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O Canada! A 1750 Outfitter navigates the remote waters of Ontario’s English River system. Photo by Mike Calabro.
The Lure of Lund

Lund has to be one of the most exciting fishing boat brands on the market. I say this not only because Lund builds incredible boats at a great value, but also because it seems everyone who comes into contact with Lund develops an intense enthusiasm for the brand.

I see it in the customers who participate in events like the Angler & Young Angler tournaments (page 22) and other Lund-sponsored events (page 6). I also see it in Lund employees, who absolutely love their jobs, building and promoting the very boats they choose to head out on.

Maybe it's the crisp, clean air where people boat and fish on their Lunds that has everyone so happy. Or maybe it's that Lund keeps producing boats that stand up to the elements and the use that passionate families and anglers put them through season after season.

There's just something thrilling about being on a Lund. When you step off from the dock on a boat you're confident is reliable and durable and built for exactly what you need it to do, you know you'll have a great day on the water. Lund's innovative product offering is second to none; check out the new 1650 Renegade on page 4. And to see a family that's had Lund love running through its veins for three generations, turn to page 10.

By paying close attention to the needs and wants of anglers and translating those needs into features on its boats, Lund has become one of the most well-respected fishing boat brands on the market. We interviewed some of the folks who have helped cement Lund's solid reputation. Boating and fishing industry icons like Al and Ron Lindner talk about Lund's strong history and the brand's bright future (page 14).

With all of the enthusiasm surrounding Lund, from boat owners to employees to our incredible network of dealers, I can't help but be certain that Lund will be building premium fishing and recreation boats and creating memories for you and your family for a long, long time.

Dirk Hyde
President, Lund Boats
Don’t Cast About for Coverage

As you gear up to spring full-force into another fishing season, consider how you can fully protect your tough-as-nails Lund and angling equipment with an insurance policy that’s just as solid. Progressive stands out for providing some of the most comprehensive coverages available to help you make a smart choice and to put your mind at ease. Progressive’s specialized boat policies offer several coverage features, including the following:

- **Fishing Equipment**: Up to $10,000 for fishing equipment like rods, reels, tackle boxes and outriggers that are damaged, lost overboard or stolen.

- **Roadside Assistance**: A lot can happen on your way to the water. Progressive provides towing to the nearest repair shop and covers labor in the case of disablement such as flat tires, battery failure or sand entrapment. Progressive Roadside Assistance not only covers your trailer but your tow vehicle, as well.

- **Total Loss Replacement**: If your new boat is declared a total loss in the first five years of the policy, Progressive will replace it with a new boat. No worries about depreciation or inflation.

In addition, Progressive offers several money-saving discounts to those who qualify.

To find coverage and discounts that best suit your needs and to receive a quote, visit www.progressive.com/boat.
A+ for Angler Power

DieHard® puts its batteries to the test, proving their strength goes unmatched

DieHard promises its batteries will power up your boat longer so that you have all the time you need to wait out the fish. But how can you be sure you're getting maximum power from this battery? DieHard would like to present its "torture tests," several (shocking) experiments that show the astounding power DieHard batteries supply. In a particularly telling test, technicians at the DieHard lab successfully jumpstarted six cars with a single DieHard Platinum battery—while the battery was frozen in a large block of ice! In another test, a single battery was used to power a home stereo, an electric saw, a hot dog grill, a tanning bed and a hot tub, all before starting a car.


Built Tough... and Smart

Lunds are well known for their cutting-edge engineering and rock-solid durability, which is why they're perfect matches for serious anglers. Likewise, Sperry Top-Sider's Anti-Shock and Vibration (ASV) Collection is carefully crafted to provide crucial support for the hardcore fisherman throughout a long day on the water.

Central to this innovative footwear design is the midsole of the shoe, which absorbs shock and disperses vibration. On any boat, motor churn and choppy water can create an imperceptible physical strain on the angler that can lead to aching onshore. The footwear not only neutralizes the impact of these vibrations, but also increases your traction and stability while onboard. Like a Lund, Sperry Top-Siders feature the perfect combination of tough and smart, to ensure that you can fully focus on what's most important to you—landing the big one. Visit www.sperrytopsider.com/ASV.

