



TAKE ME FISHING™

*Anglers' Legacy™*

# FRANK PETERSON

*PRESIDENT AND CEO*

Frank Peterson joined the Recreational Boating & Fishing Foundation (RBFF) as president and CEO in February 2007. In this role, Peterson manages all aspects of RBFF operations and assumes responsibility for meeting the strategic goals set by RBFF leadership.

Peterson brings 20 years of leadership and expertise in business development to the organization. Prior to joining RBFF, he was vice president and general manager of Marketing General Incorporated, North America's largest and most successful association marketing agency. He also held a variety of management positions, from sales management to product development, at ExxonMobil.

In addition, Peterson launched two successful businesses of his own: Catalyst Communications, Inc. and The Peterson Group. Growing up in New York, Peterson learned to fish for striped bass in the Hudson River. Now a resident of Virginia, he still fishes for stripers, also known as rockfish. Peterson holds a master's degree in business administration from Pepperdine University and a bachelor's degree in history and education from Mercy College.

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