

## dennis-jack-2017-03-03.mp4

[00:00:10] Well you know they're generous when you ask a question you have to almost define the question. So you ask what does a movie mean to Robert Redford and and and say OK well I'm in the business of making movies. Then you ask know like President Obama ask him what a movie means to him. So you're asking somebody that's been in the fly fishing business making money from it since eleven years old. I sold my first flies eleven years old. I have really been involved with what the meaning of trout fishing the meaning of a fly fishing and tying and everything all my life. But I think it means with most of these kids my grandfather introduced it to me when I was five years old. But I'm right now approaching 70 this year and my grandfather lived to 79 the youngest my family to die of natural causes and a grandmother that fish all the way up to 105. But he taught me you know very good fly fisherman but we lived in Jackson Hole Wyoming every summer. I would live with him. Unfortunate I never live with my mother. She was ill. And although I she lived 83 I took care of her. But my grandfather instilled fly fishing and he took me and the guy that was with him who is a magician whose dad started the Jack Jackson Hole. They have a hootenanny. And his name is Dick Barker. And he he went to school with some of the great folk singers in Colorado and he he started this singing thing. He was the first guy that took me. He was in Colorado University and I was five years old and my grandpa took me up to Lewis like and we stripped out line intro with the fly and I don't remember much other real you know. And of course that was sixty five years ago and I can still remember that figure real. And he never had any good equipment. I mean he had slips and rods which were the Fenwick of their day. They they were good rods but there were no glass rods or no graphite rods Rod and cane rods. The most expensive even then would have been three or four hundred dollars. And that was a lot of money. And by the time I got into business probably 16 years later those rides were two thousand dollars so I mean it really. And then graphite came along and then everything will change. Okay. The meeting was I was different grandfather Number one I was using something that was very creative a fly and in my grandfather Ranch which they eventually sold to the miseries are old ranches where the Mary family and Jackson Hole were great conservation. So I grew up around the Mary's and my grandfather worked for Rockefeller as a banker and so they they everybody in Jackson had this wonderful high history my father fell in love with it he was a he was a pilot for Warner Brothers and he started being a movie stars up and he spent his whole summer because they didn't film movies in the summer. Yeah I mean you know why. Well there's no air conditioning in the 40s so they would take the summers off. So my grand grandfather would come from the Philippine Islands where he lived in the winter bring me and my dad would come in and out. Eventually mother ended up in a hospital for a good share of her life. And what fly fishing meant to me was total freedom to live in winter with my dad's parents and then the summer injection. I had baseball free food for baseball team during the winter. I had five fish in the summer. Then at eight years old he bought me a flight time and I used to go over to Carmichael's and. This book was the one that kind of inspired me. It's called flies like Jay and Jim Leonard and my hero the guy looked up to died in 1958. His name was Bob Carmichael. That would mean much but that what that is was really truly first Western fly shop but slowly went down there as a young boy and saw all the shops that I'm going to have a shop like that. And he had a guy in West Yellowstone by the name of Don Martinez. Don had to shop out of his garage and time flies for Carmichael and so everybody kind of knew each other and eventually they had guides and what Joe's done but they worked out of motel or no we're certainly no. And about the time Pat Barnes and Bud lowly. This would have been in their early 60s developed shops they their shop was designed after the Carmichael tackle shop and they had already spent they. He was a big hero. He had come from from Pennsylvania. His brother was a very famous sports writer and had his own radio program and he would go

fly fishing them was more of a lead sport. It is now because the cost of the equipment even though it seemed there was no real cheap fly rod and people you know there were. There were people who used to fly rod but they used it with worms and you know the average guy didn't fly fish. The average guy caught fish to eat that. I mean we could talk for hours how that train change. But Yellowstone Park was my first introduction brown trout. And then when I went home and I started time flies at eight years old I discovered this book in there is a letter from Bob Carmichael. This is one of the most insightful books inside. I'm really into what fly fishing was in the 30s and 40s.

[00:06:30] This guy was a college student here in a college a Montana state of course a lot of kids I see a lot of kids where Sims had some say trap just walking around the campus and he was from Rhode Island and that course that Eve was actually where fly fishing started in the U.S. by the way Washington and Jefferson all the founding fathers have fly rods and you see him at the American Museum of Fly Fishing in Manchester Vermont. They came with the Brits here. They didn't have the Kings chain. They could they could go out and fish. And it didn't take very long to pretty much wipe out the fishing in the in the east until it got protected. Sounds familiar doesn't it. So this book he wrote to every fly fisherman in a college student and said Tell me about your area and tell me about your favorite flies and Dave Edson Leonard was his name very distinguished guy. And there are letters from Leo off down Bailey all the names of some you wouldn't know. And you read it in the book you read it in my book whenever you got a letter back similar to what Jim has asked me. Come here tell us the story. Well guess what. My man Bob Carmichael wrote four pages. Most everybody just was.

[00:08:15] There was no professional fly fisherman. These guys were like Lee Wolf was an advertising executive on Madison Avenue. Very successful became a pilot that unit a lot of my college professors. You know nobody made any money. So they just did it as a hobby and they tied flies and everyone had a job. It was amazing the different things that really fly fisherman. So those are the kind of people you know it's a long way with that question to say there were a lot of the old time people and this book inspired me and amazingly enough I got to meet almost everybody in this book you know some died before I got the book was published but pretty much everybody and have really meaningful relationships. So in nineteen ninety three we did a deal called the traveling fly fishing it went all over and we went to the University of Rhode Island to do a program for travel limited and lo and behold 90 something year old who's sitting in the audience with some letter and we started talking he was sharp as hell and I asked him who wrote the best life here and nowhere you know. He just knew I'd written the book and he knew about me and said well this guy's kind of a fan you're Jay J and so I think he went by Jay and I asked him who wrote the best letter watch it on the down and it really cemented his letter. It's one of those deals like Robert traveler and we'll in this interview we'll get a chance to talk about him. Words This is why we're in the library. Words can describe things in maybe two sentences but it could be a whole book. What it means in everything that Bob said was things that I lived like Oh my God. I get young men. Well my father as a pilot became a guide. He was a colonel in the air force and he's guiding it. It's funny because I met my first general last year who was a guy General from the air force. He was guiding me in a river. And my dad did this. You didn't win a general yet but he did that. And he says yeah he had a cigar in his mouth. My father did that. Oh God. So my grandfather took me with guides and he had enough money. We lived in Moose Wyoming. I've got to go fishing with the guides that Bob Carmichael talked about. Those guys were wonderful. They were college kids some of them were tried to do it as a profession. They would go somewhere else. And it was just literally the best experience to have these teach you. These people teach you. My

grandpa. I mean I was blessed because my grandfather could afford a couple three fishing trips a week. And that's how my passion for fly fishing started.

[00:11:49] Your grandfather. Yeah. And he lived to 1968. Help me get started in business. I get started business when I was 19. So I'd you know I went to 45 years and I retired at 64 and it's just sort of like when you retired you know my wife everybody you know retires I get sick like six months afterwards. Most people live through it but some don't. So you know I guess they just don't retire. I probably went after I got with. Three years later I went back to doing some work. But you know it's awful Nate is. I don't get up early go fishing. There's no way you can get me to get up maybe on the salt flats. You know the flats and the ocean I might do that and there's no trout going to get me up early in the morning. That's a beautiful deal of retirement and I still take friends fishing and we don't leave to 2:00 in the afternoon and we fish like nobody does in the West fish until 11:00 12:00 at night. So the Rocky Mountains don't have a lot of fish in the evening Hatch but we fish way beyond the catch and especially in August. Twilight June July. The weather's good. I want that up in Canada fish. Go around go river to get good like fished one imagine fishing at one o'clock to a Qantas hat.

[00:13:16] He's all right. I make you do up in Alaska. You don't have answers that way in Alaska here. You still have insect catchers and you can do match ahead against that Twilight that'll go to 1:00 in the morning. It's pretty pretty amazing. Very free place in the world. Well you know I'm going to admit to you that I don't read a whole lot about fish. I did when I was a kid. I lived it. You know. I have it a little bit different view and probably the guys that you're going to there's two types of fly fishing you can see in this oral history guys that made it a good share their life as a business and struggled. You're going to get guys that had other careers doctors school teachers law school teachers but he was a school. Pat Barnes was a schoolteacher musicians. You know Bobby Jack was a musician. You know there were very few people could ever until there were guys. And I won't get into Norman MacLaine book. I was the first fly fisherman to read it. And when he got my mother and my life fly fishing was a religion my grandfather. It's a magic he used tell the story about Christ's disciples. He never did. He wasn't a drag fly fisherman so he didn't have that part. But he said all Christ. All. Disciples were fun. So all that stuff in there was just he was my grandfather. It was him talking about fly fishing. So up in the books in the early books. This was my course favorite. And then I hire Joe Brooks books were very well written in the 50s because they minimized everything. They didn't try to. Well you know you could never imagine writing a book on screamers or one technique his things Bangor trout or trout fishing with Joe Brooks Complete Book of fly fishing. Covered everything from fishing saltwater. I'll bet you when he wrote that book about saltwater and a thousand salt water fly from in the world and so his books were really popular and then I got to to come up here at a young age. My grandfather loved Yellowstone and I had a wonderful time getting to know the Baileys and in Joe drugs and everything.