Coming Clean

Fishing's a dirty job, but somebody's gotta do it. It's a job Lund owners love, though cleaning up afterward 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 for 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.

Go to www.shurhold.com/Lund and enter code LND at checkout. Expires August 1, 2010.
The Little Big Boat

Lund’s Renegade is back in a model that defies the laws of boat size and versatility.

JUST BECAUSE YOU HAVE A SMALLER TOW VEHICLE doesn’t mean you can’t have a boat suitable for fishing on bigger water. Lund’s newly redesigned 1650 Renegade in Tiller and dual console Sport models are finding fast acceptance among anglers in the Pacific Northwest, around the Great Lakes, and other waters where the potential for wind and waves calls for a high-sided, versatile and durable boat. The Renegade is value-priced, too.

The first thing you notice when you see the Renegade running is the height of its gunwales. This is a boat built to handle some serious water, getting to the fish and then trolling down, drifting or anchoring to catch them. Like other Lunds, this basic fishing boat features the company’s IPS™ hull, which is built to scoff at punishing conditions.

The new Renegade Tiller model pairs with Mercury outboards from 25 to 50 horsepower, and the dual console Sport model with its wraparound windshield is rated for engines from 40 to 60 horsepower. The Renegades measure 16 feet, 6 inches long with 7-foot beams, providing lots of walkaround room on the flat, vinyl-covered floor.

The Tiller model has a swivel pedestal seat for the driver and two box seats forward, each with storage underneath to keep the floor clear of tackle. The boat has plenty of room for a portable fuel tank, aft of the operator. The controls for the bilge and lights are on the port side, placing them at the driver’s fingertips.

Just above these controls, a shelf provides ample space for mounting electronics.

The Sport has a 19-gallon built-in fuel tank, which will offer hours of operation. Both models also have under-gunwale storage for up to 10 fishing rods. In these wide-open designs, anglers will easily find space for coolers to keep their catch.

Those anglers will also appreciate the 23-inch cockpit depth that keeps waves out and the crew inside and secure. Added options for both models include a bow trolling motor plug, SportTrak accessory brackets for rod holders and other items, and downrigger brackets to make this boat a trolling machine. Bilge pumps are standard on both models.

Other nice options include factory-installed two- and three-bank battery chargers and a choice of colors. Along with the standard Black are Arctic White, Cobalt Blue and the classic Lund Wildfire Red.

The Renegades come, with custom-matched Shoreland'r trailers, available galvanized for years of rust-free service. E-coated wheels prevent rust there, too. The trailers feature a swing tongue; just pull a pin and the tongue swings back on a hinge, which allows the rig to fit easily in many garages.

The new Renegade 1650 may not be loaded with a lot of bells and whistles, but it definitely appeals to anglers who want a smaller boat that not only feels like a big boat, but also performs like one.
Catch for a Cause

Lund joins forces with an incredible organization to raise money for individuals and families fighting cancer.

WHAT DO YOU GET WHEN YOU COMBINE a Lund Pro Staff member, a player from the Canadian Football League, a 12-year-old girl and her father? A pretty good walleye fishing tournament team, of course.

Teams for the Fish For a Cure Tournament were chosen by lottery at a Winnipeg Blue Bombers game at Canad Inns Stadium the night before the event. The anglers and aspiring anglers—who purchased two-person corporate buy-ins to spend a day on Manitoba’s beautiful Lac Du Bonnet and help raise money for an incredible cause—eagerly awaited the announcement of their third and fourth team members, a Lund Pro Staffer and a Winnipeg Blue Bomber. Money would go to the Never Alone Foundation, an organization dedicated to helping individuals and families with research, education and patient support services in the fight against cancer.

Many of the team members had never fished a day in their lives, while others were avid anglers, so each crew benefited greatly from having a Lund Pro Staffer onboard. The pros ran the Lund boats provided for the tournament and guided to all the right spots.

