



LUND EVOLUTION

The growth of an amazing
brand from the perspective
of six longtime Lund guides

STORY BY JENNIFER CHESAK :: PHOTOS BY SCOTT PEDERSON

LUND IS A LEGENDARY BOAT COMPANY with some legendary personalities. Many have grown up with Lund and have in turn helped grow the brand. I sat down separately with six Lund guides, and they all used the same word: "evolution." Lund is a boat company that has evolved with the needs of its customers, and those transformations have been the key to its success in building the best fishing boats out there.

Twins Marty and Scott Glorvigen had one goal in mind while growing up—to make a living in the fishing industry. “We were fanatical about it,” says Marty.

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

The Glorvigenes began fishing local tournaments and winning them. Lund quickly took notice and added the duo to its Pro Staff. The move was smart on Lund’s part, as the Glorvigenes have

never forgotten where they got their start. While the two were making money guiding, they started their own business in their parents’ basement not long after getting their degrees in industrial technology and engineering. The business, Gemini Sports Marketing, specializes in made-to-order tournament apparel.

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

Scott won the Professional Walleye Championship in 2004, and back in 2000 he won the Wal-Mart RCL Walleye Championship, taking home a purse of

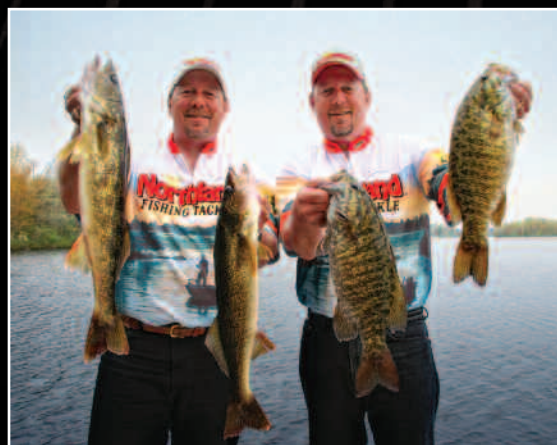
\$300,000. “That was a big payday,” says Marty, recalling the excitement. “The press on that was phenomenal. But it should be known that Scott fishes all of my spots,” he adds with a chuckle.

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

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

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

Scott’s quick to add that Lund has a fishing boat for everyone. “You can pull bottom bouncers from the bow in the Dakotas, you can fish from the steering wheel, pulling crankbaits around the Great Lakes, or you can backtroll on Mille Lacs Lake. They build boats for all situations.” Even making a living.



*Marty and Scott
Glorvigen*
THE BROTHERS GLORVIGEN
SHARE A LESSON IN LUND ECONOMICS



Tom Neustrom

FRESHWATER FISHING HALL-OF-FAMER
TOM NEUSTROM DISCUSSES HOW LUND HELPED
CHANGE THE FACE OF GUIDING

Tom Neustrom's dreams are likely about fish. "Not a day goes by that I don't either go fishing or think about how to catch a fish," says the Minnesota-based guide and Lund Pro Staff member.

This year marks his 25th anniversary guiding on Lund boats, and he wouldn't have it any other way. "I think the highlight of Lund," says Tom, "is having their plant located right in the fishing community. Even the guy who works on the line is a fisherman, and that's a real key thing."

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

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

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

Tom should know; he's fished The Land of 10,000 Lakes tens of thousands of times. His guiding favorites are Leech Lake and "Big Winnie" (Lake Winnibigoshish). "But Pokegama Lake is a mile and a half from my house," he adds. "People always ask me what I do on my day off, and I say, 'go fishing.'"