[00:15:56] So so you know. And. I also like books that weren't fishing and I've read a lot of books trying to get big read series with dogs. And Jim Keller guard. Yeah. And. And then I learned flight time. And that was in the book reading Yeah I catch an article here and there. Yeah it's I guess I'd rather do it and my life was so full of teaching people I did one hundred and twenty lectures a year seven million miles traveling I coach fly fishing teams I started once I did all kinds of things it just took away and I ran a business for 70 employees I hired the managers there wasn't a whole lot I'm a big fan of like Time Magazine love politics I love movies I got a chance to be around movies and so books books were important but I think I loved the visual part and it's so wonderful to take a book and get the idea and put it into fish and you never replace a book and I'd look I have

listened to hundreds of books and. The best book on tape I've ever read because I lived in Independence Missouri and my family was connected with Truman was the book Truman called unbelievable book. We all say that the best thing in the world is that everybody want to be president. It to fly fish when they want to be president and here's a guy who didn't want that it just wandered impressive like anybody who wants to ever criticizing government or anything need to read the book Trump every fly fisherman because it's about a guy who is underqualified that stretch to links nobody ever would believe them by the way is only the only president never went to college and he was an accidental president and I'm sure he read actually no fly freshman. I left college because I had an opportunity to start a shop in Jackson and if I hadn't done that I wouldn't have done that so I'm an accidental fly fisherman and so I kind of take it that you know people always ask you what your talent what do you have that makes you different from other people. You know I have two daughters that doctors and other got copy HD in and they loved to fish but it's not their driving time and they were into fishing as what it meant to be a great creation where I wanted to try to know everything that I could know about it and I tell people I probably comes to fly fishing for trout I probably know 90 percent of what there is that you know out there compared to people I probably have that knowledge especially in castings and stuff like that but is what there is to learn and fly fishing. So you know I'm up and saying the temperature this is what's really amazing is I don't think I know 15 percent of what there is to know. So here I am at the top yet I don't know anything. Most doctors will tell you the same plan. So there's always something to learn in books. Take you there. And. One thing I did utilize is books on tape. It's a wonderful thing because you can be driving that and a lot of driving flying and it really takes you to a place of nine hours long. You know you're going to sit there and probably I hope you don't go to sleep but I used to tell my my four hour DVD with the best sleeping pill that you could ever have.

[00:20:19] Well you know I. I think what I liked the most would to have about 25 people in a room that I get to talk to. And it ties into the box. The first thing I like more than anything is to share what I have knowledge with people that really care. I used to love Canada. I went to Canada long before anybody else did. You know long before the left Craig went there I just somehow they liked me and I went there and I found them to be so intuitive and asked all the questions that I didn't get in the U.S. and I'd have I'd have this universally hot guy. They pay me a thousand dollars Canadian which was 20 percent more than American money in those days and I'd be hard for sport chosing come up with a limousine to take me to the show. I mean Jesus you could not. Although it was cold. Now although Vancouver was absolutely fantastic I mean going to Vancouver. I should have been paying them. But I found the question. So they were educated questions and there were things that made me think and I could say I don't know the answer to this but let's try to see where we go with them. And so I like that probably the best of everything I did is sharing and having visuals I would believe that you needed to prove something. And in video proves that you know you can write about so well this is my proof but then you got to argue for the Supreme Court when you have a video from 30 years ago that can't be doctored back. By the way. When I first started filming it cost two thousand dollars to Shlomo. 30 seconds of tape. So we've filmed a lot of stuff we couldn't know what it was because we couldn't afford. The Shlomo once digital editing came out. I got right on it. I went to school to learn how to do it because I figured if you hired cameraman and everything and you wanted to come out and I use a lot of editors that were fly fisherman guides. But you know I always liked an ability to run and do my own visual programs. And so I liked that media to say look hoppers grab grab a fish grab hoppers and strong flies sideways. Why. Because in their life they struggle with something going down their throat straight in and a lot of fish died that way. But a lot of them don't. And so the memory is built up in that. So what they'll do is hit the floor of the hopper so they can grab it in the middle and then they take it down

underneath the water let it go and eat it let it go and eat it. And there's a lot to be learned from that. And the guy that film that I was with last night he filmed 35 years ago and we talked about how he did it and I said what you have never seen this I could slow it down to one thing or you could see the hopper going and you could see the high end and take it down and then you could see him create a what I would call spit the fly out water displaces what my closet used for but he would push it out and it would push a Hopper in the Yellowstone River. They were strong enough to put it that far ahead. Of this cutthroats or her parents tried to make a difference. All Oh crap that's if you go to a good education go to WashingtonD.C. go into the Smithsonian go to the fish display and they talk about the higher order of fish and try to write it the highest order because they can do that. Sharks can't do it. There's only a small group of fish that can create that surface as a saltwater fish. Now not bone fish can do it but they go underneath the fly and then they push it up and then grind it up. But it has to do it the evolutionary theory and so you can go as deep as you want to go. NEARY So what does this mean in the real world. I'ma. Technical I could watch him do it. And by the way we talked about this being fly fishing and I know you're not after question but I'll tell you the hardest fish to catch on the the smartest puts a permit in the third grade is the Amir. You wouldn't even know him from the Mary River in China. Hope you go there. But these fish were trained over about five six thousand year period to train to be domestic highs or whatever they got they were nobody can eat them because the emperors had them in their own ponds and they developed differently than other carp. They they look almost like an ocean fish and they became incredibly smart and we brought him over from China. In fact I've met several guys happy days on this fish and they agree totally with me. And they found that it was a fish that can eat grass and clean up and we call grass carp which just infuriates the Chinese because it's not common carp just like you want to insult an Indian called Mr. sheer carp and they've got 200 varieties of carp and a carp with teeth that ought to have its old name. Don't you think. So. In this there was a smarter spill. I've watched him. I've pet baby 10 days. Not even getting a strike and have one strike and eventually you learn it but nobody has ever said to me that they had grass carp master and anybody who's ever fished form who's also fresh. For the. Those fish without a permit is an increased harpoon and nothing sparkling. No. Still my favorite fish to try to deceive. Guess we're one of the best places on earth this Phoenix. They broadened it and feeling special project put them all through some of the best fishing on earth for graphic purpose and now their development Utah the young man Lance Eagle which I coach who is an expert now and and he would rather kick a carp that he would trout.

[00:27:12] Well I said OK so what does that have to do with books and everything. Well a lot to be learned in book before to run scientific and good wrote a book on carp. I can't guarantee you didn't sell one but so much when there's no other books out there. And then what happens a video comes along and then shows you some of the things and it completely changed my life. I did a book in 1973. So four hundred thousand you know nobody really absolutely knows who the best selling book and fly fishing. The title of the book Jack. Oh Jack Dennis western trout flight time manual. We. We were laughing. We're in the Federation of Fly Fishing museum Lewiston. And they had some books and they weren't signed. So I signed them and that guy that did all the photography was there. And that was 1970. To him we did the photography came out in 73. We trademarked it 74. And every step of flight time was photographed some of the steps in 14 15 photographs. And we had seen a couple of books where they had four photographs for the five. So like what do you do in between. And so we didn't have video yet film. I don't know if in the 35 millimeter film would cost to fill about two thousand dollars for 10 10 minutes. That's added in everything. It just was not practical Although Lee walked a lot of filming. But there was not practical for flight time. Our book kind of gave everybody there were there were. 50

some slides in 900 photographs and it was it was groundbreaking. Nothing was after like that and it was six ninety five yell scream. We sold the first year we sold 120000. Well you know obviously it's a very small field and a very it's a passion where golf is passion but it made into a business. There is no I I started to win the first contest with no money involved. It's really a very small field. But guess what. Of all the sports books fly fishing has more and more fishing. I mean there's more titles and fly fishing than any other sport.

[00:29:57] No basketball or not even comes close. Last time I checked I don't know you would know that Jim but I know there's at least 50 or 60 thousand books and I'm sure it's way beyond that. Yeah there's a incredible volume. I mean no passion ever had. And their books were only sold 70 80 bucks. Yet there very valuable because I'm going to say something if you. If you don't remember anything about this you know about this the problem is of getting older I might lose I'd lose my train. I'll come back to that. It'll hit me and will come back. Sorry. It's a good thing we're doing this now because each year it's going to get tougher. But it is so important that we capture these books that somewhere down the road and I was in Australia. But lot of time in Australia Australia New Zealand as well. Collectively they probably did 60 70 trips and I went there because to make money to advise them on fly fishing tourism you can see where that went to right now. When I first went to New Zealand one lodge. Now there's a full one hundred. But I went to a guy who was a flat tire there. That was really neat. And they save everything. Every club has their own libraries and stuff. A lot of books written. I've noticed you have here in Australia in New Zealand both. I mean you're talking about books going to sell thousand. Two thousand. You know obviously not to make money and but I went to this one guy's house and he he was born in England like a lot of the Australians a lot of immigrants and he had a collection of books going back to about somewhere in the 15th century and I would say it was probably can. Twelve feet high maybe 10 foot wide. Just literally 100 bucks and he pulled them out. You know nothing that would be on it anyway. Glass there were books and people just made the guy wrote it out. Put a fly on it and cut or drew a picture. Original picture. No. No. What got this one was asking about yesterday and stuck to the fly. Now that fire had been in there and I'm sure they had to do something to keep him in there but that's why I've been there since. You know I think that we got into some that were in the late eighteen hundreds but there was ever so back and there was a whole collection. No. Now we know as modern times and no hackles as Richard saying and in the kind of tuned out by my blossom in your day here there is about every type of fly except for trifles portrayed in the show like OK we're reinventing everything and it's nothing better. I comparatives an artist how many millions of pictures have done about a bowl of fruit since the Roman times. Never gets old. That is true. So how many different perception will we have on fly fishing dealt with people writing books and it won't be for money. It'll be because they have something to share and they get a little notoriety everybody wants to be stroked for their ideas. You know one the most important things you can say to somebody who works so hard to bring something to use. Man we really appreciate that. That was a lot more. And by the book I mean that's better you do both of them and then you share it. I I get people in the house. My grandfather gave me this book in there about 25 years old. Oh my God. Okay. Now after I go off on these wild tangents you can imagine how much fun my family has with me. I wipe the video. I fell in love. I did a little experiment with the video I took classes and I would let people that had that already to try but it had a basic flight time and class. That's it. A lot of you out there had that basic flight and I threw up. We started doing a 1986 Kerry burger and I both started filming flight time and I insisted different than Gary that everything was really nothing. I don't fly. Of course you don't get many flies on there. But then I learned the process which took the video quality down. But you could put two hours on that flight if you put four hours then you could do

