



Wife: Darlene

Sons: Mike (wife) Tracy and Jason (wife) Beth

Grandchildren: Landon, Evan, Mason and the latest keeper Brayden.

Simply Fishing Extreme Television is a 30-minute series hosted by Bob

On the 19th of August 2010 history was made when Bob Mehsikomer became the first angler in the world to achieve the Cast-To, Catch and Release of 100 Muskies over the 50" benchmark, all on artificial and ALL released. That is the reason many in the muskie world claim him to be the best of the best. Although if you ask him, he will tell you he is simply a committed angler chasing the most elusive apex predator in North America's fresh waters.

The time and devotion to the pursuit of the muskie, bass, walleye, northern pike, lake trout, tarpon, sailfish, roosterfish, peacock bass and many other species are what makes this man the skilled angler he is. He studies the environment, the location, forage and the predator at a level others could only dream of. The devil is in the details Bob always says. When asked by a would be potential sponsor what made him so efficient on the water, he simply stated when you do it for a living, and living depends on eating, you learn fast and thoroughly. Every cast, every fish and every mistake are recorded in his day-to-day life on the water.

Mehsikomer's Simply Fishing Extreme series is the quintessential totally authentic, action-packed, trophy fishing series that everyone is trying to catch! Episodes feature in-your-face action with giant northern pike, monster lake trout, huge muskies, mammoth smallmouth, peacock bass or other trophy species crashing lures for awesome fish hitting action from around the globe. Simply Fishing is totally authentic from cast to hit, from hookset to landing, including the release.

Simply Fishing Extreme also teaches conservation with correct fishing, fish handling, and release methods on video to ensure healthy release of adult fish for future anglers to enjoy. Simply Fishing practices "C.P.R. - Catch, Photo & Release . . . . The Future Of Fishing Depends On It". All fish are

released on camera. Simply Fishing host, Bob Mehsikomer, educates viewers on fishing techniques, and shows them how to catch fish, including the correct times and locations. Bob reveals his secrets for finding and catching big fish - everyone's dream fish. Simply Fishing gives anglers all the information to visit the same destinations.

From January to April each year, Bob gives video supported seminars at sport shows, fishing club functions, fundraisers and special retail stores events. All of the educational materials Bob produces are backed up by "on the edge of your seat", action packaged in video form. Bob develops new seminars for the sport show circuit each year, which adds to the already impressive list of seminars available. Bob's seminars are around 45 minutes with 15 minutes of Q&A to make the time slot one hour. Seminars require a facility where the lights can be brought down for full effect of the video support, and a video projection screen large enough for those in the rear of the room to view easily. Other speaking and hosting engagements are also accepted.

Bob Mehsikomer is a 13-time world record release holder in the National Freshwater Fishing Hall of Fame with releases in muskie, northern pike, and lake trout. Bob is Mr. Muskie, capturing more gigantic muskies on video than anyone thought was possible. As of 2008 Bob had 97 muskies 50-inches and better to his credit, today that number is a record breaking 100. Now that's a lot of BIG FISH Videos! Simply Fishing produces many retail videos covering many species, but we specialize in "How To" Muskie Videos, which are distributed nationally. Bob has records in lake trout, northern pike, muskie and peacock bass.

In 2009 Bob was inducted into the Freshwater Fishing Hall Of Fame by his peers with legendary status. He earned this recognition through his commitment and devotion to a sport enjoyed by tens of millions of anglers. However, in his quest he was to take a leading roll in as an educator, searching for the untold truths of and dismantling the myths the mighty muskie and other species while on course.

Simply Fishing Extreme the program airs to more than 100,000,000 households on cable, broadcast, satellite and streaming on the Internet. Simply Google Bob Mehsikomer or Simply Fishing for a quick reference of where you can see Bob's skills in action.

Beyond simply catching fish, Bob is also an environmentalist. Catch and release has been the cornerstone of his career and will be far into the future. Ben Alspach at Berkley Fishing one told Bob he should look into pursuing something other than muskie if he were to succeed. He simply asked why and the response he was met with was "NOT EVEN AL LINDNER could succeed at catching these fish on a regular basis". Well, we would all have to agree, Ben was sadly mistaken and if you again ask Bob, he will tell you that although he has succeeded in the pursuit of the mighty muskie it would have been much more difficult without the knowledge Al Lindner provided him. The respect he has for Al and Ron Lindner is not to be taken lightly, they provided a base line for studies and in part paved the way for Bob and anglers like him.

Bob has designed more than forty different lures for the demanding fishing industry. Companies such as Strike King, Stanley, Poe's, Odyssey, A-Team and others have counted on and to some degree still count on Bob's designs and input when bringing products to market.

The production company Digital Integration Group Services is a fully loaded digital production facility utilizing cutting edge technologies to produce the best commercials, instructional videos, corporate videos and television programming and Bob is there on-site for every decision and key stroke in terms of the content found within his productions. Bob is a qualified graphics artist and is responsible for all the graphics and animations found within his videos. The creativeness of Bob's skills stems from his actual encounters during the shooting of each episode of Simply Fishing Extreme.

Five years ago Bob was approached in regards to developing a bucktail. It didn't stop there; he has now developed a family of trophy catching blade baits for A-Team Tackle including the Avenger-X, Aggressor-X, Agitator-X, A-K 10, Mya-Boo and the Assassin-X which is the ONLY patented muskie spinnerbait in the world.

The single biggest BIG FISH producer for Bob is the Poe's Giant Jackpot. This lure has earned its place in the muskie and pike world and is now entering its third decade of production. It is also the only lure Bob carries that can account for more than 50 of his 100 over 50 inches. Not bad...see Poe's Lures on the Internet for a retailer nearest you.

C.P.R. "Catch, Photo & Release, The Future Of Fishing Depends On It" are the words Bob lives by. He coined and trademarked the slogan back in the late 80's and to this day is proud of the following he has earned as a result of it. Few anglers can relate to the struggles of muskie fisherman as can Bob. He has been there for decades promoting the rights and condemning the wrongs of the sport to massive audiences nationwide.

Bob is noted for his abilities to educate his fellow anglers. He has held many muskie schools in the US and Canada focused at raising the skills and abilities of anglers wanting a more rewarding experience for their time on the water. Many of his co-instructors have gone on to build their own place in the fishing industry as a result of their involvement.

And there is more...much more from this one of a kind angler driven by the challenge of the fish, the environment, the industry and the technology within it. There is much to learn from Bob if one is willing to listen. Will you be that one?

For more information regarding Bob Mehsikomer please contact Simply Fishing Extreme TV.

**Simply Fishing Extreme Television**

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