For Lund Pro Staffers, the chance to raise some friendly competition while raising money for a good cause is a hard one to deny. Out on the water early the next day after an incredible send-off for each boat, the good-natured rivalry heated up as fast as the June sun. “We’re copying what everyone else is doing,” laughed Jeff Gustafson, a Lund Pro Staffer and professional guide. “We caught two already on jigs.”

The privilege of rubbing fishing elbows with a player from the Canadian Football League had its advantages, too, as the guys brought a lot of spirit to the event. “I threw my first cast out there,” said player Bryan Randall, “caught a little fish, didn’t catch any after that, but it was the highlight of my day.”

Alas, it was not the big and brawny or those with years of pro walleye fishing experience under their belts who brought the big numbers to the dock in this catch-and-release tournament. Francesca Ablusi reeled in a 30-inch walleye at 9.12 pounds with the help of her dad, Jack. “Not bad for a 12-year-old,” said Jack, the owner of Tower Engineering. “We had the most incredible day, and we’ve got ourselves a master angler,” Jack and Francesca were guided by Mark Rumi and enjoyed the company of Blue Bomber Doug Brown on a Lund 1660 Classic Sport.

Lund’s Jason Gauthier, who emceed the event, asked Francesca how she pulled off beating out 26 teams led by award-winning Lund Pro Staff members. “You said you were going to show your dad how to fish,” said Jason. “What’s your secret?”

Francesca sheepishly took the microphone, “Um, just a fishing rod.”

For more information on Lund-sponsored tournaments and fundraisers, visit www.lundboats.com.
For Lund Pro Staffers, the chance to raise some friendly competition while raising money for a good cause is a hard one to deny.
As Tough as a Lund

Lund Boats can offer “Boating’s Best Lifetime Warranty” for many reasons, all of which boil down to the fact that the company just makes boats good and strong.

When Howard Lund started building boats out of aluminum in 1948, he pioneered boat designs and construction methods that are still used today. Lund wasn’t the first to use aluminum as the hull material—that distinction belongs to Grumman, which started making aluminum canoes in 1945. The story goes that a company executive had a tough time portaging a wooden canoe, so Grumman decided to try and apply its experience putting together aluminum World War II fighter planes to canoe building.

Aluminum, it turned out, was a great material for boat hulls. A few years later, Howard Lund made a duck boat out of aluminum for personal use, but a salesman from Inland Marine Corporation came calling after seeing the 10-footer atop Howard’s car. The salesman ordered 50, and Lund started producing them. The rest is long-lasting fishing boat history. Aluminum works so well for boats because it is light, easy to shape, extremely durable and easy to maintain. It’s also easy to repair should an accident happen. But the fact that Lund uses aluminum isn’t the only reason its boats are so tough. It’s how Lund puts the aluminum together that makes the difference.

Aluminum boats and airplanes have a lot in common: They're both under enormous stress as they move through the water or air. That’s why Lund boats are double-riveted on seams, just like aluminum jets. Whether lifting several tons into the air or blasting across choppy water at high speeds, double rivets provide peace of mind. “It ensures that you’ve got a non-leaking seam,” says Rory Wiebe, Lund’s product manager. “It is two rows of rivets so you have double reinforcement.”

Double-riveted seams and automotive-grade, oven-cured paint finishes are the most visible construction features that help Lunds stay solid and looking good through years of wave-pounding wear. Lund also incorporates aluminum I-beams and sophisticated twin-plating that don’t add excessive weight. The I-beam construction features longitudinal and transverse beams that are tied together for ultimate strength and rigidity. This rigidity keeps the hull from flexing and causing stress anywhere on the hull or interior.

Lunds can handle today’s biggest, most powerful outboards because the company bolts the transoms directly to the longitudinal I-beams. “The strain of the motor is transferred through the bottom of the hull,” Rory says. Instead of concentrating outboard energy against the vertical plane of the transom, the I-beam disperses it longitudinally to neutralize its impact. The transom then gets knee-braces that tie it even more strongly to the hull and decking and add tremendous support at this critical juncture.