double and so. But I left everything. So I took those videos projected on a screen that would make the flight 12 foot high.

[00:35:28] And then we I I would say OK we're going to put on the tail click. Everybody put on the tail look right up there. They tie that look up then it would fly in the tail. They said it now is it here is it halfway here. And then all the things and then we go through it would type seven flies. And here were people who had only had basic never put on a divided wing never put on a calf tail never touch their hair they base again wielded by figures and nymphs and stuff like that. There were time drive and they were all passable. They were all usable. And this was a question that you would put weeks and months and sometimes you hear 30 some you I don't know why do I want writing more books. And in the last book I did was ninety five and it was about personality all by book about personality. I did call Jack Dennis and friends and it's all about eighty thousand and I can't say enough of them to reprint them now. You know I have to you know the old retired fly fisherman can't put up a thousand dollars to wait to sell book books for another eight or nine years. It doesn't work that way. You know the days of one hundred thousand bookshelves in fly fishing are gone. Sorry about that. You have the naked women in naked men and it wouldn't sell a hundred thousand copies. Well you know that's no reason not to write the book. But if you've writing a book I think you're going to make money that illusions gone. You do it for yourself for your legacy whatever you pick. So I like the video. And of course now I wouldn't bother because I like cameras. Everything is so far advanced. All the stuff that I worked so hard underwater perfecting it you know and the stuff that we got awards for wouldn't even come close. People still buy the DVD. I mean the going price. Now on DVD fly fishing. Oh you know I still sell Capellas.

[00:37:54] We sold one hundred and fifty hundred seventy five thousand DVD took Capellas on the beginning fly fishing than we did about 10 more for him on a variety of things and so on Amazon and I get probably a dozen or two a month people buy by the going price is about eleven twelve dollars. I go to a speaking thing which I don't do very media and eight to nine ten dollars. People are willing to do it otherwise they just scaled on it which is no I mean steal our music for 30 years. Walk AWAY YOU KNOW WHEN C.D. came out and tapes ever recorded that was the end of that. So yeah they're good. You can find how to tie Amy's way. I've seen 20 versions of not one moves right but it's passable. I think it's really you know we were fishing with my grandsons up and soda Lake out of Pinedale and they'd never fished to lake before. They were running to strip it and everything. And they cut some fish. They'd been having a tough time on the rivers. We just never hit really good. They never had slammed up on a river. And but they had the like. So what did they do after all day of fishing. They get down there we're taught to tie flies once once 15 or he'll be 15 in April. The other one is twelve. They're competitive rate ski racer bikers now they're really getting inefficient. So what did they do. Grandpa has a setup there and tight end. They go over there and start trying to remember what they wanted to do is tie one of their own slides that could catch under one flight which they did. So I don't know. I tell everybody learn to tie fly so you understand how to buy fly. It is soothing. We work with the vets.

[00:40:01] They learned more to that put what they used to call battle fatigue. We call it post-traumatic stress. Now that time flies in fly casting rewired the brain they can prove it. It goes to things that you hadn't used and focuses you. One of the big problems with the process is your your focus should be didn't have a D when you get done with battle you'll have a d d And so what's the best thing is flight time. Flying a plane. Anything that makes you concentrate on that one thing. Books in the same way you know it can make you concentrate. So flight time can help veterans and there's a huge program project dealing

martyrs. I'm involved with that. I go see vets and I watch him say how flight time saved their life. We went to a vet clinic and my wife and I she's a veteran and we went there and we gave him a collection of a DVD from beginning to end for Christmas. This was four years ago. And after Christmas this guy comes up hands with three flies and they're beautiful. And he said these are for you. He said You saved my life I was can commit suicide during Christmas. I was so distraught I started looking at the videos. I went down by the stuff got given to me and I learned to tie flies and then I started fishing. And it just on. Thank you. And I thought wow that's the best thing I've had here. And I watched him come in and later six months later they filmed the TV station filmed him fishing did a whole feature on him. Nobody ever knew why he had the PSA was in both Iraq wars and he caught fish water talking to him. And he said he said I was a medic and I was in Fallujah taking care of a guy. And and I was being guarded by a Marine and the snipers shot the marine and shot the guy. I was taken care of and killed him. Let me walk away. So fly fishing brought me back brought me back to that time specifically. So what is the value of it. I think we already know that but the value is catching on. I mean here's what he told me. Catching a fish with his fruit fly was the greatest experience he had had in his life. Now I know we've had other things but that now his life is consumed with getting older. He was up in pain tell you you would have if he's on Facebook you would never guess. This guy had ever gone through that experience. So isn't that important. I don't know it's all perspective what you take out. I think books and the DVD helps you. And I know people tell me hey I live in Los Angeles I can't get in and then the TV shows and everything. Take me away to a different world. Number one question I. Yeah yeah. Somewhere in the world and I I get in trouble. I'm Auckland time did a whole editorial over that question. I'd spent 30 years working for the New Zealand government. All these wonderful trips over there. If my life has been magic I've have been able to meet people I never ever would have ever had to do. Doing something else.

[00:44:03] Being a doctor or a lawyer now would What about people that were had a billion dollars by these people I would have them. And and so you know it's it's really been fun and so doing these projects with these countries you know mainly they paid you good money. Far more money and you can make a lecture on fly fishing. And they they want you to answer that question. What is your favorite spot. You know when you get press and everything. And you know what a I just took truthful and I checked new fork river fish and said I was 13 and 11 every year since my favorite fishing water because I've never had a day the same. It's tough. It's the closest thing I know to a woman as a man. You know I can't never figured out my wife of 45 years. I've never figured this out and I take down last year and the joy in my life is to take my friends on this forever and I go at all times and they're all fabulous. It's not a river for a beginner. It can get you know I can do anything. There's always an exception for whatever you say but it's like guiding starting off and hitting the first five pitches in a major league for hits. We all know that's not going to end up that way. He could end up not even being in the majors after that. So in the long run it's the hardest forever and are two of us that are fixtures forever 168 names 70 and we still take people on and we take the kind of person that can handle it and it's had a history with us convention the governor to give the land to the public. It was federal state land we took him fishing it went to the state. We literally 40 years ago made it a limited limit artificial zone only Wyoming didn't have only one place to fly fishing all the rest of it all art officials limited Gill nothing but Wyoming has it built like nothing from 10 interest 18 or 19 inches which are the prime sponsor any of those. So that river has been protected. It's got all kinds of world development around it. It survived and I have a lot of my flight patterns were developed on it. Yeah I fish in every continent except for Antarctica and I have no desire to fish. I. Hate snow. I like what Snow brings. I hate snow so that's my favorite river and I get really if I say that. And by the way that New Zealand couldn't believe it because I wrote so



much. I used to have a camera and said you cannot say the N the N word which is New Zealand. We're always referring because it's the height. You find out how good you are you go to New Zealand. Well also you go to the new four too. It's a hell of a lot. And watch. I will say the Henry Ford same kind of a deal. You Mike just came back for a month in New Zealand yeah there are times but I can't throw a big screamer in New Zealand against a log. Bank can have a brown Chase 10 feet. New Zealand is the absolute drive flying capital of the world but not everything. And I mainly used to but I guarantee you there's only a few times in New Zealand scales up where you can of a size 6 drive fly and have a fish crash. But I. I did that lot. Great fishing streamers above the surface. And when you have a fish come six feet in the air with flying now throwing it into the grass. Yeah because I have the memories of the fish to catch. But also you have memories of fish. You know that's true. Now that's a long winded deal. Each place I've gone from Canada has its own merit. And if you can afford to go. Nothing's better and you. I have been said that have worked for me. I knew a man before they were born and now they're good and they're going to Egypt and they're gone all over the place and they're living the dream that I live in. Fly fishing is global. It's worth about 800 million to 900 million dollars which is about what 3M sells and posted one day half of that or more than half of that is travel when I started there were three companies selling international travel.

