



**Pam Dana** is the owner of the SURE LURE Charter Company, a deep-sea sportfishing business located in Destin, Florida. The company also holds select state and federal commercial fishing permits. Prior to the Gulf Council, Dana served on the U.S. Marine Fisheries Advisory Commission and its recreational fishing sub-committee. In 2012, Dana was appointed to the Florida

Sports Foundation where she represents the state's Fishing and Boating industry. She is a Trustee of the University of West Florida.

Dana is a member of the Destin Charter Boat Association (DCBA) and the National Association of Charter Boat Operators (NACO). She holds a USCG issued Captains license, 100 Ton Masters.

An avid lady angler and tournament contender, Dana is the standing Women's World Champion for Cobia fishing (2012, 2011, 2010, 2009), and a member of the 2012 overall Cobia World Championship Team. She grew up in California where her family was active in the fishing, boating, and bait and tackle business.