Lund’s consoles are made and installed to be as heavy-duty as the transoms and gunwales. The top-of-the-line hardware on Lund boats includes stainless steel bow eyes and recessed cleats, which are not only functional but look good, as well. Flush-mounting hinges on the sides of livewells and storage compartments spare them from the abuse of anglers walking on the lids year after year. Speaking of walking, no boat maker manufactures a better deck than Lund, as the company uses the finest, most durable marine-grade decks and floors, and wraps them in vinyl or covers them with carpeting. Lund reinforces all decks and floors for extra stability.

“We don’t skimp on anything,” Rory says. “We do things based upon our experience and knowledge from being around for a long time. We know how to build it, and we build it properly.” Simply put, you won’t find a better-built, longer lasting boat that retains its resale value better than a Lund.

Check out the transferable limited lifetime warranty at www.lundboats.com/warranty.
Lund love flows through three generations of a North Dakota fishing family

THE MISSOURI RIVER STRETCHES WIDE

in front of the home where I grew up. Sometimes the water looks misleadingly glassy and calm from our porch. A rock jetty juts out north of the dock, providing protection from the current for our 2000 17-foot Lund Mr. Pike. From the dock you can see the water rushing beyond the point, creating massive swirls.

My dad, Larry Chesak, built up the rocks when we bought the property north of Bismarck, North Dakota, in the early ’90s. Dad’s dream was to move out of town and live on the water in a Lincoln Log-style home. We even drove to western Montana to watch as notches were cut in the logs. That seems so long ago now, as I stand on the dock listening to the sounds of bubbling froth mix with the echoing honks of Canada Geese ping-ponging off the river’s high bluffs.
We don’t call him Dad anymore. He’s Grandpa now, for the sake of my older sister’s four children. At the helm of a boat, though, it’s as if he hasn’t aged a day. He maneuvers north against the current, carefully scanning the water for wayward lags and submerged sandbars.

This isn’t our first Lund. The brand has been a family standard since my sister, Missy Mees, and I were toddlers. We had a Lund Super Pike in the ’80s and a Lund Cherokee in the early ’90s. “Lund is just a well-known boat up here,” my dad tells me. “They’ve got good dealerships, and they are well made. This boat is wide and very stable.” He pauses for a minute while a sly grin grows on his face. “You know, for taking the grandkids and the dogs.” We both laugh. It’s rare that he gets the chance to sneak out by himself nowadays. When my sister and I were younger, he used to go on all-day trips with fishing buddies or head out on weeklong ice-fishing adventures to the Arctic Circle, returning to wow us with photos of polar bears. Or he’d simply shove off from the dock after work at Chesak Seed House, a three-generation family business he owns with his sister, Pam Liebel. Now with four grandkids who like to participate in all his hobbies, from fishing to hunting, and with the river right outside Grandpa’s back door, he tends to have lots of company and take shorter trips.

I look at Cearra, my oldest niece at 13, riding in the bow. She’s got this peaceful look, her pink hair fluttering in the wind. She resembles her mother a bit too much, and sometimes I can’t help but be frightened she might make me eat a mud pie. It is with a certain payback in mind that when we find a fishing spot, I playfully wipe worm slime on her arm after baiting her hook. I learned from the best; her mother, the very definition of tomboy, was brought into this world for the sole purpose of tormenting me. Missy was cleaning and gutting fish before she even had a full head of hair, and she’d take her smelly hands and wipe them across my face. Fishing came as naturally to Missy as sucking her thumb, and soon she was outfishing Dad. For me, though, reading took precedence over the pole, and I once accidentally dropped one of Dad’s favorite rods over the gunwale right into the depths of Lake Sakakawea. I guess that chapter was really good!