[00:49:09] There's three companies but 30 miles a year or so international travel maybe more so international travel. And so you're going to get people say Hey Bone fish or whatever and we'll put it to me best and you'll have this there he says. Gary Ashton says what's the best fish. What's your favorite fish. The one I'm fishing for at the time I said ocean fish are wonderful. You just gotta find them. Every fish you know it's just you make what's your favorite fish. And here's a guy that turned in a term that he was a father of catch and release. I was ashamed to catch a fish once. Every time I catch a fish fish it got to the next guy will have the same kind of. I was lucky as I was. So I think it's all about sharing and so screams and you know it's a real interesting book. You have the author but I don't know if you have the book. I probably should give it to you.

[00:50:26] It's called fish and tail and go to hell. But Bob gamble and so he was looking at the virtues kind of the journey his time and can you tell where it is you go to hell and in there he. Makes a case that there is one for.

[00:50:55] If you're a dry fly fisherman there's one flight which will give you the chance to imitate 80 percent of the insects out there. And he picks a fly that which we called in our first book The bastard atoms which is no more than a a. Adams What do you think about that. LEE Well never thought of an atom so late. First of the great white. And by the way at the museum you can see his original walls.

[00:51:33] Dan Bailey actually thought up to the Royal Wolf with his idea. But Lee really kind of conceived. But Dad made it popular. It didn't really match any hatch. You realize it was Match and Hatch's great big mate's lines came at him the Brooke Trump like that before. So it wasn't a attractor is what we call the Dan Bailey element to attractor. And so this goes back again to this book. Dan Bailey's in this book and he talks about how he took Lee Walsh pattern's and made him into it. What they are. So anyway this guy is the Adams. And it became the most popular drive fly in New Zealand during the 70s and 80s. Is it a tie. The Kiwis made a different name but he spends his whole book about the whole principle of this one fly called the bastard Adams and how changed in the sizes and everything that if you really wanted to you you could get by. Well you know it was our idea of national parks in America and I guess the credit is given a lot. Theodore Roosevelt. Everything's done with selfishness. Sorry. John Muir wanted to see all those views to do it

because I want to see it. I want my kids to see it. You know there's a reason for everything. And the park reason is if Teddy Roosevelt loved to hunt and he could see what was happening with market hunting and the buffalo go and he said if we're going to save these animals we've got to have a sanctuary for him. He wasn't thinking of the falls of Yellowstone or anything. He was thinking from his little deal how much he loved it. And you know and then he got in. Mean you want to Scottie I mean. He he was really the advocate. And of course he went to Africa. He went everywhere you know. He loved you shoot a gun like fish but you know funding was his thing. And you know that was always a problem because people come in and hunt. Yeah. They were still hunting in Yellowstone. But a helicopter was the biggest bus park ever did was guys shooting sheep on the mountains up here and unravel the whole taxidermy business. I mean one of the biggest stings ever which led to now if you get caught doing something in a federal land they can take your vehicle. They can and they have they can take your airplane and your snowmobile. Anything you did. So if you shoot an elk county on Park which was done last year and they catch you you lose your you're hunting right. Every state in the union for a period of time sometimes forever. I mean that's how. And by the way there are a lot of people in this world that'll do it anyway and that and then pay the fine the fine was fifteen thousand dollars and you know what. When you put the fine it could stop anybody. That same amount. But guess what. What does a wealthy person not wanted to do. Well obviously get shot or die or something. But what does the next thing. What does an ultimate punishment for a rich person. Madoff. I mean think of Madoff church. I mean that name alone mad off white made off the cult made of it put him in Princeton. He can't spend the money that he made. So now it's automatic federal expense automatic six months in jail. It took that innovation. So I say protecting parks. What do I think of parks. I have fish you cannot fish the parts of Africa. I was on the Serengeti I saw now perch rising for booming knowledge fascism national park. So we were blessed.

[00:55:58] Canada watch official National Park Spain. It was a credible fishing no fishing and each country is different. In fact in New Zealand you can have the national because are non-native speakers that you have to have a permit. And of course there's no they have so many deer. Don't say that having a nose is good for their well being a man by the way. It's now getting to be where everybody goes to the North Dakota's for bird having for New Zealand is getting a whole trade and hunting tourism saves animals. What saved a lot of the animals in Africa. Hunting probably had something to do with it. You know the Safari Club would argue that it saved a lot of fishing. Alaska. Gosh. Where would you be without the national parks. Oh yeah. I I like to think news. Now you have to generate money. There's not enough money. And I watch when I used to be. You didn't have to have a license for Yellowstone Park and you could keep it fresh. I mean you catch so many fish out of Yellowstone Lake they throw them in garbage cans. It's selfish limited one time. And so you know they so well we got to do something about this. Well why. I was mad as the start. People come in so how much of the Wyoming license. Well the minimum was five days non-resident and it was about thirty five dollars. Now we're talking 40 years ago. Expensive resident license was 350 and you had to prove to the agent you were a resident. So what happened. Game Fish. There's a lot of transition in the parks. Craig Thomas one of the greatest victories I had in my life was getting a while and singing. We don't mean I could do five hours on that deal but Craig Thomas was a senator a Marine Corps guy. What I saw all the oil rigs in his favorite place he liked to ride horses and said we need to do something. We need. And he started out about a group of young lawyers believe they could do it. They put it to protect the snake river drainage like Salton parks and federal land. Oh no you can't rely. Something could happen. People want that water of course. Well development and we did a running battle. Then the governor Wyoming and

opposite party proposed to Wyoming range which had 25 streams that close to 1000 lakes to ban.

[00:58:49] Any development of that. And they threw it into the wild thing Bill. I testified in Congress I'd follow Dianne Feinstein and Chuck Schumer. You know I think that was intimidating. We got it through. Obama signed it and it was a great thing. And so I learned a little bit about you know and then I see this fight going on with the public mind and all that we got it through because we got it through because it was the right thing to do. And it was Republican senators that introduced the bill and the Republican Party was officially against a bill that two Republicans put in. And it was a joint deal. There were a lot of Republicans a guy from Oklahoma the dancing Senator the bathroom dancing senator from Idaho which is no longer Senator. He opposed it after the bathroom. He praised Craig Larry Craig.

[00:59:48] You see this all the guys are rehab senators are probably dads just remember ideas lots of time bad ideas die with people sometimes good ideas. But so you know that was a really great pleasure. Can you because it ties into the national park. How does this kind of work. Well Craig Thomas worked with a friend mine Bill foreign and they came up with the new bill concessionaires bill that returned the money back to the park. We are now just going to Yellowstone Park at 11 o'clock. You've got to pay. When I was a kid 7 o'clock it was gone because all went to general fund. Now it get back into the park. Now they can go to warehouses or they can go to Apple and say put in all this stuff. It'll be non-profit. They can raise money outside the government system. It's not a bad thing. This little brain guy had real no no real political experience. Just love the outdoors and he loved going to Yellowstone Park and he wasn't any hero. He was just had his reasons he felt the park should be damaged better. Well I told him I said guess what. Nobody could care less. So I would. But you've had the wild and scenic seen is named after you. You know you'll get some recognition for something you did even though it was maybe the wrong time. And they named the visitor's center buddy really. So it's they call it the headwaters Bill. But you've been it's really the Craig Thomas bill and we were able to convince us old tough Marine colonel to support something so I'm going to tell you about their tough time right now it's not 2017. March 2nd pop more dissent than I've ever seen in my lifetime and an about it but I always look at any person as a positive. Well I know you just gotta be able to help make them think they may be you. You may be sending them to hell but they're going to enjoy the drive or the journey. You've got to find a common ground to make them want to help you and that innovation. Every one of these organizations have to find out something there's something good in every one of those clowns out there. We've got to be able to pick it out and one of the best things we did is fly fishing. We had a deal called anglers call and we went to WashingtonD.C. and we brought interior secretaries all the underlings of fish and wildlife. We had the sportsmen Coalition which is made up of hundreds of fishermen's in Congress. There's about 150 members out of the eight or nine hundred members of our government our elected government. We had Bream court justices. We had everybody and we went out on the Potomac in court shall we. We introduced them to fishing children the job of somebody much bigger than us. But the little fly fishing federation of manufacturers or trade association or whatever the hell they call it now did that and it did do the right time and it helped but still headed a lot of the things that help our fishing.

[01:03:33] And guess what it was in a national park. What is most of Washington a national park on the Potomac. At the same boathouse it was there when Washington was president so the boats are still there too. Boy they're scary. Caught and caught let's look at reality. You know I'll never forget the best thing I ever did is I went to this seminar one of

my partners said you got to go. This will teach you everything you need to know about life and business. And it was. I don't remember the guy's last name but he was named Tom. He wrote a book called Pursuit of Excellence which anybody who ever gets in business. I mean it was done in the 90s but the first things you remember nothing about this seminar. Remember 90 percent of. Yeah. Perception. I get this right is 90 percent of reality. And if you don't think that just look at the world today. So 90 percent of reality is perception. Is perceived by most people that nothing but old people the very first Federation I went to the very first to you dinner in Denver which was called out to you were moved out of Michigan. KIRK Gary was there Ernie sweeper the both of all the greats opening the Rockies to to you.

