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For those about to fish, we salute you.

I'm always thrilled to see what I've got on the end of my line—but this summer I've been drawing a huge energy buzz from the people I meet out on the water and the great things going on at Lund.

Recently, I returned from the Lund-sponsored Angler & Young Angler Championship Tournament in Kenora, Ontario; I've got to tell you, it's hard not to become overwhelmed by the enthusiasm of so many skilled young anglers.

This year's AYA winners are youth angler Bryce Dombrowski (14), fishing with Bill Coates and guided by Ben Gustafson. Bryce will enjoy a trip to Disney World and a trip to first-class fly-in resort, Mininiska Lodge in Northern Ontario, with his family. Last year's AYA winners, Jordyn Colter (6) and Tyler Danielson (8), recently took their own Magic Kingdom vacations. Of course, the first thing the Colter and Danielson families did when they arrived in Florida together was head out fishing. You can read more about AYA on page 22.

That leads me to some more exciting news. You may have noticed a big addition to our catalog this year. Welcome to the first issue of Lund magazine. We needed a place to tell the incredible stories about Lund owners out there. Lund magazine is designed to share your adventures, your techniques for various species, all the reasons that brought you to Lund in the first place and what keeps you coming back for more.

The owners of Halley's Camps have been buying Lunds almost as long as we have been making them, and their guests have been returning to camp since the days when the lodge was merely a few tents. To read about the Lund-Halley legacy, turn to page 14.

Andrew Klopak
President, Lund Boats

In the magazine section of this publication, you will also find important news and information about Lund. This year marks the 125th Anniversary of New York Mills, Minnesota, where Lunds are built. The town and Lund joined together for a huge Fourth of July weekend celebration with a fishing tournament, a parade, the works. Read about the fun on page 10 and take a behind-the-scenes look at the Lund factory on page 18.

Lund's catalog has long been a publication that fishermen and recreational boaters cannot wait to get their hands on each year. As you can see, it's still here and complete with specs and detailed descriptions of each model. But now it has even more information to help you get into the right boat and maximize your time on the water. Plus, you'll see a second edition of Lund magazine come spring.

We've had a busy season at Lund, building quality boats and, yes, slipping in time to fish tournaments. So you can see why I am so excited. If this publication gives you a bit of a rush, too, email lundmag@dinopublishing.com with your fishing stories and pictures. And as always, your local dealer is available to answer any questions you may have. Find yours at www.lundboats.com.
LEADERS OF THE PACK

Mercury’s FourStroke Verado® has long led the pack, delivering the ultimate in clean, reliable and quiet performance. And Lund’s Pro Staff members have long led the pack at freshwater tournaments. Whether running to the next weigh-in or just honing his skills, former Professional Walleye Tour Champion Mark Brumbaugh depends on Verado. “Once you’ve gone to a Verado, it’s pretty hard to go back,” he says. “People can’t believe we can go 55 mph down the lake and still talk to each other. I can’t say enough about how quiet the Verado is.”

On a recent 90-mile, one-way run on the Missouri River in South Dakota, Mark relied on the performance of Verado to get him there—and on Mercury’s SmartCraft gauges to monitor his fuel consumption. “With Verado and SmartCraft, I was confident I could make it,” explains Mark. “I knew exactly how many gallons of fuel I was using. Fifty-eight gallons to be exact.”

In addition to the digital gauges, SmartCraft’s Digital Throttle and Shift (DTS) provides unmatched, automotive-like shifting and lightning-fast throttle response for effortless control. In Mark’s words, “It’s awesome!” For more information on Verado and SmartCraft, visit www.mercurymarine.com.
Show your Lunderwear!

Indeed you can buy Lund underwear, or wear your Lund love on your sleeve. A huge variety of Lund gear is available with complete lines for ladies and kids who love their Lunds, too. Plus, Lund PFDs are extremely comfortable, with classic high-back, four-strap design, as well as a mesh-topped, two-strap design, perfect for flexibility. Some items are specially marked down, so check out www.lundgear.com.