Back in the days when Dad was still Dad, and long after he’d forgiven me about that rod, he’d give Missy and me permission to take the Lund out on our own. We’d head up north, throw some lines in, and talk about boys, school and where we wanted to go to college long into the afternoon. Sure, she made fun of the way I cast, but it was worth it. I see these same struggles of torment and camaraderie between Cearra and Lacyn (11), as one minute Cearra helps her little sister with a snag and the next they are competing over who can catch the biggest walleye. The two little ones, Aspyn (7) and Teddy (5), are good anglers, but they don’t quite understand the concept of deciding what not to keep. That always draws a chuckle from Grandpa as it stirs up memories of his own childhood.

“We boys used to go fishing and the girls stayed home with Mom,” he says of his eight siblings. “Then later on, Mom and Dad started to go fishing together. Once Mom got to fishing, you could hardly get her to throw one back.” My father doesn’t remember a time when he didn’t fish. His dad, Ed Chesak, was an avid fisherman and started his children fishing early on. “Years back, we used to run around to the small lakes around here,” Dad says. “We began fishing the river back in the ’50s.”

Not too many years ago, there were two Lunds docked at our home. My grandfather Ed owned a 21-foot Baron. He kept it at our dock for easy access to the quiet stretches of river north of town.

Grandpa Ed passed away in 2005, on a day when I happened to be out covering a boating adventure on Nevada’s Lake Mead. Cruising full-throttle across the lake that afternoon, I felt a sense of peace rather than sadness thinking about all the great days he had spent on the water. When we were kids, on just about every summer Friday we’d tow the Lund Cherokee to a place down river called Beaver Bay. My aunts, uncles, cousins, and Grandpa Ed and Grandma Dorothy (the fish hoarder) would meet us there, too, in their own Lund Cherokee. We’d camp, fish, swim and water-ski all weekend.

We all are most happy on the river—a place where magic seems to happen. It’s even where my parents met. Mom was sunbathing on a sandbar in town, so the story goes, and Dad pulled up in a boat and asked if she would like to go for a ride. That ride is still going, I guess. Mom doesn’t go on the water as often anymore. Instead she takes advantage of the quiet house or empty tree swing. Then she’ll prepare side dishes fresh from the garden to go with the fruits of the livewell.

The last stop of the day is always a secret sandbar with a swimming hole, and inevitably the crew will return later than expected with sandy feet and very grawly stomachs. These memories are as legendary as the catches. Yes, Dad, even as legendary as your 100-pound paddlefish.

We’d head up north, throw some lines in, and talk about boys, school and where we wanted to go to college long into the afternoon.
The growth of an amazing brand from the perspective of six longtime Lund guides

Story by Jennifer Chesak :: Photos by Scott Pederson
LUND IS A LEGENDARY BOAT COMPANY with some legendary personalities. Many have grown up with Lund and have in turn helped grow the brand.

I sat down separately with six Lund guides, and they all used the same word: “evolution.” Lund is a boat company that has evolved with the needs of its customers, and those transformations have been the key to its success in building the best fishing boats out there.
Twins Marty and Scott Glorvigen had one goal in mind while growing up—to make a living in the fishing industry. “We were fanatical about it,” says Marty.

A Lund dealership in Grand Rapids, Minnesota, offered the brothers a chance to guide during their late teens, and the two set the hook on their newfound livelihood. “Most kids aspire to be pro baseball players, but Ron and Al Lindner left a big impression on us,” says Marty of the fishing celebrities. “Lund has been the only brand that Scott and I have been in.”

The Glorvigen’s began fishing local tournaments and winning them. Lund quickly took notice and added the duo to its Pro Staff. The move was smart on Lund’s part, as the Glorvigen’s have never forgotten where they got their start. While the two were making money guiding, they started their own business in their parents’ basement not long after getting their degrees in industrial technology and engineering. The business, Gemini Sports Marketing, specializes in made-to-order tournament apparel.

Scott credits the company’s success with networking on the water. “The biggest thing in this whole process,” he says, “more important than knowing how to catch walleye, is knowing how this business and industry works and knowing what our clients need.”

