

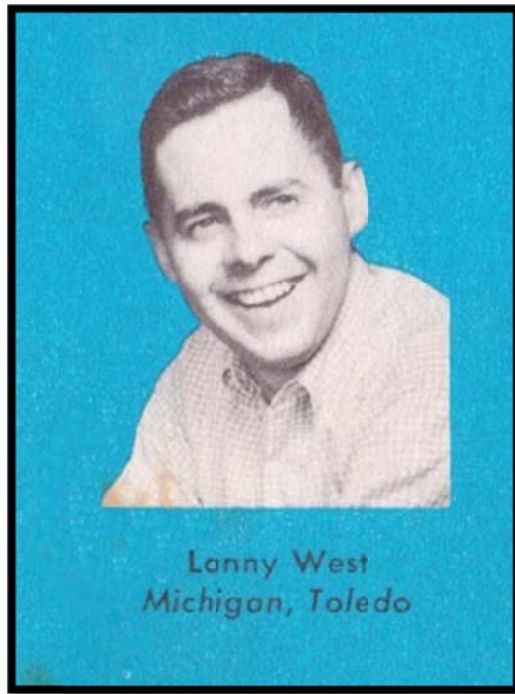
Lanny West

The contributions of Mr. Lanny West to the world of sport fishing are numerous. He joined the sales staff of the Daisy Manufacturing Company of Plymouth, Michigan upon graduating college in 1957. Two years later, in 1959, the Daisy Company merged with the Heddon Company. Servicing his local customer base in Michigan and Northern Ohio, Lanny visited the Heddon plant in Dowagiac, Michigan often and became acquainted with the Heddon staff there. In 1963, Lanny was promoted to a management position within the new combined company, Daisy/Heddon, and relocated to Rogers, Arkansas. He became the marketing liaison person between Rogers and Dowagiac.

He remained with the company until 1970, when he accepted a position in Fort Smith, Arkansas with the Pradco Corporation as Sales Manager for their Rebel Lure division; a company that would soon become a major player within the burgeoning bass fishing tournament scene that was just taking root.

The Pradco Corporation would eventually take ownership of Bomber, Creek Chub, Lazy Ike, Smithwick, Cotton Cordell and yes, even the last remnants of the great Heddon brand. Lanny was there through it all, eventually as the Senior Director of Marketing worldwide.

No less an expert than the late Clyde Harbin, the "Bassman", asserted that Lanny's contributions to the tackle industry in the areas of testing and development, manufacturing, and marketing were unsurpassed in the modern era of the sport. Mr. West is also considered one of our hobbies finest Heddon historians.



Picture from 1961 Heddon Catalog

Honorary Member - 1997