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[00:00:00] **Speaker 1** You're ready, all right. Well, give me your background. How did you get into this? When did you decide? You know what I should open up is a big tackle store.

[00:00:08] **Speaker 2** Well, it started 25, 30 years ago. I started taking some of my lead jigs to work with me and showing some of friends at work, oh yeah, can I buy some of these? Can I buy of those? And I said, sure. And then, well, it just kept on building after a while. And then I got my son involved. I bought him a... Fly tying vise, and he started tying flies, and then my friends wanted flies, so okay, we started, and after a while we did have a little shop up in Michigan for a year, and it got too hard to be traveling back and forth and everything, so. We kind of stepped back for a little while and looked at property down here and we decided on a good location like this. I mean it's near the lake and it's convenient and not very far from the house.

[00:01:20] **Speaker 1** Yeah, so did you, you must have grown up fishing, or is fishing a part of your life all along?

[00:01:26] **Speaker 2** Well, yes, being from the UP, I guess we had more time to go fishing and a lot more fun up there because there's a lot of lakes close by. And you walk to some of the lakes down here, you know, some lakes are 20 miles apart. But yeah, I did quite a bit of fishing up north.

[00:01:50] **Speaker 1** So when did you start creating your own baits then?

[00:01:53] **Speaker 2** 30-Some years ago, it just snowballed, I guess you might say.

[00:02:00] **Speaker 1** Was that something for fun, or just to say something?

[00:02:04] **Speaker 2** Making baits for myself and then you know I said I started taking a few to work with me and my friends seemed interesting and oh can you make these here and can you make something a little bit different and yeah make some flies and make spinners and it just kind of snowballed and a hobby turns into a business.

[00:02:29] **Speaker 1** What's great about this is you've got family with you, right? Yes. Why is that so important to doing this?

[00:02:38] **Speaker 2** As a family business, I think you have more personal touch even to the customers that come in instead of being a higher corporate shop as such. It has like a more personal a touch and get them involved and if they like it they'll stick around. If they don't like it, they won't stick around there. It's been working okay for us, so.

[00:03:09] **Speaker 1** And you probably see the same families come back as your customers, right? You probably remember little kids.

[00:03:15] **Speaker 2** A story. We have a customer, when he was a teenager, he would ride his bike with a little cart on the back and he'd come in practically every day or every other day. And now we've been here now over 23 years so this is, he started coming in when we first started and now he's like 35 years old and he still comes in every other with his wife and his kid. So it's kind of unique that way.

[00:03:52] **Speaker 1** Talk to me about, what is it about walleye that gets people hooked on fishing?

[00:03:57] **Speaker 2** Oh wow. Fishing for walleye is a little bit different than fishing for panfish. Walleye generally you have to go out into the water. Sure you can fish from shore but out in the water it's probably more enjoyable for the kids and they're not quite so restricted as how close you are to somebody else like if you fish from the shore they may be fishing elbow to elbow. And it's just, well, I'd probably put up a better fight than some other panfish. Although, you know, the kids do like fishing for panfish also.

[00:04:48] **Speaker 1** And when a kid catches a walleye and they pull this huge fish out, what does it do to them?

[00:04:53] **Speaker 2** I did just It's a... Remembrance that they caught a nice size fish sometimes if they go into the park and catch a five or six or seven inch little pan fish they don't remember that as much as they would be catching a 20 inch walleye because they're so nice and fat and they can use it for for a meal. Some pan fish, they can't really use for a a meal and it's just a good remembrance I guess you might say. And that's why it's, and for throughout the whole state walleye could almost be the state fish and it's just uh it just walleye, everybody knows what walleye you know walleye well for fish right I gotta have a walleye plate I don't want a Mm.

[00:06:00] **Speaker 1** Just walleye stuff, the one, right?

[00:06:03] **Speaker 2** It's number one or number two on the list.

[00:06:08] **Speaker 1** So, um, if you would, can you show us a little bit of how you make some of the lures? Is that possible? Do you have your your setup open to either to put together a rig or something for us just so we can see a little video?

[00:06:21] **Speaker 2** Okay, I'm going to turn that over to my partner.

[00:06:25] **Speaker 1** Okay.

[00:06:26] **Speaker 2** I'll introduce her.

[00:06:27] **Speaker 1** We got it.

[00:06:28] **Speaker 2** Well, you gotta talk over here. We have a microphone over here

[00:06:31] **Speaker 1** I don't know which one you'd like. Any kind of wall light setup would be great. You can just show what you have.