Scott won the Professional Walleye Championship in 2004, and back in 2000 he won the Wal-Mart RCL Walleye Championship, taking home a purse of $300,000. “That was a big payday,” says Marty, recalling the excitement. “The press on that was phenomenal. But it should be known that Scott fishes all of my spots,” he adds with a chuckle.

The Glorvigen’s have recently launched www.wired2fish.com, a site that keeps anglers informed about what’s happening in the industry through articles, radio shows, gear reviews and more, plus it provides a forum for anglers to connect.

“Having a company like Lund as a supporter has been amazing,” says Marty. “And when times have been tough in the boating industry we’re able to say we’re here if they need our help.”

That strong relationship is a testament to a brand the Glorvigen’s say has been incredibly successful because it is not “tainted.” Marty explains, “Lund has been true to who they are. They don’t try to be a runabout or a pontoon boat. Lund’s a fishing boat.”

Scott’s quick to add that Lund has a fishing boat for everyone. “You can pull bottom bouncers from the bow in the Dakotas, you can fish from the steering wheel, pulling crankbaits around the Great Lakes, or you can backtroll on Mille Lacs Lake. They build boats for all situations.” Even making a living.
Marty and Scott
Glorvigen
The Brothers Glorvigen
Share a Lesson in Lund Economics
Tom Neustrom's dreams are likely about fish. "Not a day goes by that I don't either go fishing or think about how to catch a fish," says the Minnesota-based guide and Lund Pro Staff member. This year marks his 25th anniversary guiding on Lund boats, and he wouldn't have it any other way. "I think the highlight of Lund," says Tom, "is having their plant located right in the fishing community. Even the guy who works on the line is a fisherman, and that's a real key thing."

Tom guides on a 1975 Pro-V and raves about the unparalleled ride and stability with Lund's deep-V hull and the overall improvements in technology and other features. "Storage is tremendous," he says. "We've come a long way in the last 15 years, becoming more and more user-friendly. Lund really pays attention to the angler's wants and needs."

With those essentials taken care of, Tom can focus on the job at hand, guiding. "I like the teaching part of it," he says, "making a day on the water a great experience for the customer. Sometimes younger guides' egos haven't allowed them to understand that yet," he continues, speaking from experience. "I think as guides we all start out as pretty aggressive anglers, but as time goes on, you realize it's more about the experience for the rest of the people onboard."

Tom credits his professionalism to great Lund-affiliated mentors like Al and Ron Lindner, Gary Rech and Marv Koep. "They really changed the face of guiding," he says, "and brought it a lot of respect." Respect is a word Tom uses a lot for those working in the fishing industry, whether guiding, protecting the water or promoting it. "Marty and Scott Glorvigen are probably the future of the fishing industry," Tom predicts. As for the actual fishing, Tom says it couldn't be any better. "The fishing in Minnesota is as good as it's been in years," he says. "The Minnesota DNR does an incredible job and is a model for the whole country. Nobody can compare."

Tom should know; he's fished The Land of 10,000 Lakes tens of thousands of times. His guiding favorites are Leech Lake and "Big Winnie" (Lake Winniebigoshish). "But Pokegama Lake is a mile and a half from my house," he adds. "People always ask me what I do on my day off, and I say, 'go fishing.'"
Guide Gary Roach, aka Mr. Walleye, is a busy man. When I finally catch up with the famous guide, he’s out on the road to take advantage of Minnesota’s frigid temps. He’d been in the ice house the day before, too, and the day before that.

Not including Gary in this article, however, was not an option. After all, Gary played a significant role in designing two Lund boats. He used some very sophisticated technology—cardboard. When genius strikes, you’ve got to take advantage. It just so happened that Gary was in the company for the 1975 Pro-V. “It had bucket seats, carpet, everything,” explains Gary. Their next cardboard creation became the very popular 1990 Pro-V. “It had a livewell system and a 100-hp motor,” says Gary. “And we did all of this at deer camp. We’ve still got the piece of cardboard in a plaque.”

The Lund brand has been a part of Gary’s life for as long as he can remember. “I’m proud to be with Lund. I’ve been with them for 40 years now, and they’re the best and the toughest and the best riding. They’re made by fishing people.”