In Complete Charge

If time on the water is what charges you up, then you’ve got to have gear that can match that intensity. Your Lund is up to it. Is your battery? DieHard Platinum batteries are made for extreme conditions: extreme play, extreme weather, extreme hours.

DieHard sets the standards for longevity and performance. “With 40 percent greater reserve capacity than AGM or Spiral Wound batteries, you can count on DieHard to support all your boating fun,” says Pete Flemming, Product Development Manager for DieHard. Trolling motors, wireless accessories, livewells, stereos—all are easily powered by DieHard Platinum, giving you the freedom to go wherever you want, when you want, for as long as you want. That includes the off-season, as DieHard batteries can be stored for up to two years without needing a recharge. These batteries can be used in the majority of marine applications, and, just like your Lund, are made for less than ideal weather. If life on the water is what keeps you charged up, your battery has to keep up with you.

Life demands DieHard. Visit www.diehard.com

Professionally Tested, Professionally Approved

The only soreness a fisherman should feel is in his arm muscles after catching his limit.

But a full day on the water can lead to an aching back and tired legs, too. Even on the best-built fishing boats, the combinations of vibrations coming up through the hull and from the motor plus wave impact can take a toll. Thankfully there is a solution: Sperry Top-Sider’s Anti-Shock and Vibration (ASV) Collection. The key to Sperry’s new line of footwear is in the midsole, which absorbs and disperses shock.

“The traction was great, and I had no soreness afterwards.”

Pro Staff and Special Events Coordinator for Lund Boats Ryan Sproule was—pardon the pun—shocked at how much the ASV Solution shoes stood up to the pounding of a whitecapped Lake of the Woods in Ontario. “The shoes were easier on the calves and legs than most others that I have tried,” he reported. “I was operating the foot controls on the trolling motor and ‘moving’ around the boat in pretty high wind. The traction was great, and I had no soreness afterwards in my back or legs.” It’s the kind of smart solution that makes anyone feel like a pro on the water.

To learn more about the ASV Solution, log on to www.sperrytopsider.com/asv
Take Control

*Current and wind like to be the boss.* But MotorGuide’s Digital Wireless Series puts you in charge of boat positioning no matter where you are onboard your Lund and no matter what kind of action you’ve got going on. MotorGuide’s receiver recognizes as many as four wireless devices onboard at any one time. The foot pedal—which offers simple controls for on/off, right/left, and faster/slower—and the easy hand-held remote, which has a convenient belt clip, can be used together for maximum control. The combination allows you and your crew the freedom to fish from anywhere in the boat. Plus, an easy-to-read built-in battery display will never leave you stranded. The MotorGuide trolling motor requires very little storage space and has a removable mount for those times when your Lund is being used for pursuits other than fishing. MotorGuide’s Digital Wireless Series is available in various shaft sizes and in 12V and 24V versions. The power and quality you get with a genuine Lund is in the palm of your hand with MotorGuide’s Digital Wireless Series.

For more information, visit www.motorguide.com

Coverage Built for Anglers

*Your Lund boat was engineered with all the right fishing features and dependability to withstand the rigors you put it through.* Your boat insurance should be engineered much the same. Boater’s Choice is a comprehensive marine insurance provider specializing in custom policies for individuals. Boater’s Choice answers your most common angler coverage questions. For more information, visit boaterschoiceinsurance.com or call (800) 768-2121.

Q: What about coverage for my fishing rods and tackle?
A: With Boater’s Choice, coverage for rods, reels and tackle is automatically included in the dollar amount with the basic policy, with higher limits available as required.

Q: Am I covered if I trailer from the United States into Canada frequently for tournaments?
A: The Boater’s Choice policy covers your boat and trailer during towing to fishing tournaments anywhere in the continental United States and will provide special coverage for tournaments in Canada. Contact one of the Customer Service Professionals at Boater’s Choice to include coverage for Canada.

