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MATT REED

2010 BASSMASTER ELITE SERIES



2010 Tournament Schedule

<u>Date</u>	<u>Event</u>	<u>Finish</u>
03-11-2010	Elite Series Duel in the Delta	77th
03-18-2010	Elite Series Golden Star Shootout	56th
04-15-2010	Elite Series Blue Ridge Brawl	5th
04-29-2010	Elite Series Alabama Charge	83rd
05-06-2010	Elite Series Southern Challenge	77th
05-20-2010	Elite Series Pride of Georgia	4th
06-09-2010	Elite Series Tennessee Triumph	40th
06-17-2010	Elite Series Sooner Run	72nd
07-08-2010	PAA Lake Cherokee	81st
08-12-2010	PAA Lake Norman	N/A
09-09-2010	PAA Lake Tawakoni	N/A
10-14-2010	PAA Table Rock Lake	N/A



MATT REED

2010 BASSMASTER ELITE SERIES



2010 YTD Stats



Bassmaster Elite Series AOY - 55th

Years On Bassmaster Tour: 10
Times in the Classic: 2
Times in the Money: 60
Total Entries: 102
Total Weight: 2,849 lbs 6 ozs
Top 10 Finishes 14
Top 20 Finishes 28
Top 50 Finishes 54



World Ranking 64th
Plus 13 spots from 2009

2010 YTD Media Jan - May 2010

BassFan.com	35 Articles
Bassmaster.com	64 Articles
FishingWorld.com	18 Articles
BassResource.com	23 Articles
Wired2Fish.com	13 Articles
BassZone.com	24 Articles
UltimateBass.com	7 Articles

Print/TV Media

Bassmaster April 2010 Ask the experts
BASS TIMES June 2010 Whats up with Beaver Baits
BASS TIMES July 2010 Pros tips for reading grass
BASS TIMES July 2010 Pride of Georgia Breakdown.
Bassmaster TV Pride of Georgia Clarks Hill show
Bassmaster TV Smith Mountain Lake show





The Man In The Box - By Don Barone

"I can't get ahead no matter how hard I try ... "

Dateline: Greyhawkin' Elite Camp

The toothpick is getting a workout.

The tip quivers up and down. Stops. Then rolls left, quivers up and down, stops, then rolls back to the right.

When it stops on the left side, he talks.

When it stops on the right side, he's thinking.

When it's bouncing up and down, he's listening.

A tiny, pointed 2-inch wooden conductor's baton.

Rolls left, I pick up the pen.

Rolls right, I put it down.

A big man is telling me about a small town.

His.

"It's tin-ee, 'bout 4,000 people 100 miles north of Houston, Madisonville, Texas is, you know."

I don't. Don't know much about Madisonville, but also don't know much about the Elite pro telling me about it either.

Matt Reed.

Six-foot-something.

Two-hundred-something-pounds.

Broad face, broad chest, big hands. Tiny toothpick.

He's your buddy from high school who played tackle on the offensive line. The guy with the banged up truck, dents on the dually hips, scrapes all over the truck bed, used shotgun shells rolling around on the floor, homework papers thrown behind the bench seat.



Windshield cracked.

Fumes in the fuel tank. Girl by his side, 'cept during deer season.

Always wearing a baseball cap.

Always wearing a smile.

The kind of guy who carries America on his back. Your phys ed teacher. The rowdy kid down the road, now the town cop. The guy who remodels your kitchen, turns your basement into the family home entertainment room.

Big guy, small town, working for Dad.

"Reed Furniture ... I worked in the family store for 24 years. Worked with my best friend, my father, Jerry."

And if you work in a family business, you know what that means.

"I did it all, the fixin', the customer service, the sellin', delivering, cleaning. If it was fixin' to get done, I'd do it."

At one point the small town furniture store also sold appliances, toys, housewares, even sporting goods.

"Never had no desire to live in a big city, even went just about 40 miles down the road to college at Texas A&M."

Was a Business Management Major, left about 30 credit hours short of a degree.

Matt didn't say why.

I didn't ask. Just watched the toothpick as the chewing picked up pace.

So why would I pick Matt Reed of all the guys in the Elite Camp to do a story about?

When I went on Facebook and said I was looking for an Elite pro to do a story with, saying basically, "Any Suggestions," Matt's name was never mentioned among the several comments and many emails.

Got the normal KVD, Skeet, and so-on-so-forth stuff, even got some suggestions of the lesser written abouts, not Matt though.

An invisible pro.

For the past couple of years we nod when we see each other, give "Heys," and "Ya'll's." Well-wishes both ways. Nothing pro, nothing con, just a couple of guys working for a paycheck, raising a family, lowering a mortgage.

