



Dear Long Island Fly Fishing Expo,

Per your request for a bio:

I am 42 years old and finally decided to slightly grow up at an age of 39 and get married to my wonderful fly fishing wife Bobbi Jo Ross who has given us a beautiful son named Parker.

I started JP Ross at age 20 in spite of my father telling me it was a terrible idea. Sometimes that is just the motivation a young man needs.

Fast forward to today and I am a corporate man of 13 years in materials science at a local global electronics materials company, and still making fly rods in my spare time. At one point JP Ross Fly Rods was all I did, and had a small staff making 1500 rods a year. To date the company has made over 7000 rods and shipped them all over the world. Today's volume is a few hundred a year. Recently JP Ross & Co. has expanded into off-road single axle trailers called Trail Marker.

Deep rooted in my love of fly fishing is an immense passion for clean water conservation. In 2012 we created a movement called Trout Power and last year the initiative turned into an organization and a registered 501c3. Our work has been focused on Brook Trout Conservation in the NYS Adirondack Mountains. We have discovered new strains of wild brook trout and we work closely with the Dept of Conservation to attempt to preserve all wild native trout streams in the state. Our mission is to change the world and to honor clean water not by its clarity but by the wild trout that live in it.

The presentation and movie you will see will give you an overview of the science and genetics we use to fin clip and discover and document wild trout. The Documentary is 36 minutes and focuses on the drama of what do you do when you find a special place on the planet? Preserve it? Don't tell? Do Tell? Who knows, as every circumstance is different based on its environment.

Thank You,  
Jordan P. Ross, **President JP Ross & Company LLC.**

***President and Founder of Trout Power***

[jross@jrossflyrods.com](mailto:jross@jrossflyrods.com)  
[888-300-6617](tel:888-300-6617)

[www.jrossflyrods.com](http://www.jrossflyrods.com)  
[www.trailmarkeroutdoors.com](http://www.trailmarkeroutdoors.com)

[www.troutpower.org](http://www.troutpower.org)