

GWA – 2025

The Official Newsletter of the 41st Annual Great Walleye Assault

GWA to Potentially Purchase Leinenkugel Brewery -Tailspinner

Eagle River, WI GWA Organizer Buck Tailspinner on Tuesday disclosed that he was in conversation with Molson Coors executives to have the Great Walleye Assault potentially purchase the now dormant Jacob Leinenkugel Brewery in Chippewa Falls.

Molson-Coors made the decision in late 2024 to move brewing operations to Milwaukee and shut down the historic Chippewa Falls brewery.

Tailspinner made the announcement during happy hour at Andy's Pontoon Saloon in downtown Eagle River.

Stated Tailspinner while hoisting a pint of Leinie's Honey Weiss, "Screw their non-disclosure agreement, I'm letting you guys in on this now."

"Look, the first forty years of GWA have been nothing short of spectacular, but this could take it to the next level," slurred Tailspinner. "Owning our own brewery would be really sweet. After all these years of Leinie's supporting us, this would be our chance to give back."

Continued Tailspinner, "And it could be way more than just brewing the beer we like. Hell, I could see Deano setting up a little pie shop in one corner of the Leinie Lodge while Puck whittles souvenirs for a few lucky customers. That would be something!"

Leinie's Guys were mixed in their reactions to the announcement.

Stated Leinie's Guy Keet Moericke, "Hell, I knew that the GWA fund was doing well, but I didn't know we had enough to buy a brewery. Must have been all that bitcoin we invested in."

"I'm not going back to work," muttered Leinie's Guy Jackson Alters. "but I suppose I could do some taste testing if I had to."

"Yahoo," screamed a jubilant Lard Krueger. "Now we can just brew the flavors we like. I'm bringing back Amber Light year round."

"Yep, yep, yep, I could bake a few pies," nodded Leinie's Guy Deano Radke.

In Remembrance: GWA Charter Sponsor Jerry 'Fat-rap' Flemma

Fox Point, WI December 10, 2024 marked a sad day in GWA history. It was on that day that GWA charter sponsor Gerald "Jerry" Flemma passed away after a courageous battle with pancreatic cancer.

Flemma, who as president of Jacobson-Rost advertising agency, was one of the first to see the potential synergy in the Great Walleye Assault/Leinenkugel Brewery relationship. Pumping cash into the GWA coffers, Flemma was instrumental in taking GWA to the next level of fish camps, which, in turn, helped Leinenkugels grow into a nationally recognized name.



"Jerry was never without a story and could quickly cut through the crap being served up in the national media with wit and humor," remembered Leinie's Guy Keet Moericke. "I'll never forget him tangling with a lake trout in the front of my canoe and declaring that he could feel bitterness through the line."

"Jerry was one of a kind," recalled GWA sponsor Dick Leinenkugel. We are all better off for having known him. He will be sorely missed by all of us."

Bishop Takes GWA-2024 Angler of the Year

Boulder Junction, WI It was an emotional and slightly inebriated Mike 'Mikey' Bishop who accepted the Angler of the Year trophy from reigning AOTY Mark 'Lard' Krueger.



Krueger hands off the AOTY trophy to an ecstatic Bishop.

"Mikey was like a fishing machine," asserted Leinie's Guy Puck Johnson. "He put guys on fish no matter who was in the boat with him."

"I humbly accept the award," slurred Bishop. "I know my wife will be so proud. Seeing that trophy will get her pretty feisty."

"I was in the boat with Mikey a couple of times and pretty much all I did was net his fish," recalled Leinie's Guy Deano Radke. "I barely had time to drink my beer."

"He's come so far," assessed Leinie's Guy Keet Moericke. "He's my special boy!"

Campfire Chat Series to Continue - Henry

Wausau, WI Campfire Chat Coordinator Joe'JJ' Henry on Thursday announced that the ever popular GWA Campfire Chat series would continue at GWA 2025.

"I just think that we all learn so much during these sessions, that it would be a darned shame if we didn't do it," asserted Henry. "Plus we always seem to have a lot of whiskey to drink, so that works out well."

"I'll just need all of the guys to let me know their topics, audio/visual needs, and approximate time constraints," added Henry.

"The time and effort that Joe puts into getting this all lined up cannot be underestimated," stated GWA Organizer Buck Tailspinner. "Well done, Joe."



Buck Shots...

Forty one years and counting, men!!
We know where, we know when, I don't know how, but somehow we'll do it.

The place is Big Lake.
See you there!!!
God Bless America!

- Buck

Buck Tailspinner

GWA-2025

**May 8-18 at the Big Lake Campground
BE THERE!!!**

**(Sites 1835 and 1836 have been
reserved for the duration.)**



