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[00:00:00] **Speaker 1** All right. All right, so give me a sense of how long you guys have been doing this.

[00:00:05] **Speaker 2** Wally Weekend started about 1979, so a 46 year, which has been a fantastic run. Started out with a very small venue where we're cleaning the fish in a very small... Bucket and wash station and going into a couple deep fryers not in a nice shelter like we have today but just out in the middle of the field where grassy area so it's come a long way from serving a thousand meals a weekend to we're doing over 2,500 meals in Friday, Saturday. Plus we have our fish sandwiches, fish plates. And fish wraps that we introduced a couple of years ago.

[00:00:54] **Speaker 1** So could you, I mean, would it be legal to have a walleye weekend without serving walley somewhere?

[00:01:00] **Speaker 2** You can't call a wallet a weekend without a wallet, right?

[00:01:03] **Speaker 1** So tell me what's the process like to get the wall light for this because I'm sure a lot of people ask Oh, does it come right off the boat?

[00:01:09] **Speaker 2** We do get that question often, but no it is source, it's Canadian Walleye so we do work with a vendor that sources the product for us and they've been great partners with us and we they come through somewhat fileted but we do need to still touch every filet to make sure that all the gills are off and gone. Then they go to our breading station and battered from there and into the fryer and... Rate to serving the customers.

[00:01:42] **Speaker 1** Right

[00:01:42] **Speaker 2** The beauty of it is that, usually we have a little bit of a line which is perfect, that way that each customer is getting a fresh filet.

[00:01:51] **Speaker 1** Kind of, is there a service?

[00:01:56] **Speaker 2** There are Friday night fish fries, you know, from four to eight it's a sprint and then Saturday is a little bit more of a marathon where you know you get you get a few pockets of busy times and some slow times but yeah definitely of course we have great music going on all day long. The headliners are late in the evening so that's when we get our biggest surges is right for the big end.

[00:02:22] **Speaker 1** What is it about walleye that makes it different? Many people thought better than other fish fries that are out.

[00:02:28] **Speaker 2** You know, for me personally, it's just the best tasting fish, maybe perch is a cool second, but other than that, it is just a good, nice filet that fries really well, in good size, and is really delicious to eat.

[00:02:45] **Speaker 1** You don't see a whole lot of the upside down play for someone that finishes.

[00:02:50] **Speaker 2** If there's anything left, it's usually a little coleslaw or a little potato salad, but no fish left.

[00:02:56] **Speaker 1** So, how long have you been part of the company?

[00:02:58] **Speaker 2** I've been part of our Lakeside Evening Kiwanis since 2008.

[00:03:04] **Speaker 1** And what's enjoyable for you? Why do you give up a weekend to do this?

[00:03:08] **Speaker 2** It is a lot of work, it's not just a weekend, it is at least a good 7 days plus some planning beyond that, but for me it's being able to give back to the community. We raise a significant amount of funds that go directly back into the community, support a lot different projects from youth sporting events to the local food shelters and homeless shelters and other needs within the community."

[00:03:38] **Speaker 1** So, do you fish personally?

[00:03:40] **Speaker 2** I do not, never had the patience for it.

[00:03:43] **Speaker 1** Do you have fishermen come through? Is it mostly families or what's the people coming through?

[00:03:48] **Speaker 2** We have a lot of families for sure, what's very nice to see is that we have the older generation which is one of our strongest customer base but then you also start seeing the younger families coming in and the kids enjoying the fish as well which is fantastic so that we know that there's going to be a future generation of customers for us.

[00:04:09] **Speaker 1** And that's part of what we're looking at is the broader culture of walleye. Where does walleye, I mean, how closely related is walleye to a part of Wisconsin?

[00:04:20] **Speaker 2** Definitely very very close especially in this area. Obviously we have the walleye fishing tournament going on right now, and it's just a big part of Our culture our community obviously the Friday night fish tries are very very popular all year all year long Myself, I rarely miss a Friday night. Fish try Probably yourself as well, but yeah, it's definitely a huge part of our culture our Community and that's one of the things I love about, Wisconsin

[00:04:48] **Speaker 1** Can I get you to say and spell your name, just so I have it correct and give you your time?

[00:04:52] **Speaker 2** I'm Brian, B-R-I-A-N, Olson, O-L-S-O-N and I'm the treasurer of the Lakeside Evening Kiwanis.

[00:04:59] **Speaker 1** All right, Brian, appreciate it. Thank you. So Mike's just going to kind of walk.