That first 1990 sketched at deer camp became the “Gary Roach edition” Pro-V, and the Pro-V line took off. “Now the 1975 Pro-V is the best-running boat out here,” says Gary. “It’s just like sitting in our living room. Paul Zarn is one heck of a designer.”

Mr. Walleye, of course, is one heck of a fisherman. He earned his name at a Manufacturers Walleye Council Tournament. “I got up on stage with a really big fish,” recalls Gary. “The director said, ‘Here comes Mr. Walleye.’ Then I Lindner approached me and said that I had to get that trademarked. It cost a lot of money, but I did it.” It was worth the effort. ProLine Fishing introduced the Mr. Walleye Series brand after Gary developed his own high-performance rods. Beverly, his wife, is Mrs. Walleye, of course, and Gary developed the first women-specific high-performance rods and naturally named them after her. Mr. Walleye also made an ice rod, so there is no time of year that he and Beverly aren’t going after the fish.
LIVING LEGENDS AND FISHING FANATICS,
THE LINDNER BROTHERS ARE THE LONGTIME
FACES OF FRESHWATER FISHING
Lund's reputation in the fishing boat industry is as solid as the premium boats the company builds. The days when "a Lund was the strangest thing you'd ever seen," seem like a long time ago, but Al Lindner remembers them fondly. As a guide and tournament angler getting his start in the late '60s, Al took a Lund down to Texas and received some odd stares. "It looked like a bathtub," he says. "Those early pioneer days of Lund were a really fun time."

Al and his brother Ron use the term "pioneering" with immense respect for a brand that changed the face of fishing for northern multi-species anglers. "We'd bang boats up like crazy in the boonies," explains Ron of fishing in northern Canada, Minnesota and the Dakotas. Launches were poor, if there were launches, and often guys would create their own just by finding openings between the bushes.

Al, who attended the second-ever Bassmaster Classic in 1971 in a Lund, and Ron, who has been fishing out of various Lund boats for the past 42 years, have played an integral role in helping the company transform its boats into the ultimate fishing machines. Early Lunds, like most boats, were pretty bare bones, the two explain. "Every boat that every fisherman had was jury-rigged," says Al. "We used to make splash guards out of mud flaps for backtrolling in big wind." Those needs are what prompted Lund to get together with the very people who fished the brand the most. Al and Ron recall the days when Lund management would round up its Pro Staff to fish and discuss the product line. "It was an incredible point in history and one of the reasons Lund has the finest product available today," says Al.

"Lund responded to the evolution of angling," adds Ron. "They listened to our needs." As the market developed, Lund developed and created new features like innovative livewells and larger models. "They created the Tyee and then the Baron for big waters in the Dakotas, and included wraparound windshields."

While Lund became the face of fishing in the north, so did Al and Ron. First they launched Lindy Tackle, then In-Fisherman magazine, and now they operate Lindner Media Productions. Al hosts "Lindner's Angling Edge" and "Fishing Edge Television." Ron was right there with him running the camera before semi-retiring. The Lindner legend carries on with Al's and Ron's sons and several other relatives who work at the company.

"Making a living doing something that you really love has been a dream come true," says Al. "I'm a Lund guy with all my heart and I believe in the company and the product. Every Lund boat is made to perform at the best level possible." But Al's commitment to the product is more than that. "It's family to me," he adds. His brother shares the same sentiment.

"When you spend a lifetime with a boat, it becomes a part of you," says Ron. "We're married to Lund. It made us."
WORTH THE WEIGHT

Those who stuck around to see the final weigh-in at the 2009 Angler & Young Angler International Championship on Lake of the Woods in Ontario were treated to a finish for the ages...all ages, that is
Shane Spooner sat anxiously awaiting his team's turn to step up onto the stage inside the weigh-in tent at the Kenora Harbourfront. He had brought his 9-year-old daughter, Cheyenne, and her 7-year-old friend Olivia up from Arlington, South Dakota, for the August 15 Angler & Young Angler Championship, which was co-sponsored by Lund, after the three had earned a spot in the international fishing tournament by winning an AYA Regional Qualifier sponsored by Welland Marine back home. He could feel the pressure: At stake was an eight-day, all-expenses-paid vacation for four with time split between the Mininiska Lodge north of Thunder Bay, Ontario, and a Disney World Resort in Orlando, Florida.