Wash Up

Fishing’s a dirty job, but somebody’s gotta do it. It’s a job Lund owners love, though cleaning up afterwards is another story. Shurhold Industries’ multi-use marine-specific products help you keep your boat looking like new with just a few easy-to-use cleaners and tools that don’t take up much space. For example, a Shurhold handle transforms from brush to boat hook to mop to broom to safety paddle and more. Shurhold’s cleaners are safe to use on your boat, unlike household chemicals, which can strip your boat’s protective surfaces. Shurhold’s New Boater Kit (item # KIT2, $95) includes a multi-purpose telescoping handle, boat hook attachment, boat brush attachment and Shurhold Brite Wash, an environmentally friendly boat soap.

Special Offer

Buy Shurhold’s New Boater Kit and receive $50 worth of additional accessories free. You’ll get the Shurhold Landing Net attachment along with a 14-ounce spray can of Serious Shine and a microfiber towel for spot detailing and cleaning everything from hulls to seats.

“Sometimes I want the rods up front, and sometimes I need them towards the back. The SportTrak gives you important flexibility without having to drill any holes.”
Hands-free Mode
Lund’s SportTrak accessories system holds rods, cell phones and more

SOME FISHERMEN MAY LONG FOR SIMPLER DAYS when they only needed rod, reel, line, bait and hook. Many boats today are so cluttered with GPS units, fishfinders, radios, cell phones and drinks that it’s a wonder anyone actually has the space—not to mention a hand left over—to reel in a catch.

That’s why most Lund fishing boats feature the company’s innovative SportTrak™ accessories system. This simple and easy customizing unit is quickly becoming an angler favorite. The SportTrak allows users to mount almost anything directly to their boats without drilling into the side panels or gunnels. Items are kept out of the way while still remaining organized and within reach. That way, a fisherman can use his hands for something truly important...like fishing!

The unique mounting system accepts almost any device, from rod holders, to cup holders, to GPS systems and beyond. Units even include brackets for other accessories such as bimini tops.

The SportTrak’s best feature is that the customizing possibilities are endless. Items easily slide along a Lund’s gunwale and can move to fit each fishing trip’s needs. Rod holders, for example, can swap from one side to the other, accommodating changes in current or wind. The system saves anglers money by eliminating the need for excessive holders fixed in unchangeable locations.

Salesman Tom Abrahamson of Valleyey Sport & Marine in Bismarck, North Dakota, gives the SportTrak high marks. “Boaters and fishermen get excited about it,” he says, “because they can keep adding on to the system themselves. Lund is providing a new product in a new way instead of running with the same old thing.”

With other boats, a fisherman who drills to install a rod holder is stuck if he changes his mind later. With Lund’s SportTrak, he simply loosens, moves and re-tightens to change an item’s location.

Lund Pro Staffer Ted Takasaki uses his boat’s SportTrak system primarily for rod holders. “I mount all my rod holders on the SportTrak,” he explains. “What’s nice about it is that you can move them in any combination.”

Ted knows a thing or two about success. One day in 2002, the former Professional Walleye Tour champ caught five walleye. Their total weight of more than 50 pounds set a one-day tournament record. “I do a lot of trolling,” Ted says. “Sometimes I want the rods up front, and sometimes I need them towards the back. The SportTrak gives you important flexibility without having to drill any holes.”

The SportTrak accessories system is just one of many innovative features that set Lund boats apart from the competition. ProLong livewells and IPS™ hulls are also unique to the strongest fishing boats out there. With the SportTrak, owners have their hands free to explore any number of terrific Lund details while waiting for the next big catch.

To read more about the incredible fishability features Lund packs onto its durable fishing boats, turn to page 2 in the catalog section.
Backing into Catches
Lund’s squared-off transoms and IPS™ hulls make them the best backtrollers ever built

WHEN I HOOK UP WITH MR. WALLEYE, GARY ROACH, to interview him for this story about backtrolling, I actually catch him doing precisely what I want to talk to him about.

“We’re backtrolling right now, and Beverly is catching a fish!” exclaims Gary, Lund Pro Staffer and elder statesman of all things walleye, as his wife reels in the couple’s first catch of the day.

“We’re backtrolling with slip bobbers, just using the 36V electric motor to stay on a little rock pile the fish are hanging around,” Gary says via cell phone from a Minnesota lake.