[01:05:07] Kurt was on the board Bing Crosby was there he was on the board. I mean think the tea you board. There's no Kirk Gattis. Bing Crosby's but Harrison Ford is on Nature Conservancy they're not very good servicing International also Queen Nor is that so you know you can get. We don't have anybody like that. We have regular retired fisherman. You don't have time for clubs kids. They play one sport now. They go five hours to high school. When I went they went nine hours. College is now high. The university is now a high school graduate degrees are now college. You know putting expect those kids to do it if they got a father and they live in Bozeman they can go out here today you know this was good. I should given you a warning for this. You can introduce a great baptism that don't go. Go and I'm lucky because their grandfathers known and they now think it's really deal. But most people don't single them don't have a chance. Yeah you can run the programs. Nothing wrong with that but you're not going to have a high success rate. But here's how do you get successful. I will give you the formula which I have nothing to gain. I want to tell you right now I have nothing to gain by putting more fly fisherman in the world. Personally I'm not in business. I'm not going to financially gain from it. There are a lot of people as well but guess what. For every person who is introduced to the sport somebody gets out.

[01:06:46] It has about a 5 percent growth rate which over the time means there's more fly fisherman but there's more rides on it. Am I allowed to say a bad word though. Yeah. Your problem a fly fishing is too fucking hard harder than golf.

[01:07:05] You're going against you gotta to know about 5 golf. You just have to learn how to do the swings and it takes eight thousand eighty five hundred swings to ever have a chance to make the PGA. Guess what. To get up to this to where Lawson and I you know they're there best of the best but there's levels it's when you can think about your cash. You don't even mean just cash. Think about it. You do it automatically. It's the same with baseball. Everything has to be muscle memory in the build muscle memory. The hardest thing to teachers spend fishermen does you've got to unlearn 20 30 years of muscle memory. OK so it's hard cash and it's even harder. Are you prepared to put four or five thousand cap on or you want to go fishing. When you fish you you catch so very little compared to a practice catching it.

[01:07:59] John Wooden said the game is won in practice. Guess what. The fish and game is. You practice your casting before you go fishing. No. Okay so let's. Have. Let's get back why there. Where you win I'm gonna give you the winning formula. You guys can be watched for 50 years now but I guarantee this a winning formula. And I saw it happen in the 90s reverence for it. It's really funny because when I read Norman's book he gave it to me. You have tonight to read it and it was a trilogy. It was. I didn't. Sorry I didn't read the other ones. What was it about firefighting. I remember there was reverence for our read accurate three and a half if you're a fast reader. When I got done we had dinner the next

night and the judge wife that made this landmark decision on Montana stream access was at the table. They were friends and Norman had very few friends Norman. In the end of his life was pretty cantankerous. He had alienated his family kind of shrink back into it. He looked for a reason to get on. He was not. What cold. Was a Van Dorn. How would you say that Divine Divine the dawning the author. I think he he got to know as a fellow writer. If you look at Jenny Harrison who is just friends fellow writers who are doctors friends fellow doctors do you want to be around people that understand you and your idiosyncrasies. Bottom line I said this is the greatest fly fishing story ever.

[01:09:54] He picked up the book and threw it out. Luckily Norman caught it before and actually hit me. He says you don't get jumped up you don't get it. This is not a book about Thatcherism. This is a book nobody gets in. I'm trained every stand that I could only understand my brother through fly fishing. He was a wreck and was a mess. My father loved it. Why did he love him. They ask which hand when he was beat up cause it really didn't happen and how it happened to take laws. You changed some of it protect the innocent but it's basically the way it is. And if you want to know which hand that really took normal there's some things in there that just kind of rivers haunt me. Well frickin book comedy so he looked at it differently. So I'm in my store. And we kept in touch. Just casual and I come up there. He wasn't a particularly fun guy to be around. And Glenn Close you may know who Glenn Close is. Her father was one of the best fried fish or never knew he was a doctor discovered Ebola and he moved to Big Piney Wyoming became a country doctor. And he had Ghailani who lives here in Bozeman close and a brother and a son and blood and Glen which is the actress. Well Granny he had a boyfriend who tied flied for my book when he did a Broadway show something Spider Spider man. There was a play William Hurt was his name and he loved to fish. So they came up wanted to talk to Norman to a movie. This was nineteen ninety ninety one maybe. And he goes out and they go in the store and he takes them out and turns to Bill her and ask him did you get a fishing license. And the other one got a fishing license and he just erupted and I'd set this whole thing up and granny came back. She said there's no chance however this is just guys the original firm. Glenys a little gal about 5 1 5 2s forcing her that way do you looked at the perfect English fisherman or they had at the dog wedding and I remember one of the times they were both on television they said Yeah. She gets all those things for playing roles. I discovered Ebola. Nobody cared. So. It's 95 98 a. And then that maybe. Sorry. It was. It was nineteen eighty something because in the 90s when all that happened. So let me get my time's here a little bit better. What happened was. Robert Redford who is a fly fisherman said some people down to I said I talked to Norman and he said I should talk to you. This is not Redford. This is his people. Mel don't know what Sundance I don't know what the production company is doing. But he said What do you know. What do you think of this.

[01:13:37] This is a movie you said that would have been 90. It would have been eighty eight eighty seven eighty seven because I just had a friend around and the one first one fly and we had it and I was doing some commercials and the guy said What would you be interested in being our contact to do this movie. And I said you know beg your pardon. First of all I think Redford has a chance if he goes by himself in business. And they said OK you know we'll take your advice. You've got a history. Good thing if you can't you know. So I said but here's what you do. Oh watch they go. Norman says yes. But he has to be dead before they do it. So I come back said would you do it. I said didn't belong on my hands. Belongs in John Bailey. Father has a fishing day and daily fishing day. Go see John help me. I'm Jackson Hole. You don't want to film in Jackson Hole you want to film that where it happened. They did it and I kept on there is a little bit you know not a very big role in and you know John just took it all the right things. The reason it's so good is

because of John Bailey in spite of some other people telling you the casting was done by Jerry seen one of the absolute best. Characters there ever was. He's a designer for say dragged. US ALL DOWN. I was invited to the premiere in Los Angeles still had the invitation. I said No I'll see it when it comes to Jackson in the teeth on theater where my grandfather took me to my first movie which was a shame which my grandfather was a preacher non-speaking part when they buried decide buster. So it was my first movie I saw in the Teton theater with the animals in there and in the movie that I knew they had a big part of it. And I got to see it and I sat there for half an hour of my life because in their lungs the hall was my grandfather which I says Is Norman I don't remember if that was Norman and or whether they got something like Norman but the very end I kind of think he died before them before it is. John Bailey would know about that. But. He had the same rod with the red tags Phillips and Rod. But I think it was a Wednesday and it looked like Goodfellas red wrappings and the flu corral in the same path my grandfather wore same puffy face it's great. So yeah. One of the great moments of my life. My wife understood it and it was the right thing under the rocks are the words and words are there and they know it's kind of my life. You know I have been so blessed to to have seen and been to just one little story like you know if you're a fisherman.

[01:17:20] Drought matters. This book means nothing things paperback book read that written in the late 60s early 70s by a guy that most people don't even know about anymore. But I'm doing a travel limited club. And it was in March 17 19 9 and by the way I had the original magazine Robert Trapp and was introduced to the fly fishing or the original one. So we're at the Matthew thing and I'm doing my life as a fisherman and 90. Got it or only had you know. Maybe 20 years enough for lunch. So this kind of crowd it comes out he said we have some mutual friends. I'm John Volker. It was oh you know me better as Robert driver. Oh do I ever. Oh do I. Never had me a merger best for is not the first crime. No not the best. Sat down with the founder of travel to Lebanon and they saw Mike but then more cases it's St. Patrick's Day. What we're going to drink here is terrible. So we're we're in Greenland Michigan we go down to the town and he goes I said I'd like to give you an apartment. I live in Traverse City. We're here and I didn't bring any books. So we went into. There was a Barnes and Nobles open like this was the only book I had. They didn't even know who he was. Here he is. And he bought the book and he autographed it. Very nice. And so we sat and had drinks till 2:00 in the morning get totally blasted. At that time I could drink which made it real. Recovering from a lymphatic disease that took 20 years for it to drink again. And. I asked him the question. Do you know. I said. No. I have questions about I support. What's your life like now. Says I was terrible terrible drinker lost all my friends. You says you don't want to ever get embarrassed. I was embarrassed in my life but I had a great life. No. No regrets. I think he died a few months after this but he said this is one of the great lines said.

