

Rebecca Reid

Regional Director-General,
Department of Fisheries, Oceans and the Canadian Coast Guard
Vancouver, B.C.

Hi Rebecca:

August 14, 2017

My name is Alyssa Cowles and I am a recreational angler living in the heart of the Fraser Valley. I have also recently been nominated as a director of the Fraser Valley Salmon Society. I am honored to be apart of this motivating group to help protect our fisheries for the future. I am so very lucky to live in such an incredible location. Beautiful rivers, stunning scenery and amazing people. The reason I am reaching out to you is because I wanted to express what our fishery means to me as a 22 year old woman.

Fishing takes me back to my childhood... spending my summers at my grandfathers cottage and being able to fish every day with him. There's a reason why I look back on those years so fondly... memories I will never forget. Nowadays whenever I go out and fish, I feel like the weight of the world is off my shoulders, There's no need to worry about the real world, just the sound of nature. This gives the younger generation a sense of peace that calms the mind and soul naturally in the vast busy life we all lead. It allows me to loose myself in the moment. When I am fishing there's an incredible feeling of euphoria, it gives me something to look forward to, something to learn, practice, and achieve. For my generation, fishing provides a unique way to unwind and unplug from social media and technology.

Rivers have provided us with an abundance of wild fish and so many diverse culinary experiences over the many, many years. These beautiful rivers give us the key ingredients to create feasts that bring families together. Without fresh fish to eat I honestly feel that there is something huge missing in our families life.

Along the way in my Journey through life, I recently got the chance to be involved in the fishing world and Community. Approximately nine months ago I got the phone call that would give me the opportunity to make a difference in the fishing world as well as an amazing career opportunity. This was a big eye opener for me that totally changed my perspective on fishing. Realizing that I can have a voice and protect what we grew up with. My boss Dean Werk, the owner of Great River Fishing Adventures has educated and taught me about how important it is to protect our fish for the future. I am so intrigued by his business and what he does for our community. I want to learn everything I can to teach the younger generations to care and preserve our fishing for the future years to come.

Furthermore, Fishing is my life in more ways then one.... I am passionate and dedicated. It would mean the world to me if my kids one day got to experience the type of fishing I have done so far. I will do everything in my power to protect our rivers and be apart of conservation for the future. The river has always been a second home to me since I was a little girl and I want to have that for the rest of my life. The Fraser River provides so many positive experiences and if everybody treats it with respect then we should all have access to a sport fishery for now and for the future.

Thank you for taking the time to read my passion for fishing in our area. We look forward to hopefully having an opening for a sport fishery this coming month.

Sincerely,

Alyssa Cowles,
Director of the FFVS
Great River Fishing Adventures