Backtrolling means keeping the boat stationary or slowly moving backward with the main outboard, gas kicker outboard or—most commonly today—a transom-mount electric motor.

Gary notes that today’s electric trolling motors, at the back of the boat with their lower units turned 180 degrees so the propeller pushes the boat backwards, are as powerful as the 18-hp gas outboards that anglers first used with the technique when backtrolling was developed in the 1960s. Back then, electric motors hadn’t reached the fishing scene and most northern fishing boats were tiller models. Backtrolling, which Gary credits brothers and Fishing Hall of Famers Ron and Al Lindner for helping develop and popularize, was the art of trolling backwards with the main motor—18-hp outboards were big ones back in the day. The angler popped the motor in and out of gear and could steer precisely, carefully covering specific structure with a bottom-hugging bait. Then as now, backtrolling was usually done against the wind to further slow the boat.

Today, backtrolling is just one more technique in the multi-species arsenal; and even the biggest Lunds, tiller or console models, backtroll with assurance. Most come standard with a trolling motor electrical plug for electric motors of all sizes and convenient battery storage for the trolling motor juice. Inherent in Lund designs are squared-off transoms that maximize water resistance when moving in reverse and slow the boat down for ultimate control. The design also helps keep water from splashing over the transom. Plus, Lund’s IPS™ hulls are superbly balanced and stable, which not only enhances control, but also adds comfort for all aboard.

Although all Lund boats, with or without a steering wheel, backtroll incredibly well, purists such as Gary choose tiller outboards. Without big consoles, tiller boats have more floor space. Plus, Gary notes, the design creates a command center for the angler. The electronics are in the port corner of the boat, letting him cruise over structure while peering at his sonar screen until he sees where he wants to fish. He can quickly shut down the big motor, drop in the trolling motor, bait his hook, put it in the water and get to fishing—all without getting out of his seat.

Although in the past those who used tiller boats had to compromise speed due to lower horsepower ratings, that’s not the case anymore. With Mercury’s Big Tiller handle, anglers can easily control—are you ready for this?—outboards as big as the 250-hp OptiMax!

“I’m looking forward to getting a Lund 2075 Pro-V Tiller next year,” says Gary, still fishing with Bev. “I’m going to have a 200-hp Mercury Four-Stroke Verado put on it. Beverly! You’ve got another fish!”

Obviously, the technique works.

To read more about Lund’s rear portside Command Console, turn to page 3 in the catalog section.
Lund hosts an incredible tournament in honor of the 125th Anniversary of New York Mills, Minnesota.

To the folks at Lund, a good time always takes place on the water. So when the town of New York Mills, Minnesota, asked the company to help celebrate the community's 125th Anniversary, Lund hosted a fishing tournament on Otter Tail Lake, of course. The first Lund Mania event was born. It was wild, but best of all, it will happen again next year and the year after and the year after.

I am still pinching myself today, as I was fortunate enough to not only fish the tournament this year, but with legendary angler Al Lindner as my partner. On the Fourth of July, 40 teams gathered on Otter Tail Lake to compete for more than $30,000 in prizes, including a Lund 16-foot Alaskan, with 60-hp Mercury outboard and Shoreland'r trailer.
After 20 short minutes in our first spot, Al had reeled in five beautiful walleye.

towards the community for making him feel so welcome. He remarked how impressed he was with Lund Mania and the CRR format that the tournament followed and spoke about how we used only artificial bait in our boat. That's right, not one piece of live bait. We only used jigs with 4-inch Berkley Gulp Minnows.

After Jason announced our weight at 20.99 pounds we took over the hot seats on stage with four teams remaining to reveal. Finally, with only one team left, I realized that Al and I could have a shot at winning this tournament! I have not yet finished in first place in any tournament, and the thought of winning the first ever Lund Mania tournament with Al Lindner was overwhelming! The last team stepped up on stage, and the crowd really quieted down in anticipation. Locals Ray Sonnenberg and Miles Nelson took the mic and communicated from the heart how this tournament was one that will not soon be forgotten. Ray spoke about Al being his mentor and how fishing in the same tournament as him was an experience he will never forget.

