's mission is to restore California salmon for their economic, recreational, commercial, environmental, cultural and health values.

Currently, California's salmon industry is valued at \$1.4 billion in economic activity and 23,000 jobs annually in a normal season and about half that much in economic activity and jobs again in Oregon. Industry workers benefiting from Central Valley salmon stretch from Santa Barbara to northern Oregon. This includes commercial fishermen and women, recreational fishermen and women (fresh and salt water), fish processors, marinas, coastal communities, equipment manufacturers, the hotel and food industry, tribes, and others.