

Subject: : Shop Talk

Topic: : Is there Method in your Motive? - Sage 2014 Fly Rod Preview

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Some of you may have heard - the IFTD (International Fly Tackle Dealer) Show and iCast (International Convention of Allied Sportfishing Trades) have been combined. IFTD was traditionally held in the middle of August, and marked the coming out of new lines for our industry. iCast, however, is held in early July. This change has left brands scrambling to get new products ready in time for the show. Some manufacturers aren't going. Others have only limited releases.

As you would expect, Sage has risen to the occasion. They have a new lineup ready to go. We don't have any "spy shots" for you just yet, but, we do have some great information: [http://www.tridentflyfishing.com/blog ...rod-preview-method-motive](http://www.tridentflyfishing.com/blog...rod-preview-method-motive).