It was time—it's time to find out if Al and I were going home with the winning title! Jason wound up the crowd so much it raised the hair on the back of my neck. The 20 seconds it took for Jason to reveal Ray and Miles' recorded weight felt like 20 minutes to me. Jason announced, "Team Sonnenberg & Nelson final recorded weight for today is 22.04 pounds!" The crowd went crazy. Ray and Miles couldn't control their emotions as they accepted their first-place trophy.

The conclusion of the event could not have been scripted better! Two local anglers beat out legendary Al Lindner in the first Lund Mania Fishing Tournament. The community was buzzing for weeks afterwards, and I know that next year—with a limit of only 50 teams (for now)—we will have a full field with a waiting list. I see this tournament growing into a highly anticipated event for Lund owners across North America, and I can say I fished the very first one with Mr. Al Lindner himself and finished second!
Float on: At the parade and the Lund Mania Tournament, a good
time was easy to find in New York Mills during the 125th Anniversary
celebration. (Opposite) Michelle Trudeau of Lund and the legendary
Al Lindner catch fish and smiles on Otter Tail Lake.
A friendly fly-in lodge in Northwestern Ontario and its abundance of Lunds keep guests coming back for more.

A loon’s cry echoes across the lake, fades and leaves only the sound of water lapping at the tiny island’s shore. It’s a lonely sound, but I smile as the intense solitude calls to mind the name of this place, One Man Lake.

“The lake must have been busy that day when they named it,” jokes Gene Halley, owner of Halley’s Camps, which operates several fly-in lodges on the English River system in Northwestern Ontario. But, aside from the remoteness and the peace and quiet, its name couldn’t be more misleading. Guests at One Man Lake Lodge would hardly find themselves without the necessary company and provisions.
After polishing off a slice of rhubarb pie, I sit on One Man’s porch looking out at a fleet of Lund 1750 Outfitters with a group of men who’ve returned to Halley’s every year for more than three decades.

They were guests back in the days when Halley’s Camps, established in 1946, consisted of tents. “Ah, those were some funny times,” says Jim Donoho, from Minnetonka, Minnesota. The men haul from all over the United States, and became acquainted with each other through their various jobs at UPS. Their party is a little smaller now, as some have passed on, but trophy photos still decorate the lodge’s walls in memory. The crew’s journey here is a tradition, and they have the fish—and bear—stories to prove it. “Oh, you mean the day when we almost had to hand over the keys to the Lund?” asks Hank Denny between pulls on his cigar. The rest nod and laugh, recalling the Texan’s close encounter with a mama bear and her cub.

The amenities at Halley’s go beyond a good place to fill your belly and lay your head after a day on the water. The fish camp has more than 200 Lunds—mostly Outfitters and Alaskans, bought from Woodlake Marine in Kenora. “The stability,” says Jim, “they’re really safe and they have livewells that really work. Very few fish, if any, turn belly up.” His fishing buddies agree. “Lund makes an exceptional boat,” adds Lee Thompson of Sentinel Butte, North Dakota. “Let me put it this way,” he says, leaning his wry grin in a little closer, “a boat is the only thing you want a square transom on.”

Lee, a longtime Lund owner himself, likes to take credit for the brand’s well-crafted fishing boats. “It was 1976,” he explains, “and I bought my first Lund, a Ski and Sun.” It was a boat he’d later trailer to Halley’s on one of his first trips. “It was aquamarine and had seats in back for sunbathing,” he continues, taking a sip of scotch. “I wanted to turn it into a fishing boat by converting the seats to swivels. And they delivered. That was the start of Lund’s fishing boat,” he jokes. “I’m still looking for the royalties. I had no idea I was going to be on their design team.”

The camaraderie between this crew is comfortable, and it’s easy to see how this place has a knack for getting its hooks into people. “We look at the Halley family as kind of our extended family,” adds Jim, leaning back in his chair, “and we think they think of us that way, too.”

