

policy that protects landowners against any mishaps, but Alexander says it's never had to be put to the test, even before he owned the company.

"It's the bottom line," Smith says. "It's not just about making an extra dollar, but learning how to sustain what we've got and to be profitable with what we have."

Currently, there are 375 members in the club, mostly middle-aged fishermen coming from the Dallas-Fort Worth Metroplex. Alexander says there was a 30 percent growth in membership in 2010 and he expects another 30 percent rise in 2011. He admits he doesn't want PWF to get too big, but says the current membership could double and still service its members.

The search is on for new lakes to add to the list in hopes of giving anglers a wider range of choices as they search for that reel solitude.™

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