[01:20:20] How does it feel to have Jimmy Stewart play you now so many out there want to know who Jimmy Stewart was. Tom Hanks is considered the modern day Jimmy Stewart. Jimmy Stewart was a pilot or a bomber pilot in World War Two became one of our absolute. And of course probably one of the top movies I think it's one my favorite line by delightful wonderful life Wonderful life. Sorry. What a Wonderful Life. And. He says well he played me better than I played because everyone gets that one. The Anatomy of Murder was his first murder case. It was a true story. He changed the names and circumstances. So Jimmy Stewart played him. And he said I. I had great fishing insurance. I end up losing all my friends never go out and everything. So not every story has a good ending. You would think so. So anyway you know. Yeah. Did his. Yeah. There's a lot of things in here tonight. I think that you need to really go back and read trout madness. All the book Anatomy of a trout. They're the reason why you have a book collection here. Because if

you can't find it you can come here you can find things. The Arctic char of well I say Sweden Norway. I mean their books shared that you'll never in your life but you might be one research and go catch arctic char. By the way arctic char I've got already char in Sweden over 8 pounds. Well yeah. Not a dry flies on screen. It's a different world. Well I say getting into fishing or getting into fly fishing. Which question. Well maybe they want to fly fish maybe. I think I like a lot of us. I mean I started out fishing for blue gill with worms when I was a kid. I swear I start out butterfly. Yeah I think there is a rare exception. I have a rare exception but I learned it my father was a pilot for Kenzi athletics. Would he be gone. My grandmother oftentimes was sick and so I ended up with a couple of black guys to go catfish fishing. They were friends of my father. My family grew up in Independence Missouri. They knew with baseball my father was a champion pool player. He was. He knew all the blacks. I was riding around black. They took me golf ball fishing for catfish. So I learned not very well how to be casting real which is an art. I'm just saying you run into a young guy maybe. I do. So I say I do have a little better. Sure yeah. Yeah I get you and I do. But talk my grandkids into fishing people so you know it's always good to have somebody helped you. You'll learn from watching people first thing I want to do is go out and watch people watch what they do extra mistakes like you know seals. You have to understand I have a very big background in sport. I love sports and I don't know. We'll talk about the sport which is a big part of my life but so I I play both baseball and basketball all through my life in fact is 70 years old I was out shooting baskets and playing a little one on one with a 13 14 year old. You know I still go out every three days shoot baskets go to all jazz game and have a lot of basketball coaches avid really avid fly fisherman so I tell him to observe and practice.

[01:24:38] Go up take a plug of the lawn. Lot of people don't have access to water. If you're lucky to live in Salt Lake you have all these Suburbans or Phoenix a lot of cities have urban. In fact there's a book called Urban fishing areas. Book talks about all the fishing in the United States that are in urban areas. Most of the surprisingly enough mostly it's just habitat. So I tell him to observe practice your casting. The key to any fishing is cashed in you know make it a game.

[01:25:09] Ted Williams told me that I was really lucky to have known Ted Williams and it's you won't be. But he was the greatest hitter we ever had in baseball and he told me this if you think of a sport where you fail six out of 10 times and you're the best dad ever lived you fail seven out of ten times and you play Major League Baseball you fail eight out of ten times you don't play Major League Baseball. So there's a very fine line in there. And he said you practice practice to your circle practicing and then you practice again and you practice till it becomes automatic which is muscle memory for him eye hand coordination. And so it depends on how serious it is. Take whatever you want. The nice thing if you're lucky enough and you have a father who can afford to take you on a guided fishing trip or take you with somebody who does it for a living. That's what happened to me. You can learn more with the guy and one day if it's the right guy you got to ask the right questions. You have to say I don't want to just catch fish I'm going to learn how to do it. Which means you'll catch less fish but you will learn something going on. Guide fishing trip you need to exactly tell him what you expect out of the trip and he'd tell it. You interviewed Bruce James the guy who could he could put he was like a baseball man. He could put all the clients with the right guy and he could make mistakes. No I mean I had one complaint out of fifteen hundred fishing trips a year. One complaint you know and he usually was something else but he knew how to put. Well this guy doesn't do well with women. So he plays that. So you have to kind of find out what you want. But I just think if kids you find other kids at fish you'll find a common ground. I mean my my son is one my grandson my grandson seems like he's. On a bicycle and you came from bicycle. Well two or three I'd

like to fish. So you ask your father whoever's taking you to bring along a friend and maybe he don't more than you do maybe him or know him. So I think fishing is a great friendship thing. The best fishing as you get better you'll like to be on your own so that you can catch make mistakes. Nobody is there to watch you know. So I I've got the ultimate experience about 1985. I had the great pleasure of designing a golf course with Arnold Palmer for fishing. He had. The golf course I had the fishing we built streams we built this wonderful course. Fishing course and we for 35 years taught lessons there and we could track fly fishing how you know we went every year those 35 years we did better except for one year always so that we knew people were getting into the sport and we had trapped there and they get a to our lesson and the idea was to learn the calf get arrested catch catch fresh. Well the first opening of it was a really neat opening and Barbara Linkletter none of these people know who he was but Phil Harris who had done a TV show with bench of all time. But it was the 80s. You know they started back and then and it came to this opening but course Arnold Palmer I actually met somebody from Peru that did not know Arnold Palmer didn't know anything about it. But I've never gone anywhere or do you know a bar. He has a drink named for him. Oh. Arnold Palmer. I was actually with Arnold Palmer when he ordered a park for him. It's not that bad but we got it for free too. So here's what happened. We show up at 6:00 o'clock and I'm like I'm not. He's you from discovered. That's not my strong suit being exactly a time. I've been late President Ford stops a speech in Yellowstone. We could be seated. My wife was never more embarrassed glared at me afterwards. But lately I took him and gave him fishing lessons. So he even glared water should they showed up again. We're right at her front row. But now I know I'm late. Palmer goes. You know we're late for tee time so we're not tee time. We get warm up first. We should look we got catch a fish here. Satisfy all the people you ever fly fish. No. I spent fish so we weren't here and I put a fly on a fish. Then after a couple of fishing there like drifting 60 pounds you know and so it was tough. And he just raped press was there teasing him telling dirty jokes all kinds of funny funny stuff. We finally catch the fish. And he's not self-conscious at all. I mean it must've been a hundred people there watching this. The best schools could be had had his jacket on.

[01:30:37] Get a picture of it and then you had some fish would get a picture I have it mounted before I am in it but what I have mounted is something I'm not particularly proud of. So we get Danny says you've really scares the hell out of me but I don't mind. Do you play golf. I said yeah a couple of times. I never had a lesson. No but I think you know I'm a good enough athlete. Well you're going to play golf with me I hope you are so they had two guys that paid fifty thousand dollars to play with him and I said Look I'm not going to play the four holes. That's all you got to do. Then somebody else would. Come in. Finish the force. I don't know what it is about golf. You have to have a foursome. Yeah but fishing. You have a right. That's what you need. So we go out there and you're a man. There are more than 100 people and I go up there and swing the lessons and then I hit the grass and then touch the ball and the divot goes out about 40 feet. And the ball goes about eight eight inches or maybe a couple of feet. I turned around and I looked at him and he's talking to a guy who goes good. So we all do that. Imagine doing it with fifty thousand people and people on a couple million on television watching you. This is about learning no make final learners. You should go do it again. So yeah I learned a very valuable lesson. No everybody's going to learn something you know. So all my teaching came with all these life experiences just a lot of or just everyday people a lot of more well-known people. You know I was blessed with that. So I tell beginners not to be afraid you got anything. You know it's not in everybody's nature to be a fisherman I think once you get the right introductions. And now comes the caviar. Ran all like that. This was how do you get people you're going to love. In the 90s. That's how we got started. I kinda join Gary. He says I start and go all around but I always come back to what it is. In the 90s it was



reverence to put a lot of people in fly fishing and that's when you discovered it was hard and you may get a number. I was a number of golf courses but no one makes all of these strange. And Lee never talked about the heart or something because it was easy for him and he was not a teacher. John Locke was a teacher. He was an innovator. He was inspired. But I saw universities and clubs and I see these guys I'm done with school and I need a sport. I need a hobby and those clubs. I mean I have kid the kid but when the kids about my field trip business never fly fish. When he was a kid Jackson he came to the club and try and got the club guiding fish and you end up buying a place and marrying a gal from Colorado and they ended up buying a lodge and and in Patagonia and then eventually came back. My guides bought my boat guiding business but he learned in college and we were state had a program. All of these colleges then we're having a program. Wyoming had 12 years I did this so I could invite whoever I wanted to the seminar. They made me 12 years in a row.

[01:34:42] Gary Lafontaine about Lawson. I brought I brought garage guy but you know Binky. He was like four or five of them. Big is the world's most renowned he's passed away. Biologist Ron trout almost to a point he would be like Stephen Hawking Stephen Hawking has a glass Bob Binky head Donald Duck voice. We all have to live with but it was fun and all of a sudden the guy was the president named Dubois or Duke blog depending on how you call it left and they consequently had within they brought in a golfer and a fly fishing program. We're not going to spend money on something that's ridiculous. And they tried several times to bring it back. But you had professors who were fired for being here. All right. But that was just one place. There were another colleges and in some of them have them. Penn State's had a fly fishing program since 1935. And when George Harvey died I got the great distinction of doing the first Penn State fly fishing class which George Daniels was in was one of our leading young fly fishermen. Two weeks after he died and Joe Humphries was one of the things that they've only had four directors of that thing since 1935. Well Harvey lived to 100 over end and I got to do the program. You know it was so so neat. It was the last time I was with my lifelong fly fishing friend. He passed away three months later. You know you say again it's about friendships. We went out on the Penn State screams. My son went to Penn State eight years tried to get him to fly fishing program. What it was is you have first had to have a 0 4 0 and then they put your name and draw it out on the average it was 900 to a thousand from the thirty five positions so lot of famous fly fish roam through them that Skip given some lives here. GIBSON I'm sorry. Good luck. That's where you get a big mistake. Five fishing manufacturers.

