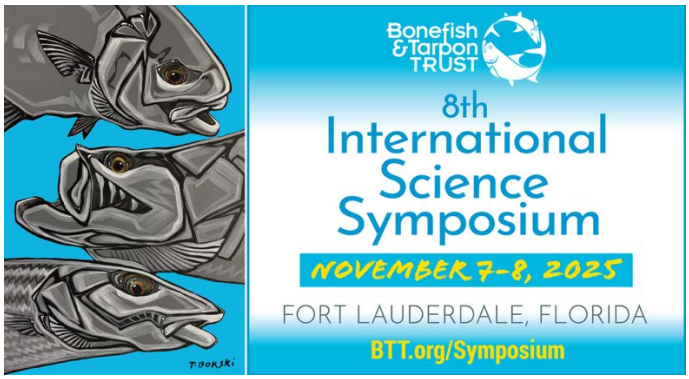



**Guiding the Future of Tarpon Conservation in the Florida Keys**

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For more than twenty years I have worked as a full-time guide in the Lower Florida Keys, watching the flats fishery evolve under the combined pressures of shifting conditions, coastal development, and increasing angling pressure. Tarpon, bonefish, and permit remain iconic to the Keys, though the ways we find and interact with them continue to change. Over time, I have adopted a forward-looking approach I call *flow fishing*—moving across habitats and seasons to balance pressure, respect fish behavior, and sustain both the fishery and my business. Being informed about science and management issues has proven invaluable as a business entrepreneur. Clients appreciate learning about conservation challenges and management actions, and these conversations deepen their connection to the resource. As I like to say, *good conservation is good business.* Flow fishing allows me to explain why we shift locations and how awareness of habitat and fish behavior deepens the experience. Success as a guide isn't measured by the number of fish caught, but by stewardship, education, and lasting appreciation for the ecosystem. Through collaborative efforts with other guides, we have built a unified voice for conservation by partnering with Bonefish & Tarpon Trust, serving on advisory councils, and participating in programs such as Blue Star Fishing Guides. Guides are on the front lines of conservation, modeling best practices, supporting research, and educating anglers in real time. The future of tarpon conservation will depend on keeping these voices at the table and empowering the next generation of conservation guides.