

MISS TEXAS SAILS AGAIN IN CABO BLANCO!

The legendary fishing boat 'Miss Texas', sailed during the 1950s by Nobel Prize in Literature Ernest Hemingway and Louisiana oilman Alfred Glassell, got back to Northern Peru after being restored to its original version by Inkaterra. An icon for the artisanal fishing community in Cabo Blanco, the 'Miss Texas' made history in August 4th 1953 when Glassell caught in this coast the largest gamefish world record: a 1560-pound Black Marlin (*Makaira indica*). Nowadays, the 'Miss Texas' is a symbol for the recovery of the Peruvian Tropical Sea, a project for which Inkaterra Asociación (ITA) is promoting the creation of a marine reserve to research and protect hydrobiological resources and benefit local communities through sustainable activities, such as ecotourism and recreational fishing.

In preparation for beginning the research of the fabled fishing waters of Cabo Blanco, many hours and some frustrations have been spent on getting the Miss Texas ready to go. But since January 1st 2014, it sails fully loaded with the best electronics and fishing equipment, tackle and lures available. The newly restored Miss Texas equipment enlists:

- 5 fishing rods & 5 Miss Texas/Inkaterra 130lb personalized fishing reels
- 5 fishing rods & 5 Capt. Norm Isaacs 50lb personalized fishing reels
- 2 fishing rods & 30lb fishing reels
- 4 fishing rods & reels to do spin reel fishing



Expectations are high that good numbers of black blue and striped marlin will be found, as well as large tunas, some expected to weigh in excess of 300lb.

The Miss Texas will be manned with a combination of Inkaterra personnel and local fishermen that are beginning their training as sport fishing crew members. At the helm is US Captain Norm Isaacs, a world-renown sport fishing specialist who draws 35 years of big game fishing experience. The crew for the first excursion was completed by Diego Rehder, Inkaterra Asociación Coordinator in Cabo Blanco, with Carlos Jacinto (grandson of Máximo Jacinto Fiestas, former Miss Texas crew in Hemingway's times) and Juan Panta.

There is much to be discovered as far as best techniques for this area as well as seasonal fish populations. This research will provide scientific basis not only for this product, but also for conservation initiatives such as the marine reserve proposed by Inkaterra Asociación.

On Captain Norm Eugene Isaacs

If you ask Norm about his sport fishing expertise, he will say: "That's what I had to do because I couldn't hold down a real job". Actually, Norm says he doesn't remember his first fishing experiences. "From what I'm told, my Dad used to tie a rope around me and around his waist and that's how we'd spend the day up and down the Kansas river banks. I guess as a little guy I tended to get where I shouldn't from time to time."

From years as a general freshwater fishing enthusiast, Norm evolved into an obsessive bass fanatic. He chased around the bass tournaments (of which there weren't many at that time) until he was severely bitten by the big game bug in the late 60's fishing with his Dad and his brother off the south Texas coast. It was primarily billfish with bass on the side until billfish finally won out. Norm spent a couple of years fishing points south such as Mexico and Panama with some time in the West Indies.

Settling in South Padre Island, Texas, Norm skippered offshore trips until the lure of the big fish off Hawaii's famous Kona Coast caused him to move his charter operation there in the early 80's, fishing Kona some 225 days a year.

While fishing has been an integral part of Norm's life from early childhood on, team sports took the spotlight for a while. Upon graduating high school at Benton, Kansas in 1962, he signed a professional baseball contract with the New York Yankees, and started college in the off season. According to Norm, "When I was with the Yankees, I was a small frog in a big puddle, but I got acquainted with and got to hang out with some of the big frogs like Mantle and some of the other big names of the game at that time. That, along with playing the game, was a lot of fun". An injury sent Norm back to follow in his father's footsteps in general aviation working as a flight instructor/charter pilot. Interrupted temporarily by a hitch in the military, flying –in one form or another– paid for the next fishing trip for several years. In fact, between fishing charters, it was delivering an airplane to Hawaii that first exposed Norm to the magic of the Kona Coast and resulted in the move 6 weeks later.

Norm was one of the innovators of big game fishing on television. In late 1986, Norm launched his first series "Inside Big Game Fishing Hawaii". "Big Game Bites" and "Big Game Fishing the World" followed and the rest is history. He continued a long lasting partnership with ESPN for 16 consecutive seasons.

Over the years, Norm has racked up an impressive record of more than 30 fishing tournament wins and placings. He has been written up both nationally and internationally numerous times for some of his notable catches and innovative ideas pertaining to offshore fishing.

He is a member of the International Game Fish Association as well as The Billfish



Foundation and the Outdoor Writers Association of America. Norm is a strong advocate of conservation and promotes the billfish tag and release program on his shows.

The best of his big game fishing episodes can now be experienced in his Big Game Fishing DVD Collection.