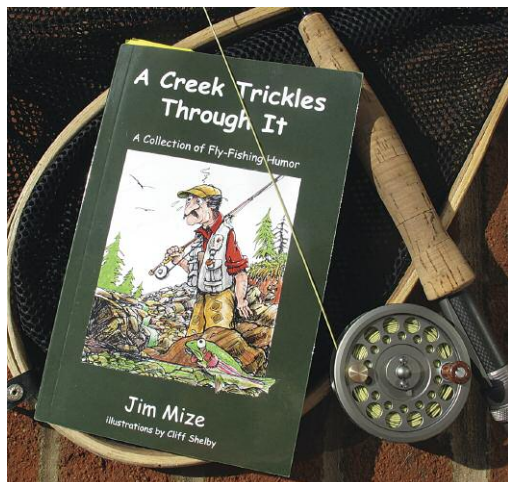


Tackle Talk

By Polly Dean



A Creek Trickles Through It

Once heard of a fellow who lived to be a hundred years old. Impressed with his longevity, a reporter asked, “What’s the secret to long life?”

He scratched a scalp feathered with fine gray hair and replied, “Never go fishing.”

Puzzled, the reporter thought for a moment and asked, “And this will help you live longer?”

“No,” he responded quickly, “but it will seem longer.”

I understand. The shortest days of my life have been spent in my waders.

A Collection of Fly Fishing Humor by Jim Mize, www.acreektricklesthroughit.com

Confidence in Brand

“Fishing rods are like a lot of other products in that it’s really hard to tell the difference in quality until you’re actually using the product, and you can’t do that in the store, so you’re relying on the brand reputation.”

—Paul Schluter, President, St. Croix Rods

“Unfortunately, the end user can’t look at a fishing rod blank in the store and see that it is a certain grade carbon fiber, or a certain resin, so the customer has to really rely on the reputation of the manufacturer.”

—Jason Brunner, Director of Engineering, St. Croix Rods

“The best fishing spot is the one where I don’t have to wear my shirt that says, ‘If you can read this, you are fishing too close to me.’” —Thad Robison, GeoFish

Knowledge Wins the Day

“Then there is the tackle specialty retailer, these are the independents and the mom and pops. I think they offer the higher priced tackle. They certainly have a broader assortment. I think to be more successful they should focus on limiting and really marrying themselves up with specific brands and go deeper in their assortments, and I do see that a lot. I think they are better served because they can tell the story of the technologies and the brands a little bit better. Product knowledge in this case, again helps win the day. Independent retailers offer superior customer service and develop relationships with the customer base. A mass merchant is never going to get there.” —Chas MacDonald, President, Costa Del Mar

BUMPER STICKERS For Trout Bums

“If you’re a nymph fisherman your fly is always down.” —Jim Mize

“If I fish a beetle with an inchworm dropper, does that mean I believe in extra terrestrials?” —Jim Mize



TUF-LINE

Price of Longevity

The next time you wonder why those premium braided fishing lines cost what they do, take the following statement into consideration.

“Braided fishing lines sure do last a long time and it might be because they also take a long time to manufacture...on average a 3,000-yard spool takes approximately ten days to produce!” —Ted Thibault, TUF-Line