That changed over a picnic table of ribeye and baked potatoes. K-Pink and K2 had invited me over to their site for a cookout. I brought over some bag of microwave steamer vegetables, and a pitcher of Margaritas.

My normal contribution, minus the steam.

As we were finishing up, James Niggemeyer and Matt Reed walked up from their camping spot. James sat down on the picnic bench, and Matt stood at the end of the table, one leg on the ground, one leg up on the bench.



Whenever he said something that sounded goofy, or made his actions seem goofy, he would reach up and twist his baseball cap over to the right side of his head with the brim resting on his right ear looking all tornado-blown like.

And suddenly, Matt was invisible no more.

" ... I'm gettin' really good at barely gettin' by ... "

Matt worked during the week in his dad's furniture store, didn't ask how many hours a week, figured the 9-5 shift was just a dream. On the weekends though, his dream came true.

"From the late '80s until about 2003 I fished local tournaments, 35-40 a year all over Texas, Arkansas, Louisiana."

The furniture salesman was a big stick on the water. "I normally made more money doing that than I did working in the store. I would invest maybe \$3 grand to do it and win \$100 grand a year."

You gotta sell a lot of couches to trump that.

"At my local BASS club I won Angler of the Year eight times, one guy there told me, 'Won't you please go do something else.'"

But it was on the local circuit that Matt met his fishing team partner, and the guy who would one day become his mentor, Ricky Friedrich.

"We fished together in team tournaments for 12 years, almost every weekend. The third time I qualified to move up and fish the Elite tour he told me I HAD to go and do it. It was my dream, and Ricky even helped me back then with the

fees and expenses to do it."

To this day Matt still talks with his former teammate four or five times a week. "It always helps me when we talk."

But the big dream ... the dream you go to bed hoping you have ... the one you don't want to wake up from was, for Matt, fishing the Bassmaster Classic.

The Super Bowl of fish catching.

"I made it in 2003 and then once again in 2007."

Suddenly the chewing of the toothpick intensifies. I don't ask, but I know what's behind the heavy chomps.

2009. Last year. Last season. Matt was in a three-way tie to make the Classic again, the last spot, and he lost the tie-breaker.

Lost the chance to fish in the premiere event of the sport.

By an OUNCE.





"I had it in my hand, too, that's the hard part. That last Elite tournament I was culling fish, catch 'em so fast as they were schooling that I had to judge their weight just by lookin' at 'em and holding 'em. Didn't actually weigh the fish. So I know I may have misjudged one or two, and just one of them would have moved me up in the points, no 3-way tie business, and I would have been in the Classic."

That's being one pitch away from the World Series, and watching it go deep over the right field fence.

Matt smiles, and says something like, but you move on, no sense letting it bother you ...

... but you can tell it does.

"By the way though ... you can bet I will weigh anything I cull from now on."

" ... I'm a hard, hard workin man ... "

Not been the best year for Matt, this year, 2010.

"Most frustrating year ever on tour. Got me a fifth place at Smith Mountain, then nothing but a bunch of bad ones. Three bad tournaments, and I'm around the fish, on top of the fish, but I just can't get it done."

Matt puts down his can of diet cola, picks up the Margarita I just made, sips it, puts it back down on the Greyhawk's slide-out dinette table, "I do truly enjoy the sport, love fishing against the best anglers in the world, but when you do that, you better catch 'em, better catch them fish."

Trouble at the weigh-in scales usually leads to

trouble elsewhere. "It's very much a huge financial crunch right now. Very hard getting by. Hard. Real hard."

But one thing that helps, specially when you are on the road about 100 or so days a year is to live ...

... in sort of ... a ... box ... thing.

"Got me that for \$2,500 in 2003 at a Bass Pro Shop "Ding & Dent" sale."

"That," is a truck camper, with about four years worth of bugs splattered across the front.

A big guy in a small box.

"It has the legs that come down so it can stand, but you know, I put those sawhorses underneath it so it can also rest on those for, how you say, increased stability."

It has no bathroom.

No shower.





And an old WINDOW air conditioning unit that he got from the family furniture store. You know the kind, the thing you stick in your bedroom window in summer so that the dog stops moving around on your bed at night looking to get comfortable.

5,000 BTU's of sleep.

"The BOX does have one of them \$1,000 memory foam mattresses ... you gotta get your good sleep you know ... and then of course, the satellite TV."

Satellite TV said just like this, "And here's another photo of my grandkids ... "

Proud-like.

"I know which spots in which campgrounds I can set it up and get the signal in-between the trees. I just turn the TV inside the BOX (what he continually calls his camper) REAL loud and walk around outside with the dish until I hear the signal come through the TV real clear. Here I about had one foot on the bank and one foot on land until I found the right spot using my compass."

