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David Jacobson [00:00:11] Definitely, one story that sticks out, not too long ago, we got out opening weekend. And we're always out there just, we love the challenge of fly fishing and, you know, chasing down these trout in these small streams. You always hear stories of these predator fish, you know, just going to town, eating and feeding and very territorial, obviously. And I got out to the stream, and the first hole I walked up on, I saw, you know, it's tough to call 20-inch Brown trout around here, but big trout. With, it seemed to be like an eight-inch trout, in it's mouth, just t-boned sideways, you know. I couldn't believe what I saw, and I'm watching it, trying to get a picture of it, couldn't get a good shot of it, so I'm like, "Alright I'm going to fish for this thing." And through my streamer, I could see it, after about three casts coming straight at it's mouth and, let's go of the little fish and turns, grabs my fly, snaps me off clean, and swims away. And, I mean, that just kind of sums up the way it goes out there sometimes, I mean, you want to catch that monster. And sometimes you get a chance, and they're very rare, but, and sometimes they just get away, but that's just the way fishing goes, and that's what keeps bringing us back, I think. Is, you know, one day, you get a chance to get that monster, and that signature fish, and you enjoy it.

James Thull [00:01:19] That's a great story.

David Jacobson [00:01:25] We definitely like going after the Browns. Brookies are always fun to catch, we've got a couple of streams that produce nice Brook Trout. Actually, one stream of fish in the Driftless over here, has won the Wisconsin record Tiger Brook Trout, which is very tough to come by in Wisconsin, actually. So that's always, you know, have that little extra incentive that, maybe I'll get into a tiger. Nothing like out west, but over here that's a pretty sought after. But mainly, we target the browns, that's probably most abundant around here, especially in streams we fish.

David Jacobson [00:02:01] Probably my brothers. And they, probably, the responsible one to bring them into it, was their friend, who was a lifelong fisherman, always fished. We kind of grew up on the more athletic side, playin' hockey our whole life, and then as hockey started kind of dying down, and I'm trying to get on with other things. Fishing kind of opened up, and we really got into, mainly Bass fishing, around here is big, Smallmouth Bass fishing. And then, kind of progressed, and picked up new fishing techniques, and angling techniques, and then got into fly fishing, and just been hooked since.

David Jacobson [00:02:33] I would think so. I think spin fishing is obviously just easier, not as intimidating, I guess? To get into fishing. And then once you start catching fish, you get the thrill of catching that fish, and then you just want to keep adding more challenges, I think. And then, fly fishing obviously, is very challenging. It's skill related, and technique. And then also very knowledge-based, I think. There's a challenge in the knowledge, and knowing how to present to these fish, and catch them on a fly, is much different technique, and brings more challenges. I think that's what gets us out there.

David Jacobson [00:03:09] I was actually just talking to a lady, earlier today, about invasive species coming around here. And that's always, obviously, on the radar. Obviously, that's not good for any of the fisheries and stuff like that. I'd say, heat is definitely one. I remember, last summer, we usually love the grasshopper hatch, and, you know, fishing dry flies with the hoppers, and last summer it just got so hot, that it wasn't even enjoyable to go fishing. And, obviously, the fish are going to be very stressed out, 'cause they're in cold water. But that water got so warm, it wasn't even fishable, really, for

the whole month and a half in the middle of summer, and we don't get a lot of summer here in Wisconsin, so that's a problem.

David Jacobson [00:03:55] Personally, I wouldn't say I have too many, like, real big, you know, stand out changes that I've noticed. Obviously, you know, the climate thing is there, and stuff like that. But other than that, I like to think we're trying to invest in maintaining our outdoor usage, and the [unintelligible] around here does really well in the fisheries, in making sure they're maintaining, and stuff like that. So that always helps combat some of the natural changes. I wouldn't say I've seen a huge impact from changes.

