

LARGE CHAIN LETTER



United States Department of Commerce
National Oceanic and Atmospheric Administration
NOAA Fisheries Service
Silver Spring, MD 20910

<Date>

<FULLNAME>
<TITLE>
<BUSINESSNAME>
<STREET ADDRESS>
<CITY>, <ST> <ZIPCODE>

Dear <FULLNAME>,

Here is the *Marine Recreational Bait and Tackle Economic Survey* questionnaire that your company has agreed to complete. This first-ever national survey will fill an important gap in NOAA Fisheries current knowledge. With your help, we can showcase the importance of bait and tackle retailers to the United States economy.

NOAA Fisheries is the federal agency within the U.S. Department of Commerce responsible for the conservation of our ocean resources. We are conducting this survey to better understand the economic contributions of the saltwater bait and tackle retail industry. The research results will be made available to fisheries management councils, state agencies, and all interested citizens to inform the discussion of recreational fisheries policies.

We realize this is sensitive information and as such, we have an enormous responsibility to ensure your information is used appropriately and kept secure. Your responses are completely voluntary and confidential. The questionnaire has an identification number for mailing purposes only; we use it to check your survey off the list when it is returned.

Only through your responses can we more fully understand the economic importance of the recreational fishing industry. We greatly appreciate your company's willingness to add its voice to this important study.

I would be happy to answer any questions you might have. Please call me at 301-427-XXXX or send an email to cliff.hutt@noaa.gov.

Thank you for your help. I look forward to your response.

Sincerely,

Clifford Hutt
Office of Science and Technology
NOAA Fisheries Service
Silver Spring, MD 20910