



## **Rick and Carol Shepard**

**(As published in the Fall issue of the 2003 NFLCC Gazette)**

Rick & Carol Shepherd, Baltimore, Ontario was nominated by Andy Clements. The husband and wife couple from Baltimore, Ontario made a number of different wooden lures of the highest possible quality to tempt the mighty musky. Rick liked wooden lures and when the Giant Pikie Minnows became hard to find, he realized that if he wanted to fish with wood baits, he'd have to make them himself, which he began in 1979 and 1980.

Rick made a lure similar to the Giant Pikie which was made in sizes ranging from six inches up to huge 15" Giant Double Jointed lure. Their attention to detail meant they used the finest hooks, glass eyes, and solid brass hardware on their lures.

Their Predator was similar to the Heddon Vamp, the Leviathan was like the Giant Pikies, and the company also made a top-water surface lure called the Tailwalker. The lures came in a total of 15 different color patterns. The Shepherds made all their jigs and dies, and bought sanded forms (bodies) for about the price they originally paid for the basic wood stock.

The cost of the lures was such that they eventually began selling from advertising in Musky Inc. magazine. By selling direct to the fisherman, this worked for them. Eventually, they received an order from Cabela's, and that order took their entire stock of merchandise. Several weeks later, they received another similar sized order. Rick and Carol quickly realized they

couldn't keep up. Their company's success destroyed their business. Baits of his quality just couldn't be made quickly enough to satisfy everyone.

In 1988 and 1989, they sold the equipment but they still feel that people don't mind paying for the best that can be found. "There will always be room for something that you can take pride in owning," they said.

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