“We were just shaking, my knees were knocking, the girls were nervous,” Shane said. “They couldn’t wait to get on that stage.”

It had been a long day for the 28 teams who qualified for the big event. The teams brought their boats back to the Harbourfront—most with their limit of three fish—seven hours after the 8:30 a.m. blast-off, which itself was preceded by a big early breakfast courtesy of Kenora's Super 8. Each team had been paired with a professional angler to help put the adult-youth teams onto trophy walleye. Shane and the girls joined up with fishing veteran Doug McKim.

“I've fished with a lot of guys and done a lot of tournaments, and hands down Doug was the nicest individual I've ever fished with,” said Shane. “You couldn't have asked for a better guy.”
The excitement was palpable as Team Dryden, Ontario, took their place at the top of the leaderboard with only three teams left to weigh in. Their moment in the spotlight was brief, though, as the very next team, from Traversa Dam, Alberta, trumped their haul with a whopping 18 pounds, 8 ounces, sending the buzzing crowd into a fervent cheer.

“I was overwhelmed,” Shane said, “the joy and seeing the people in the audience. It was an incredible feeling. There wasn’t a dry eye in the tent.”

Emotions were high, as it appeared that Shane and the girls had nearly locked up that dream trip. But the widespread cheers and tears subsided as there was one final team left to weigh in. Guide Ben Gustafson led Bill Coats and 14-year-old Bryce Dombrowski of Team Green Lake, Wisconsin, up to the scale.

“When we came into the docking area with our last walleye, the boat next to us was Shane and the girls, with three really big fish,” Bill said. “I thought, ‘Wow, they’ve got it won.’ But we still had one more fish.”

The team had already weighed in two of their fish earlier in the day, and needed 3 pounds, 5 ounces from their third—the final fish to be weighed for the entire tournament—if they wanted to claim a dramatic end-of-the-day victory over Team Arlington.

Shane, Cheyenne and Olivia anxiously looked on as the fish was placed on the scale. Up on stage, even Ben, the professional, couldn’t help but get caught up in the moment, rocking in anticipation.

The people in the crowd held their breath as the weigh master covered the scale reading with a towel and placed the single fish in the basket. When the towel was pulled back, the scale revealed 4 pounds, 4 ounces—enough for a 19-pound, 15-ounce total haul and a storybook finish to the 2009 AYA International Championship.

The mood in the room became an emotion-packed mixture of elation for Team Green Lake’s dramatic victory and shock at Team Arlington’s gut-wrenching defeat.

“Geez, I was pretty excited,” Bill said. “I’ve fished about 20 tournaments in 20 years and that was probably the most exciting one I’ve been in. The audience went wild until we saw the little girls crying.”

All of a sudden, Don Price from Ryjus, one of the event’s sponsors, came onto the stage and grabbed the microphone. “I can’t let this happen,” he said holding back tears. “On behalf of Ryjus, we are sending Team Arlington, South Dakota, to Walt Disney World!”

In an afternoon packed with drama, this heartfelt pronouncement elicited the most rousing cheer of the awards ceremony.

“It was an emotional moment seeing their little faces up on the stage,” Don said. “I didn’t want to take away from Bill and Bryce’s celebration, but everybody was crying and laughing. Cheyenne gave me a hug and was so excited she was shaking. It was priceless.”

But Bill got into it himself. “That was amazing,” he said. “There were a lot of tears in the crowd.”

And after an afternoon filled with magic, it seemed only fitting.

“I just want to thank everyone at Lund and all the other sponsors—they were absolutely professional, put in so many hours and were the nicest people I’ve ever met,” Shane said. “My little girls are still talking about it, and we’re already looking forward to next year!”

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