[01:37:22] They tried to do stuff at shows and nothing wrong with having a sport shall I run one. You expose a lot of people you get a lot of people interested in it and you have kids things and everything. And hopefully they learn as a kid and then got off and the sport got off into games and hit college and realized there was no future. And that got. All of a sudden they joined a fly fishing club Bombo you've got a guy who's got disposable income. He's got the ability to go places you can't guard. New job he may look at coming to blows. The point band is now you you're getting over the hard because you're putting a face in there of people that respect and understand them. So are you wasting your time. You're wasting your time I'm sorry you're wasting your time with 15 16 year olds in the percentage. If you were a convert you're like the Mormon Church. You wouldn't do it because you don't get enough people to concentrate. They have the schematics. We're going to concentrate on and all religions are all and nowhere to go. Believe made travel limited doesn't go to the black suburbs of Chicago to find even though there are people that listen to their.

[01:38:50] They show after all the TV shows filming when something happens like your friend so you go as the question being how do you get people involved in everything and fishing and stuff.

[01:39:10] It becomes a pursuit because you can be in the outdoors and not feel lonely. You can refresh your soul you know all the things and all the good clothes cliches and you're doing something that you're going after a fish.

[01:39:27] I love this one is the size of a pea. Well guess what the fish is only that long you know. My guess is that there are sensors which are sight in the lateral line interacting. How fish have been introduced you don't know what the most successful export in the United States most successful you think about. Yes they are the iPhone. Well guess what. The Japanese make iPhones and other people like iPhone but you know think about what's the most success we've ever had. Anything we export here is gone. Every literally every single country in the world except for a few of the Middle East rain but rainbow trout.

[01:40:14] There is no place on earth. Kenya. You can't buy rainbow trout successful they adapted. Now you can play around I'm getting a little because I'm biased but think about that. By the way there were rainbow trout. Still hard in Korea and trading up and a form in northern Japanese island. They have their own trout as you probably know. And you talk about crazy fly fisherman. All my books have been in Japanese I've had some wonderful friends and my son marriage or Japanese. We were up on Mt. Fuji to look at that. And here's a guy out there for the most beautiful double hauls catching black bass. So education I believe the clubs. Of. The federation. It all got screwed up. What you go through. Fly fishing with a great big push. Everybody should be a fly fisherman then. Then legends to fall came out. Book two movies in a row. Man what it's like to live in the West. You can fly fishing and ski. Money became. And people came after it was a lifestyle for some life it was a lifestyle. You do it in beautiful places. So yeah I think a lot of reasons to get and I see a resurgence not necessarily with fly fishing but with fishing in general.

[01:41:57] They're now starting to see Gabel and Bass Pro general fishing is starting to make a comeback. So I'll leave that to analyzation. I think also it's good and why we still sell the DVD is to get a wrap up you know. So you sure you're going to take a fly fishing class. You go buy or you go rent whatever you want to do. Load bloated from the internet. I signed up to our synopsis of fly fishing so you walk up there you say Yeah it's a real it's a tapered line that's this. That that you don't you're already ahead. You watch that. And I was noticing the experiment. How do you sell a hundred and fifty thousand DVD. Guess what. The guy sold to never even watched it. Guy originally bought it and put it in 20 years ago never watched it. How did he. Because it was made out of garbage. No he gave it to his best friend who would never fly fish. Cable it had their own private stream and there's trout in Nebraska on private low tail water fishery that they own at least a family owns I don't know but the bass pro has that I doubt it. Bobby stayed in the family but you should tell one fishery about five miles long private for his confession. He gives the guy this DVD gives him a rod and reel there it is. Coefficient you can do it from the video. First say first. First order was ten thousand copies That's correct. So there it is when it comes to this there's no simple answer. You're looking for simple answers. Better get somebody else. Well I was just looking for it's a student stopped outside and said hey I'd like to go fishing. What do you recommend. Well join a club or you know buy DVD read a book.

[01:44:06] I'd first go watch somebody. All right. Fair enough go fishing with a friend. Sure I'm going to have to face going about going to pretty place see if it's your cup of tea. You may not be. Everybody thinks you had to be a fisherman and fisherman. It's like anything if

you if you're a convert you want everybody else to be sure convert is the history of the world. Fishing the same way they want you to feel the same way. That's human nature. Yes you know. That's why we have so many redneck hunters. I started in nineteen eighty six with the revolutionary things really quick story about how it started. Curt Gowdy got me to the American sportsman show when I was 21 years old. That was the sports show. Everybody in the country went to be on that show and he was the host of it and he was the number one sportscaster in the country. It was fantastic. Phil Harris who was a character part of Sinatra's gang and funny funny guy we did the show. It was the number one rated show in the history of American sports and reran five times on national television. Forty million people saw it. I mean nobody sees 40 bad people on sea fishing. But it was wonderful shows. I did five more with them with the Hemingway's and the guy played Cannon and television and had a wonderful life. And then my love. That's how I started wanting to do so. Lee Wolff asked. Curtain I mean I got to know only real early and cash like in the mid 60s and he was I saw him in the theater when I watched the longest day my father was shot down in D-Day. And so he took me to see the longest day which was a classic. And in there Lee Wolfe came out with a six foot Rod and caught a blank salmon. Thirty five pound like sand that was too short for the movie. Man that's what I want to do. That's what I want to do. And lo and behold I got to meet meet him and become friends with him. And so he asked himself if you only had one fly. What would it be. And so there was an article in outdoor life. And Kirk gave it. I gave it everything. And it was interesting because Lee Wolf given one of my flaws rather than his right. So Curt of course being the Super Bowl World Series all this stuff we go out. He said let's make it fresh. The one shot an old punch you know we make a fishing contest with one fly. So so he said he picked a fly and we'd have a contest. You can imagine this is 1972 and he's the voice of all sport. Don't do it today. I mean he did everything Series baseball football. Well you know golf. We're going down there and he's announced Dennis makes a cast over to deal. I mean think about it every kid's goal was to be announced by Kirk daddy. And we're kept fishing and we get it and we get done and he's ahead. And we've done this and he never won and a kid helped spark that triple anymore and Rogan and craft the landing and I'm trolling a fly on the top of the water make it official. And he was mad. About it. Love friendship and land to his to his death. I mean we're friends I did the funeral without Simpson and all they talked about was not sports you talked about fishing and all those kids went up talked about it. OK. So in 1986 we started the one fly who was the very first. And I'm going to here son. I'm going to be sending you to the 30th anniversary and that's one of the first ones. I. Had this was nineteen ninety one it just started Navy six eighty nine we started doing a fancy program but just as laughter.

[01:48:31] And appeared and they're just all kinds of people it's a fun fun advanced lasted 32 years raised over about I think we're close to 20 million dollars for stream restoration programs. We made a real difference. So and so so that that's kind of it then leads into one of your questions. What was my favorite flight. DANIEL The thing is it's the one I'm using probably but no I actually have. So.

[01:49:01] We know that was all successful and then between all on the whole life I was lucky to go around the world and do TV shows and we had an ESPN show that I could see us fly fishing team. So we were all around flies weren't European. Things got to me.

[01:49:23] John Wooden and all his coaches and get a Wooden Award which was really good. Twenty seven of them. Which was leadership in education and teaching. Yes I was it was a really I've been blessed to two to take vice presidents and be a part of was there four days before 9/11. I was the last person to see Cheney before he went to Washington I had his life wow and fly for a party with Cheney and my wife said you'd never have retired

to fly for one flight. And which I did this flight. And by the way you'll see that everyone of books is all one flies it you know. Right now there should no bill I always with different flies have stories in their own bed and they you know you went to one fly you're gonna have to fly itself. So starting of the trade association all the stuff in there revolved around flies. I mean you don't have enough tape founding a club called feather merchants. Randall Kaufman and I and Dennis black and Dave Whitlock and Phil was we were the left who was kind of in-between thing because he was popular for this century but we took that set next week. Professional life in flight became a big part. So anyway I did didn't fly for the one flight called Amy Grant one of the best selling flies of.

[01:50:59] It was so take on the final bill and and and I actually did a 60 Minutes program where he holds it up and says This is my favorite flight.

[01:51:12] And that probably would have been a fifty or sixty thousand dollar moment 60 Minutes show never got air because both air on Wednesday March or September 12 the NSA took the footage we got on it. So I had my own personal beef with bin Laden cost me 50 grand.

[01:51:34] By the way he mentioned one article. They asked what his favorite flight to kind of the favorite fly thing. He said it. And we got phone calls and we sold the entire season stock in one day. Who was it that Tenet Cheney. Dick Cheney. So during the time he his dying I took him fishing because the security was really tough. And we'd been friends baseball and I was part of his family at the inauguration. I've got to go to the West Wing. You know all the things you dream about doing. Meeting King Hussein meeting prime ministers you know just being in the right place at the right time having all these movie stars that came and attacked and I had every opportunity and the greatest thing I did was my kids wife of 45 years to control me in line who won fourth place on the fly loves fishing for all the right reasons. My kids do it all great huge successes which was the greatest accomplishment I had been I had you know it's not a big sport. I had the best selling book and about do you go to the mountain and fly fishing. Everyone go to the top of the mountain. If you're an athlete good top of the mountain is a big set goal there. But I can go to the top of the mountain and left he's done that he's done fine. But he ate the Baltimore Sun and any rope great folks and he made a lot of money but he had a great life and he still has a great life. And he's the guy when he dies you will be art legend Lee Wolf was met when he replaced Lee Wolf. And you know and then God knows where we go from there because I don't know if we'll be quite frankly have anymore left crazy because the pioneers you know once you get going there. I mean it's a different feel like you would say. Gates was a pioneer. Buffalo Buffalo's a pioneer in financial things.