The Halleys do have a history of adopting their guests. Jeff Pomp, One Man’s lodge manager and Halley’s floatplane pilot, ended up in his position by accident. He tells me the story the next day as we jog for walleye on the Sturgeon River. Jeff was too young to tag along in the early years that his father, a former Chicago plumber, made the trip to Halley’s. He finally got a chance at the age of 15. Just so happens the Halleys were in need of a dockhand. “My dad said, ‘keep him, I’ll pick him up in the fall,’” recalls Jeff. “Grandpa Halley took me in, and I’d stay with Grandma on summer vacation. It was just like being part of the family, oh?”

Jeff has had the privilege of watching the Halleys’ business grow over the years to include two all-inclusive lodges, a housekeeping lodge and an outpost company with 12 cabins in various remote locations. “We built everything from standing tree to built cabin, utilizing our own saw mill located at One Man,” Rob Halley, Gene’s son, tells me when we stop for a tour of Kettle Falls Lodge. Painted Adirondack chairs decorate the porch, and carved wooden tables and bearskins make up a huge dining room where Sharon Halley still feeds her guests.

The Halley family also started River Air out of Minaki. The company operates floatplanes for delivering customers to and from lodges, outposts and outlying lakes where Halley’s has several Lund boats cached for fishing smallmouth bass, lake trout and muskie. The camp’s new Amphibious Caravan service even flies direct from Winnipeg International, Fort Frances or Kenora Airport and lands right on the water in front of the lodges. Basically, “guys like Hank Denny can get on a plane from Texas in the morning and be having a cold beer on our deck by mid-afternoon,” explains Jeff.

Jeff and Brian Parker, a guide who works out of the Kettle Falls Lodge, take me back out for a day of fishing. Late in the afternoon, Jeff looks over at Ryan running a 1750 Outfitter, identical to the one we are in, powered by a 40-hp Mercury four-stroke. The boat is lit up against a backdrop of shimmering, wet pine after a light rain had rolled through. He shakes his head in disbelief. “Lund, it’s the only way to go, eh?” Though I know he’s just talking Canadian, and it’s not really a question, I recall our quiet shore lunch enjoyed on a granite perch in the middle of the river. We gorged ourselves on pan-fried walleye cooked over an open fire and smothered in smoky onions—fish we’d caught just minutes before. It was a lunch hour I’ll never forget. My answer: “Halley’s, it’s the only way to go.”

For more info on Halley’s, visit www.halleyscamps.com.
(Here) Jeff Pomp (left) and Brian Parker (above) survey the many faces of the English River system, from glassy pine-rimmed expanses to charming rapids. (Opposite) One Man Lake Lodge provides comfort, safety, an unbeatable arsenal of Lund fishing boats andiller shore lunches.
The best way to ensure you build a good fishing boat is to have good fishermen build it

Winning fishing tournaments and building great fishing boats both start at the same place: years of experience, well-honed technique, the right technology and lots of hours on the water. Lund boats have long been known for being built by anglers for anglers, but talk to members of Lund's design team and it quickly becomes clear exactly how all that time on the water influences the boats that come off the line.

"It's hard to make improvements to your product if you're always sitting behind your desk," says Paul Zarn, who has been with the company for more than a quarter century and is Lund's chief design and compliance engineer. "We are in the heart of the 'Land of 10,000 Lakes,' and the water is just a part of our lives here. In fact, we were out on Big Pine this morning testing new concepts to improve performance. Didn't have time to wet a line, though." Really? Poor guy.

STORY BY RANDY HESS
PHOTOS BY SCOTT PEDERSON
Today, backtrolling is just one more technique in the multi-species arsenal; and even the biggest Lunds, tiller or console models, backtroll with assurance.
Of course, boat building fueled by fishing passion has been the tradition since Lund's launch more than six decades ago.

Company founder G. Howard Lund didn't set out to build a company; he set out to build a boat. He wasn't even planning on selling it—he built the boat in his garage for his own use; it had just what he needed to fish and hunt on the bountiful lakes that surround New York Mills, Minnesota, where the company is still based today.

Howard had the boat atop his car on one of those fishing trips and was spotted by a boat salesman from Inland Marine Corporation. That salesman surprised Howard, asking if he could order 50 boats from him, and Lund America was on its way.