David Jacobson [00:04:34] I would say that's a true statement. I mean, obviously, if we're in the industry, we want the whole industry to grow. And for that to happen, people need to be able to get outside and use the outdoors, and use those fisheries, and if they're not being maintained properly, then that's going to have a direct effect on the whole industry, as a whole, especially the gear. 'Cause the gear is, we're selling gear that improves your experience out there, by making things maybe a little more efficient, or simpler to use. But if there's not somewhere to go fish and use these products, then it would definitely impact us, greatly.

David Jacobson [00:05:13] I mean, it wouldn't hurt, that's for sure. I mean, it would definitely help grow and everything, and I think everyone can enjoy the outdoors, and stuff like that. I do see the women's side growing a lot. I see a lot more, you know, social medias promoting women's fishing, and a lot of women fly fishing, and obviously that's an industry we're in, so I'm seeing that on a daily basis. But I do see the women growing, and I think it just, I think it will keep continuing to grow. I think people do like utilizing the outdoors and getting out there, and in the world we live in now today, where technology keeps growing, I think it might start, you know, we'll start cycling back and people will really appreciate the outdoors more, and maybe start to get out and enjoy it, and use the land at their fingertips. People don't realize, there's a lot of public land that is accessible to them, to use, within a driving distance away. Wherever they may live, there's probably something they can go use, and access. And I think, the knowledge, getting that out to them, is definitely beneficial. That they know they can go utilize that.

David Jacobson [00:06:17] It's definitely a balance, there. And it's where, you're given this privilege to go fish this water, you definitely have to be responsible, and use that land and waterways, correctly. And not harm anything. That's definitely number one. It's definitely very beneficial that we can, are allowed to do that, and I think if it continues to stay that way, which I don't see why it wouldn't, it'll grow and it'll grow the sport and I think it will benefit everybody. Keeping those lands public is definitely crucial.

David Jacobson [00:06:54] I don't know. I would say, I got to say, New Zealand. I really want to get out there. I've been, you know, following a lot of people on social media and stuff, and it looks unreal waters out there, and great brown, and, you know, the trout habitat out there is unreal. So I'd love to get over there that way. And hopefully, one day, we get out there. We'll see.

David Jacobson [00:07:20] You know, it's almost... Especially the Driftless areas, it's kind of a secretive, small, great fishery. I mean, a lot of people don't know the amount of stream mileage that we have out there, and it's all small streams, I mean, no wider than a sidewalk to a road wide. And you're getting in there in some tight situations, which just adds to the challenge. And then the reward is catching a nice Brown trout out there.

David Jacobson [00:07:46] It's definitely enjoyable. I would argue that, most fishermen, especially fly fishermen, are out there to enjoy the outdoor space, and that's 50% of it is just getting out there. And then catching the fish, is just added bonus on top for a lot of people, I would say. You know, passionate fisherman, lifetime fisherman, they love getting out and just being outdoors with nature, and then, obviously, their hobby is fishing, so catching fish is the pinnacle.

David Jacobson [00:08:27] We do a lot of streamer fishing. Just. Got, coming out of the point, going for Smallmouth Bass. So streamer fishing is big around us. So we tie our own streamers, a lot, but I'd have to go with; articulate engine streamer. Or on a dry fly, the, I tied, probably my go to dry fly. If I could go two, those would be the two for sure.

David Jacobson [00:08:58] I like dry fly fishing, but I'd probably have more success with the streamer. Just 'cause that's how we grew up, fishing for smallmouths, so that's definitely more right up our alley, when using that technique.

David Jacobson [00:09:15] I'd say it's fun. They'll say, they fight so hard, and when you get smallmouth in a current, in a big river, swinging across the... Right across the current, they put up a good fight, and it's fun. And they're a great sport fish, and they like to eat, and they're aggressive, you know. So you get a fly in front of them, they're going to eat and they're going to play.

David Jacobson [00:09:40] Just about... I mean, the whole reason anybody's fishing is enjoyment. So, if you enjoy doing it, get out there as much as you can. And if you can turn it into a company, and sell gear, and guide, and turn your passion into a living? Perfect. All more power to you. That's kind of what we're working on here. We just launched our company six months ago, and we're trying to build on, just different innovative ideas, and the industry loves new innovative gear that helps you perform better, so that's what we're trying to go after.