Gary Roach

MR. WALLEYE HAD A HAND IN
SOME OF LUND'S MOST SUCCESSFUL BOAT MODELS

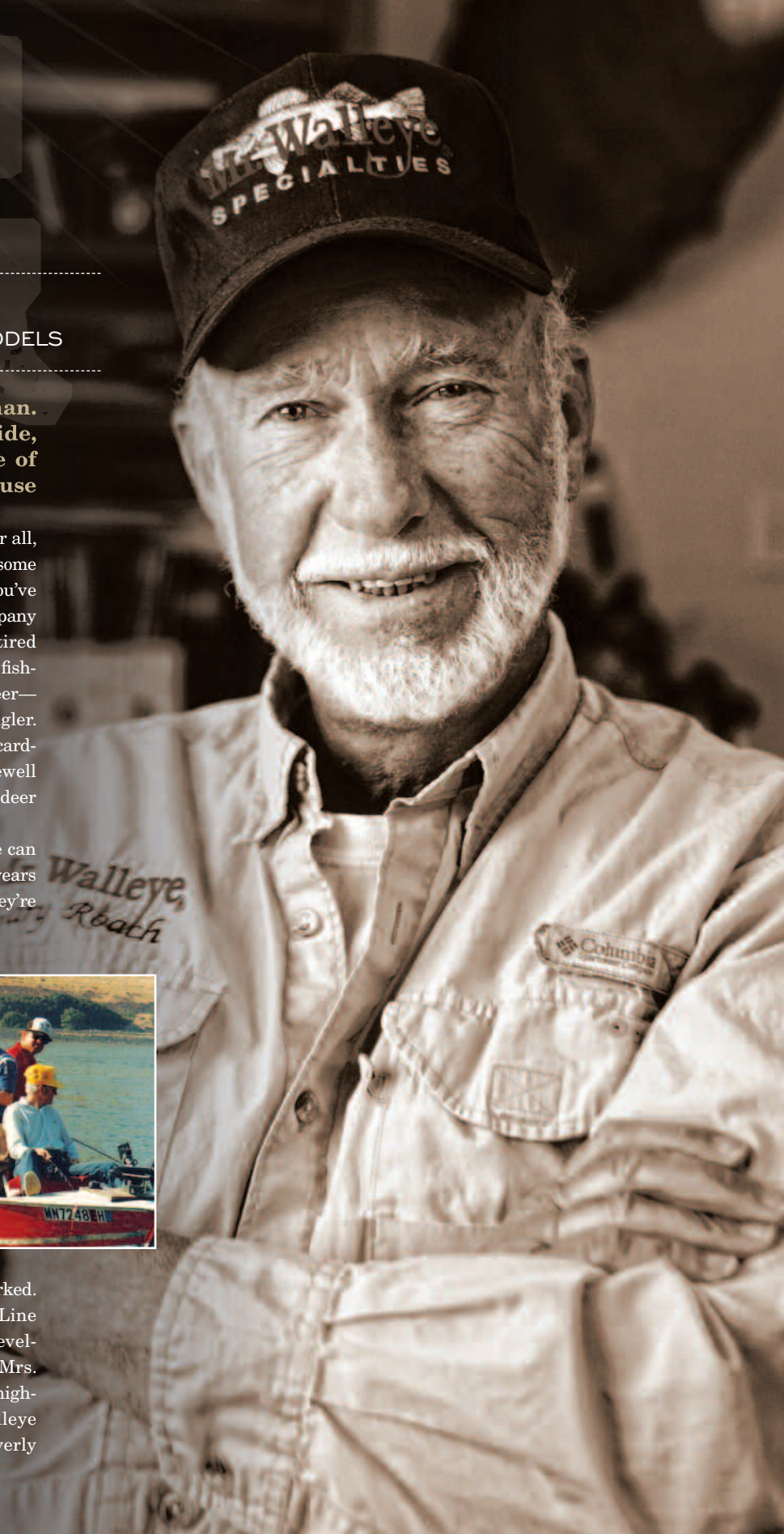
Guide Gary Roach, aka Mr. Walleye, is a busy man. When I finally catch up with the famous guide, he's on his way out the door to take advantage of Minnesota's frigid temps. He'd been in the ice house the day before, too, and the day before that.