In the BOX, space is at a premium, but when TV is so important you carry a COMPASS to get it, well, that pretty much explains what he told me next. "Don't have a coffee maker in the BOX though, no room."

Priorities.

After I took some snaps of the BOX he lives in, and his proud placement of where he gets TV from outer space, Matt drove me back to my spot in Elite Camp.

And for a minute or so we sat in his truck, and talked.

Matt talked, I listened.

Listened to how much he loved, "Fishing against the best in the game," and how "special that makes me feel."

And when I climbed down from the truck cab and watched him drive away, two things came to mind.

One: That Matt could not, NOT, be an angler. Fishing is Matt. Matt is fishing. The two are one in the same. And inside the db/bb/rv, as I dumped the ice in the blender, and hit the pulse crush ice button, I thought of one other thing.

About how deeply he feels for his sport.

And I knew, with that kind of love ...

Matt would be ...

Invisible ...

No more.





Reed's run

By Steve Bowman

Bassmaster.com

EVANS, Ga. — Looking at Matt Reed's performance in the Bassmaster Elite Series Pride of Georgia, you might think he would start lobbying for five-day tournaments.

Reed started the event in 45th with 9 pounds, 9 ounces. He was in 40th on Day Two after catching 10-0. And on Day Three he launched into 12th place with a 12-7 stringer. He put the exclamation point on it all with the biggest final-day limit totaling 15-13.

One more day and Reed's late-charge antics might have been enough to put him over the top, if not for one thing: "I really don't want to have to go out there again," Reed said. "This place is eventually going to get you."

Reed, though, had one of those storybook and textbook events. From the standpoint of getting stronger each day, conventional wisdom holds that building stringers like that will always put you near the winner's circle.

The other book, the storybook, the one that has luck and fantasy storylines in it, reads completely different.

Reed and fellow finalist Mark Davis shared water during the entire event. Davis caught them early and fizzled, while Reed reversed the trend, by basically doing whatever Davis didn't do.

On the first day of the event, Davis started on a long-running point and quickly sacked more than 14 pounds of fish. On Day Two, Davis returned

and never got a bite.

"I have no idea what happened to them," Davis said. "They just weren't there. I went to Plan B and caught a smaller limit."

Meanwhile, Reed was on his Plan B, which included the point Davis had been fishing. As Day Three opened Davis was one of the first boats out of the gate and he ran straight by the point he had started on for the previous two days, opting instead to land on Plan B instead of his primary point.

"I didn't catch anything, so I run to that point and there's Reed," Davis recalls. "He says, 'you're too late, I've already caught about 12 pounds.'" Davis just laughed it off. He went to Plan C and scratched out enough weight to stay in the final 12. Reed's weight was good enough to go slip in a three-way tie for 12th and his three limits and final day stringer were big enough to have him qualify.

"So I start on the original point," Davis said. "I get there first and Matt comes around me **and** starts on the other point, the point I had started on the day before."

"It was just one of those deals," Reed said. "We fish fine around each other and you just get where the other one isn't."

As Reed's luck would go, he immediately started catching fish.

"I had a limit at 6:50 a.m.," he said.



"Every time I looked over there he was bowed up and then circling the boat like (David) Fritts," Davis joked with Reed behind the stage, both of them laughing at each other and the quirky nature of this sport.

"I wanted to throw up. I had to leave," Davis laughed.

Each agreed that the fish were on an every-other-day pattern and Davis' good first day

threw him out of the rotation, while Reed's slow start allowed him to fish by the seat of his pants and make the right decisions to continue climbing up the standings.

"This is a funny sport sometime," Reed said.

BASSFAN.COM

May 23, 2010

4th: Reed Kept Improving

Reed accomplished something that was very difficult at this event – each of his daily bags was bigger than the previous one.

"It was a really good tournament," he said.

"Catching more and more every day here, that was tough."

He shared water with Davis throughout the tournament and neither knew where the fish would be on a particular day. He caught more than a dozen keepers today – which was his high for the week – and the biggest was a 3 1/2-pounder.

He had a limit prior to 7:00 and kept boosting it as the day wore on. "I just basically got a little more finesse into what I'd been doing – I went

from a Carolina rig down to a dropshot, and that small (Yum) Houdini Worm was the key."

BASSFAN.COM

April 20, 2010

5th: Matt Reed

Matt Reed basically spent the tournament in scramble mode after the midway point on day 2, when he'd exhausted all the bed-fish he'd found in practice. He pulled some from water as deep as 6 feet.

"I burned them up really good and they weren't replenishing, so I had to keep looking for new ones," he said. "Whatever the water clarity was, they were usually right on the edge of visibility."

"I wasn't traveling too many miles at first, but I eventually had to start expanding."

Like Williamson, he employed both heavy and light rigs.