Still today, Lund fishing boats are designed and built by people who actually use them to target spots on the leaderboard or just to put fish in the box. Nothing beats time on the water for market research and proving or rejecting new designs and technical solutions. In addition to aggressively fishing toursneys themselves, Lund engineers have spent a lot of time supporting the Lund Pro Staff at big money tournaments.

“We started to go to toursneys to take care of our pros and make sure they had everything they needed,” says Terry Weller, an engineering tech who has been with Lund for nearly 25 years. “In the process, we learned a lot about how to strengthen and keep the interiors in shape even when the pros are pounding on them. Those boats really get used hard there. So we came up with innovations that can stand up to that, like running longitudinal supports the length of the deck all the way up under the bow, instead of the horizontal supports in most boats.”

Terry is an avid tournament angler and recreational fisherman himself, even though it's hard for him to leave work behind and just revel in the moment. “As an engineer, when I'm on the water I'm always looking for an easier way to fish or a way to improve a boat's fishability,” he explains. “Where you sit in the boat, how conveniently equipment is used, how the hull reacts to the water. You're always looking at different ways to build them. It's also great for comparing with other brands of boats.”

Brian Boyne, an engineering tech who's been with Lund for about 15 years, builds the prototypes the design team uses to analyze new concepts and models. He also fishes many tournaments and has taken his share of prize money...and only had 20 minutes to talk because he was leaving for Lake of the Woods to go walleye fishing for a week. “I think it helps a lot to use the product myself and see it in the real world,” he says. “That ‘designed by fishermen’ line is used a lot by a lot of companies, but it’s the truth here. We know the situations our customers are in on the water. We hear it from our Pro Staff, and we fish local tournaments ourselves. We give people a chance to try the boats at toursneys, and we get a lot of unsolicited feedback, people coming up and saying, 'Oh, you should try this...’”

Brian cites Lund's innovative SportTrak™ accessories system as a concept that was developed and proved out on the water. It's a simple idea: tracks running down the inside of the gunwales that allow you to place rod holders, cleats, cup holders and depthfinders wherever you desire. Want to remove or move them? It only takes 30 seconds. “I remember the first time I fished with the system,” Brian says. “To work out the concept, we simply milled out a couple of brackets, attached them to a test boat and took it out on the water. It developed from there, and now SportTrak is on almost all of our boats.”

Paul Zarn mentions the now-legendary IPS™ hull design as a key Lund innovation that was developed through long trial-and-error days out on the lake. IPS™ and the newer IPS™ 2 are built around a soft pad with an aggressive reverse chine that gives boats serious lift, helps keep the bow down and reduces spray for maximum performance and efficiency. “We did our first test in February 1997 out on the Mississippi because it was the only open water that time of year,” he recalls. “Now all but a few of our boats have some aspect of the IPS hull design. I really key in on boat performance, and I’d put us up against any other aluminum boat out there; every Lund runs great. But it’s really the whole package. I don’t think any other company understands the fisherman’s needs as well as we do.”

Understanding. It’s what happens when you play at the same game as your customers. Play is also a great way to make your work seem less like work and more like just part of your life. “I think you sleep with your Lund hat on,” Paul says. “If you’ve got something you’ve been working on, sometimes a solution just pops into your head while you’re sleeping or when your mind is clear. Same thing happens on the water; it’s relaxing and challenging, and outdoors is where I want to be. It's just a great place to find ideas. So, yeah, I fish with my Lund hat on, too.”

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Lund fishing boats are designed and built by people who actually use them to target spots on the leaderboard or just to put fish in the box.
Lund Design and Compliance Engineer Paul Zavits (facing camera) fishes the Lund Marina Tournament with Lund President Andrew Klopak (facing away from camera) in conjunction with New York Mills' 125th Anniversary (read about the celebration on page 10). Every boat that passes through the Lund factory is informed by hours and hours of on-water research (and pleasure).
Lund’s Angler & Young Angler Tournament program hooks a fairy tale ending for the championship winners

“I’m going to Disney World!”

