

ful butt wraps etcetera... Is a custom-built rod. It is NOT! Most are what I refer to as embroidered. I can have a t-shirt embroidered but that doesn't make it custom; just embroidered. Unfortunately too many people don't know what goes into a well built rod and judge them by their cover. Most rods are made in mass-production factories with little-to-no-regard to quality. They may even have quality brand name components on them, but they are assembled poorly. I often refer to me building a Bentley; I'd get it together, and it might look great on the outside, but I wouldn't want to drive it... When buying a fishing rod, it really is what's under the hood that counts!

What is the "acid wrap", and why is it better? How come no one else is doing it?

Spiral Wrap (Acid-Wrap) rods were invented and patented 100 years ago. In 1908. They never really caught on here because the rods were not properly spined and built. Therefore the rods cast poorly and retrieved badly. Add they are funny-looking and they were doomed! I was approached by someone to build one, and I spoke to Mike about it. He had always wanted to build one, so he contacted several of the top rod builders in Canada and the Pacific North-



You do some really creative stuff, design-wise. Who's idea was it to put the bass skin under the laquer? What else do you do like this?

My partner/rod-builder Mike and I were talking one day. I said to him: Mike, women have leather shoes, pocketbooks, belts etc... why can't we do something really special on a fishing rod handle? Like putting a piece of fish skin? He smiled, turned away and came back at me with a piece he'd done over ten years ago! That answered two questions at once; it could be done, and it would last! I now have a patent pending and have started to add the SkinzWrap to my line of Pro rods this spring.

west where Acid Wrap rods are big business, and asked how to build them properly. Mike hit a home run on his first build! He built a 7'-0" 20-40# Acid-Wrap and it worked like a charm. Now we had to get people using them. The guys at the Bad Fish Outfitters in North Falmouth practiced and practiced with a five ounce piece of lead until they were tossing it over a giant oak two hundred feet across the parking lot of their shop. Kevin Malone asked me if we could

build an off-shore tuna rod. I checked with Mike and next thing we delivered was an off shore rod too. Kevin now has Local Hooker rods on his boat exclusively and he's got several Acid Wraps. On The Water Magazine did a canyon trip last summer and fished my acid wrap rods. They published them in the Product Review in the December issue of their magazine. Additionally, they'll be an OTW TV series featuring the day at the Canyons showing the trip using the rods. It'll be aired soon, so keep an eye out!

Do you feel your brand reflects the Cape lifestyle? Do you draw any inspiration from being here?

Local Hooker is the Cape lifestyle!

People come to Cape Cod to vacation; fish, boat, fish some more, eat fish and fish some more. Okay, maybe a little golf and beach time, too. The Cape was settled by fishermen and fishing has been the livelihood and backbone of it ever since! I wanted to build great rods by great people who have a great heritage on and around the sea. I had two very old and dear friends visit me at separate times last summer. We went all over the Cape and Martha's Vineyard. It was sad: both said they were looking for local arts & crafts made on Cape Cod. But everything was made in China! It was embarrassing. But it made my resolve even stronger to have a company here that makes the tools we all can use to fish.

It seems like you could really cash in on the name with t shirts and the like, but you never do much more than toe the line as far as risqué stuff. Why is that?

Local Hooker Rods is first and foremost the



best of the best. I cannot afford to cheapen the brand by crossing the line. Never. The name says it all and image is of a fisherman with a bent rod (thus the *Get Bent*).

How has Local Hooker been accepted by the mainstream fishing community?

New England Yankees you mean?

Once my rods began to get traction more and more of the notable fishermen started using them. The guys at Goose Hummock in Orleans were instrumental in helping me get started and gaining a reputation. RonZ of RonZ baits has been an amazing help. RonZ helped me design a tuna rod exclusively for him. It's the best-of-the-best! We call it the Viper. Ron caught five tuna all weighing over 125 pounds on it last summer. That's credibility! Because Ron is a local and has been a commercial fisherman - he now has his soft-bait company RonZ Baits - he is a very credible third party endorsement. This year I expect my acid wrap rods to do very well as more and more guys fish them and realize what a great rod really is.

Where do you feel the company is heading? Where do you want it to go?

(Laughs) I've got nowhere to go

but up! I've had great acceptance and growth. Owning a small company is 100% work and very little play. There is always something to get done and no time for yourself. I've come so far in three years alone, I can't wait to see how well I'll do in the next three. Despite the economy, people will always be willing to pay a little more for quality. In fact more, because quality means service and support as well. I stand by everything I do. I guarantee you'll like my rods!

Any last words?

Yeah, let's go Get Bent!

For more info check www.LocalHooker-Rods.com