Not including Gary in this article, however, was not an option. After all, Gary played a significant role in designing two Lund boats. He used some very sophisticated technology—cardboard. When genius strikes, you've got to take advantage. It just so happened that Gary was in the company of a few other anglers and Lund employees—Lanny Orvalla, retired director of marketing for Lund; Randy Amenrud, another legendary fisherman; and Paul Zarn, Lund's chief design and compliance engineer—and they just started throwing out ideas for the 1650 Pro Angler. "It had bucket seats, carpet, everything," explains Gary. Their next cardboard creation became the very popular 1900 Pro-V. "It had a livewell system and a 100-hp motor," says Gary. "And we did all of this at deer camp. We've still got the piece of cardboard in a plaque."

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

That first 1900 sketched at deer camp became the "Gary Roach edition" Pro-V, and the Pro-V line took off. "Now the 2075 Pro-V is the best-running boat out there," says Gary. "It's just like sitting in your living room. Paul Zarn is one heck of a designer."

Mr. Walleye, of course, is one heck of a fisherman. He earned his name at a Manufacturers Walleye Council Tournament. "I got up on stage with a really big bag of fish," recalls Gary. "The director said, 'Here comes Mr. Walleye.' Then Al Lindner approached me and said that I had to get that trademarked. It cost a lot of money, but I did it." It was worth the effort. ProLine Fishing introduced the Mr. Walleye® Series brand after Gary developed his own high-performance rods. Beverly, his wife, is Mrs. Walleye™, of course, and Gary developed the first women-specific high-performance rods and naturally named them after her. Mr. Walleye also made an ice rod, so there is no time of year that he and Beverly can't go after the fish.



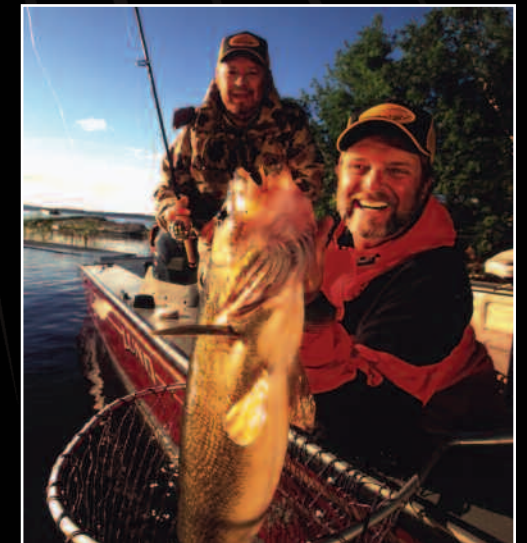
Al and Ron Lindner

LIVING LEGENDS AND FISHING FANATICS,
THE LINDNER BROTHERS ARE THE LONGTIME
FACES OF FRESHWATER FISHING

Lund's reputation in the fishing boat industry is as solid as the premium boats the company builds. The days when "a Lund was the strangest thing you'd ever seen," seem like a long time ago, but Al Lindner remembers them fondly. As a guide and tournament angler getting his start in the late '60s, Al took a Lund down to Texas and received some odd stares. "It looked like a bathtub," he says. "Those early pioneer days of Lund were a really fun time."

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

Al, who attended the second-ever Bassmaster Classic in 1971 in a Lund, and Ron, who has been fishing out of various Lund boats for the past 42 years, have played an integral role in helping the company transform its boats into the ultimate fishing machines. Early Lunds, like most boats, were pretty bare bones, the two explain. "Every boat that every fisherman had was jury-rigged," says Al. "We used to make splash guards out of mud flaps for backtrolling in big wind." Those needs are what prompted Lund to get together with the very people who



fished the brand the most. Al and Ron recall the days when Lund management would round up its Pro Staff to fish and discuss the product line. "It was an incredible point in history and one of the reasons Lund has the finest product available today," says Al.

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

While Lund became the face of fishing in the north, so did Al and Ron. First they launched Lindy Tackle, then *In-Fisherman* magazine, and now they operate Lindner Media Productions. Al hosts "Lindner's Angling Edge" and "Fishing Edge Television."

Ron was right there with him running the camera before semi-retiring. The Lindner legend carries on with Al's and Ron's sons and several other relatives who work at the company.

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

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