[01:53:35] You know I think we get a lot of pioneers and because it's just so many times so in fly fishing they'll be good. I don't know if anything will change the sport much as those guys did.

[01:53:45] I think I had a real good effect on flight time. I mean it's like flying easy for a lot of people. And I get very rewarded by people you know. So I got to the top of the mountain. And you say OK you know out.

[01:53:59] You said 10 years no pot of gold. I mean your Social Security that you paid him and and feel your investments and where I could go anywhere in the world for free. You know I can't do that. I mean I can't if I want to take a bunch guys over there and babysit them. Yeah like I can do that but I don't have any desire to do that. You know I've fished everywhere fished to Africa fish everywhere. Know I like to go fish in Saudi Arabia. You

know something like that. It's you know it's cut to the big all the three big fish from barramundi to the golden Dorado and they did it on funky stuff and light rods and all the challenges have kind of gone out and there's no movie's going to come along like a river runs through it it's like Gone With The Wind there's never been another movie like Gone With The Wind. So much.

[01:54:55] So I'm know I'm right now I mean I look at the flies and I think back on my favorite flight and there's a guy doing a book called America's favorite flies and so I had to make a choice but the parrot Wolf that was a Lee Wolf idea to take a parachute wing. What you have on a wolf with the hacker goes this way.

[01:55:17] And what the parable of Lee wanted to do it. He just couldn't figure out how to do it. He he didn't tie with the vice and he didn't have to fly tying skills to do it. What he tried to do is put he was doing plastic flies because in five years he was experimenting with plastic flies and he put the cap tail in there and he said Boy you could really do something if you could figure out how to do it. So I could request it was a whole bunch people's idea. We came up with this fly which is one of course best seller because a is perfect every time every time we go to New Zealand you had Wolf in land the fisher record.

[01:55:53] So we pioneered a lot of kind of five or six different patterns of the parallel design and it lands on the water perfect every time. Mike Lawson used to float nips as the way it does for to fly system. It's really funny. We brought the two fly system which the Brits used forever from New Zealand because they used it in New Zealand. I mean this was what travel brings you where they put great big wolf on it now. Trouble is Americans were not good enough. Short caster you have to be. You have to put it on like that much at 30 feet. And that's hard. It's harder than you think. We even do a contest. You get to cash for a dollar to try to put a fly at 30 feet and a cup. And I watch Steve Ray Jeff lose it every time the world's champion you know. So it's it's not easy.

[01:56:49] So what they did is look if you do I drive fine refuses it. The chances are you've got overcast to face this book. So what they did was put a note on underneath the net at the first one on the net. We took the net by go down OK it didn't go down really because they open their mouths and spit it out. And you know eventually we brought through the 70s. We saw it in the 70s.

[01:57:14] We started introducing it on the Green River and Heath and a bunch of guys I started teaching it and now it's as common as just putting the Willy back around in. It was a lot of us that went over there in the early days to realize these guys in their separate ways were teaching us and I remember throwing a rubber like. We were to a rubber bullet fly out and the guy was mad because he just can't do that. It's disrespectful to fish having a rubber like cactus fish you've been trying to catch for 15 or athletes. He said. Years it was the same fresh Sure. And they cut it on news like you know now all the flight hours on rubber legs is common. So it's kind of fun to introducing things and not have to have you don't have to have any credit for it. You know so I met them out and I'm looking narrow to just a pot of gold. Wow. Personal satisfaction. Script and I sent you to the article that we did for the catalogue about the greatest fly fisherman had the biggest effect on anybody in the last 40 years. Fly fishing. Nobody knows his name. Randall Carpenter I had to show and I said let's called these people. Every single person in that room has been infected by the man only invented one fly. Then do anything spectacular love to steal a tissue. Didn't write a book didn't he. He made a mistake. Dell had a relationship with a woman who's tied in to the marijuana growing and the guy put a contract dying and he took off. This was a

real story. I did the book I Heard the articles takes off to India to get away from the guy to try to find this mythical fly mining operation. The British were buying flies. Who are we talking about here. There's black and he found him dead all the flies found something gave him Whitlock and although people commissioned so he makes some money to go out and develop more flies and built the biggest fly tying operation. He's dead now but nobody knew what they knew. Feather merchants are quite open to the paying and there's a lot more business things he did. Married when he's 15. It was a great grandfather one two fifty two fifty. Kid grandkids and kids. But he was the only person. Oh you out there. This started in fly fishing and became very wealthy. All the rest home owned sage and all that.

[02:00:11] They all brought the money with them or they did it all the right company solved this stuff. Very few people ever became a millionaire fly fishing owning company. So so we get it the thing is so that the personal satisfaction. So I look back on all the things I did the books and stuff like that. And you know my time's gone my time. So now I help an expo. You asked about it Expo. I saw all these guys in Utah. There's no real exponent or mountain area. There's fly tying expos like in Idaho Falls in Boise and they're small and you're good. And we thought well maybe travel eminent and fly fish only that we could build. They never brought in more than one speaker we brought in 10 speakers and put a contest where when three thousand dollars cast in contest can you do on the string programs and just do something different. In a state of very conservative and they say hey I love a challenge. So my challenge that day is to take my friends fishing. I have no I I I write articles for a couple three you know before I could do. I had to look at it from a business standpoint. I didn't need publicity for the books or books for selling fine. I had some years so a quarter million three hundred thousand dollars on the books to Capello's BBB. Know it was wonderful. So I didn't need the articles to get better and I just found it very tedious for me to write. And then it just be rewritten. I mean ever said in the magazines. All right. I mean we're not finding any kind of medical breakthroughs in it.

[02:02:09] And it's true that because the people now don't even know who I mean how they're reading George Harvey's life bringing all the young people bring in lost and big one old guy but young people get it for a young person generation.

[02:02:22] What you do is help these young people but they've got to come and all we have to you've got to come from the right place. I could make a pretty decent living right now going to doctors to their kids to tell them why they shouldn't get to fly fishing. They would pay me and I've been pretty successful. You know getting them talked out of getting and fly fishing and going out making some real money and then get involved with fly fishing. So then you can afford the trip instead of go on a free trip and take people you can go there and spend your money make fly fishing. Your second business right. Right. Some articles. That's where the articles come from that a guy who's trying to struggle to feed his family. Yeah I mean there's a few guys guides and have the operation make a good living. They give everything to a very successful shops for but those days are gone. Internet lets you have a guide service you better just figure out you better be teaching people because you're gonna make it just put it a fly shop sign up and say Hey I know everything there is to know come by the fly from me doesn't work you gotta take people places and show em experiences and everything. Get an education education teach. Learn more about things. Teach him you learn more by watching and I'll leave you with this last thought. When you practice 10 waves. My father flew for their cancer. Have a leg. So I saw his last game in 1959. He is the only major league player to hit a home run his last bat. Even when all the things you shut up at he had the highest batting average legitimate. He took seven years away from four or six years of his pride. Yet he he's like sixth on the all time home run list. Green No question if he hadn't gone to a military so I mean I've never made excuses for

that. I have as much fun fly. And so I was Arabs eight years old and I know it was level at that time or twelve. You know enough to know that I knew everything. And he was out there and the picture was on. You know they did a batting machine you know pitching machines that shows you got thrown to him and he was at home plate and he hit 13 in a row over the fence and so so I asked Emerson and sitting like that. I putting to tie flies spend a week teach him to Time flies and it was credible going out to eat with him and Gowdy and it was unbelievable. And he said Do you know what you make practice a game. I said no.

[02:05:58] I told him that. That's right I told you. Yeah. My record was 17 in a row and I pay the guy five dollars. Now that's like paying a hundred dollars for every ball he could throw by me. I said I didn't want him in there. No he would try to throw by me to give him five bucks. I've come out with two watered five dollar bills. By the way made more endorsing shares ever made in baseball. Well anyway that's true today I think. But he said make it a game. Make it a game. And he made it a game to see how many get hit over and you can make fishing a game. I was out there. Come on American sportsman casting this professional work on the casting and all of a sudden I got to do it. And I remember one remember what happened when all your dreams come true. What do you do then. All my dreams come true. You know so I. My life is trying to make somebody else's dream come true. So that's my life. You know the old question would you do it all over again. All the heartbreak and there was heartbreak. All the tough times all the whining all the people all their experiences I'd do it again in a moment. In a moment. So I guess I had pretty good luck. Thank you for listening to me and if you sleep tonight when you're a little we'll have to try to listen to me when you when you're a little more away. I think it's important because one day we're going to wake up and say what are these guys I mean. I mean to think that we still have footage but we don't have a link and it's a shame we have a photo but we have footage to all the great losers and all the great incidents. How hard and tough. We have. You know people will come alive in the book but it's always better it's always better to see them in real life and open their mouths and everything. Thank you. Maybe 50 years now I hope it is. And I hope he has much fun that life is I do practice practice and get an education.