> Heavy sight-fishing gear: 7' medium-heavy Bass Pro Shops Pro Qualifier rod, Bass Pro Shops Johnny Morris Signature Series casting reel (6.3:1 ratio), 14- or 17-pound Bass Pro Shops XPS fluorocarbon line, 3/8-ounce Booyah jig (green-pumpkin/orange) or 1/4-ounce Chompers Stand-Up jig-head, Yum Money Craw (white).

> Light sight-fishing gear: 7' medium-action Bass Pro Shops Pro Qualifier rod, Bass Pro Shops Johnny Morris Signature Series spinning reel, 10-pound Bass Pro Shops XPS fluorocarbon line, unnamed 1/8-ounce bullet weight, unnamed 1/0 hook, Texas-rigged 2 3/4-inch Yum Craw Papi (molting craw).

Main factor in his success – "I stuck to my main area the first 2 days and then basically winged it after that."

Performance edge – "Without my Costa Del Mar sunglasses, I wouldn't have caught a fish. They're a big factor in any sight-fishing event."





BASSFAN.COM

April 18, 2010

5th: Reed had Fun

Reed logged his best Elite finish since August 2007 at the Potomac River – a tournament also won by Reese.

"I had a great week," he said. "I really enjoy sight-fishing and I caught them every day.

"I fished a good tournament and I don't have anything to complain about. I wish I'd have done better, but I don't know exactly what I would've done to accomplish that. I caught most of them that I had a chance at and the few I didn't catch, I don't think anybody would've caught. I had a 5-pounder that I probably spent 6 hours of this tournament on."

He ran all new water today because he'd exhausted all of his marked fish. His bag included a 5-12.

"I only had three little ones at 1:00 and it took me 2 hours to catch her. Other than that I had four minnows."





BASSFAN.COM

April 17, 2010

4th: Reed still Scrounging

Reed continued to sight-fish, which is what he's done throughout the tournament. Each day he's found enough new ones to keep himself near the top of the standings.

"I've basically been out of fish since the first day, but I keep scrounging around," he said. "I don't have any big ones left that I know I can catch.

"There's a couple that I haven't been able to catch that I'd like to shoot before I leave here," he joked.

He might look for other spawners tomorrow or he may switch gears altogether.

"I'm contemplating that. If I tried something totally different I could fall pretty hard, but then again I can't fall any farther than 12th place. It's tough to decide whether to go for a big sack or do the best you can with what you have.

"If I had to say right now, I'd say that I'm going to sight-fish for part of the day, anyway."

It took him a substantial portion of the day to complete his limit and he culled several times thereafter.

"It was kind of one of those things where I hated to catch them because they weren't much bigger than what I had, but I needed every ounce I could get to make sure I made the Top 12."



MATT REED

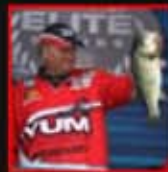
2010 BASSMASTER ELITE SERIES

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Reed Had Fun



Matt Reed said he thoroughly enjoyed the tournament, but it had its stressful side, too.

"It was fun, but it was scary going into it because I knew I was going to have to mash 'em," he said. "You knew you were going to have to catch big ones."

He focused on grass edges that were influenced by the current. He moved farther offshore when the flow slowed down, but still keyed on grass.

Most of his fish were enticed by an XCalibur One Knocker lipless crankbait, but a few of the bigger ones were caught on a Yum Money Minnow swimbait.

He weighed 18-12 today. "It was very slow for me today and I probably didn't catch two limits of keepers." [Complete Story](#)

10th: Reed Had Better Day



Matt Reed didn't have a real good day Saturday when an 11-11 bag took him out of contention. He bounced back with a 16-11 stringer today to grab a Top-10 finish.

"I caught a bunch of fish today," he noted. "I just didn't get any big bites. You always would love to win, but I had to make the Top 12."

He finished 18th here a year ago, so he was thrilled to improve upon that.

Mark Jefferys

"I like it (here)," he added. "I love structure fishing and I'm not really a dropshotter by nature, but I love to structure fish. These fish – you find them on your electronics and sit over them and catch them. It's like a video game." [Read More](#)

Ike Overtakes Reed On Day 2, Evers 3rd



If you were to draw Reed's morning on graph paper, it'd look like a seismograph plotting an earthquake: Up and down, up and down.

He had two weigh-fish right away, then lost four straight would-be keepers, which left him with only two in the box at 12:30.

He then hooked a 2 1/2-pounder, which would've normally gone back in the lake. Instead, he put it in the box because he knew time was running out and he needed a limit to have a shot at retaining the lead.

BASS Communications

Bass News

- [BASS Times: Bluegill Imitations that work](#)
- [BASS Slam: David Jones](#)
- [BASS Slam: Chris Horden](#)
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