Common words to those watching the post-Super Bowl show on TV as one of the winning NFL stars basks in glorious victory. But this time the words came from little 6-year-old Jordyn Colter, standing with her dad, Sean, and 8-year-old fishing buddy Tyler Danielson on the stage at massive Lake of the Woods on the U.S.-Canadian border.

Jordyn, Sean and Tyler of Grand Rapids, Minnesota, had just won the 2008 Angler & Young Angler International Championship, a walleye tournament with a top prize of an expense-paid trip for six that starts with four days at Ontario’s famed Miminiska Lodge followed by four more days at Disney World Resort in Orlando, Florida. Talk about a dream trip for kids who like to fish!

Guided by Lund Pro Staff member Mark Brumbaugh of Arcanum, Ohio, Jordyn, Sean and Tyler weighed in the tournament limit of three walleye, pushing the scales to an impressive 21 pounds, 8 ounces. That big weight bested the closest competitor by a three-pound margin—pretty impressive, considering that all teams at the one-day August event brought in their three-fish limit.

The story of how those 19 teams got to the championship held in Kenora, Ontario, starts more than 10 years ago with an angler unsuccessfully looking for an opening-day walleye tournament that he could fish with his son. That angler was Andrew Klopak, who is now president of Lund Boats.

The Angler & Young Angler (AYA) Fishing Tournaments that Andrew founded started with a single tournament on Manitoba’s Lac du Bonnet in 1998. Apparently the concept of an adult competing on the same team as two kids was one that anglers and sponsors were ready to dive into. The series has grown—a lot.
By 2007, 10 regional events were held throughout North America to qualify teams for the championship. In 2008, 19 events led up to the International Championship on Lake of the Woods. And 2009 saw 26 qualifying events.

"It's amazing how much the fishing industry and angling community are embracing the program," Andrew says.

Sponsors are numerous and include such well-known names as Delta Airlines, Disney World, Lund Boats, Mercury Marine, Minn Kota and Shimano.

The objective of the tournaments from the beginning has been to introduce kids to competitive fishing in a fun setting surrounded by family and friends—and basically have a good time. Never mind that the winners of the regional events claim a Lund A 12, Mercury outboard and Shoreland'r trailer package as top prize.

While participants may feel that adrenaline surge of competing for such grand prizes as boats and trips of a lifetime, the atmosphere of the regional events and final championship is all about enjoying the overall experience. Each team in the tournaments consists of one angler and two young anglers, 17 and under. Along with the competition, each event includes an official weigh-in, prizes, awards and a barbecue after the day of fishing. The winner of each regional event then qualifies for the championship.

At the 2008 Championship, the teams of kids, their adult anglers and their appointed professional guides each fished out of a brand new Lund 1825 Rebel XL. Spectators could easily tell the teams apart, as members were decked out to represent major sponsors of the AYA program with team shirts; a colorful wrap on the boat displayed each team's sponsor.

show them some tricks on how to catch them.

It had the feel of a big-time professional tournament, and the smiles on the faces of the kids indicated that the goal of letting them have fun was achieved. The whole AYA series is designed to introduce youngsters to competitive fishing, but the events, including the championship, do so in a way that encourages

While participating in an AYA event, both kids and adults get to create memories that last a lifetime—whether or not they win a trip to Disney World.

Chase boats, each with a videographer aboard, followed tournament boats around throughout the day to capture footage for a television show. Lund Pro Staffer Mark, a former champion on the In-Fisherman Professional Walleye Trail, guided the eventual winners; other teams had such notable anglers as Albert Trudeau, Rick Moore, Rory Wiebe, Jeff Gustafson, Ric Loeb, Craig Stapon, Frank McClymont, Les Moroz and Norm Klopak. All of the guides generously donated their time and expertise to put the kids and adults on fish and sportsmanship, teaches the joy of fishing and connects kids with mentors.

As Lund supporter and legendary angler Al Lindner says: "AYA is a one-of-a-kind program that gets young people turned on to fishing for life." And while participating in an AYA event, both kids and adults get to create memories that last a lifetime—whether or not they win a trip to Disney World.

For more information on AYA Tournaments, visit [www.angleryoungangler.ca](http://www.angleryoungangler.ca).
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