



Phil Jensen

Our 3rd honorary member for 2000 is Phil Jensen of Hood River, Oregon. Phil is the 3rd son of Luhr Jensen Sr. founder of the Luhr Jensen and Sons Company of Hood River, Oregon in 1932. Phil is now president of this family owned business and has been involved with the business for more than 35 years.



Phil is a graduate of the University of Oregon with a degree in Economics and Business administration. He has taken a very active role in industry as well and is a board member of the American Sportfishing Association (ASA). He also is the chairman of the ASA Environmental Quality committee and member of the ASA Governmental Affairs Committee. He is a founding member and on the board of the Oregon wildlife Heritage Foundation. He is a national board member of Trout Unlimited, chairman of the Northwest Sport fishing Industry Association, an associate member of the Pacific Rivers council, and a supporting member of both the

Northwest Steelheaders Association and the Isaac Walton League. Phil's hobbies include fishing, and like us, he collects old fishing lures.

This 68 year old family owned business has acquired some (34) companies since 1963, keeping strong the American tradition of development and marketing the finest fishing lures in the world.

Phil is our 45th honorary member. He was nominated by member Ray Barzee of Sumter, Oregon. With Phil Jensen's impressive accomplishments in the world of both fresh and salt water fishing, we are honored and proud to welcome Phil into our collecting fraternity.

Honorary Member - 2000

Editor's note: For more information on the Luhr Jensen Company's history, visit the [Luhr Jensen NW Historical Fishing Museum](#) web site.