



Waunakee Rotary Club

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Ben Hobbins of the Lake Resources Group has led an effort to develop IronClad technology through which a new soft bait has emerged.

Ben told the Waunakee Rotary Club about his experiences at the ICAST fishing convention in Las Vegas at the July 26 Rotary Club meeting.

Ben began working on the bait with the UW Business School and UW College of Engineering's polymer research center.

He said fishing lures come in a couple categories – hard or spinner baits or soft baits.

The problem with soft baits, he said, is that the lures often ripped or got torn off. The problem becomes one of inadvertent littering that amounts to 25 million pounds of plastic left in lakes, rivers and other bodies of water.

But the IronClad technology, which is patent-pending, makes the soft bait lures permanent. They resist tearing or ripping, he said.

It is a global patent-pending technology, and Ben is in the process of starting manufacturing the baits. He hopes to begin a manufacturing center in Waunakee to bring jobs to the community next year and grow the global base.

The new product finished in second place behind Pure Fishing at the ICAST convention in Las Vegas, Ben said.

He added that he was star-struck at the trade show, with old-time fishing pros introducing themselves and expressing inter-

est in the bait. Tournament fishermen were also excited with the product, which will allow them to continue casting without losing their bait.

"Your hook might fail, your line might fail, but not the worm," Ben said.

Ben was interviewed by about 12 television stations during the convention, and he planned to do an interview with In Wisconsin the day after the Rotary meeting.

Ben also said the story about Lake Resources Group and IronClad is one about networking and collaboration.

He invited various partners in the entrepreneurial enterprise, including students in engineering and business development from the UW who might not otherwise work together.

The business plan for the Lake Resources Group also finished in the top 10 of the Governor's Business Plan contest, he said.

Ben said the bait could become a platform and a step toward eliminating litter.

He expects the baits to be available at most stores this fall.

Other items:

• Club President Lynne Spielman said the board had a planning session recently, and the club will learn more about the outcome in the future. The members will see one of the results of the session next week, when there will be a shake-up in the seating arrangements. If you're used to sitting at a certain table, prepare for a change of scenery. The new seating should give some mem-

OFFICERS

LYNNE SPIELMAN, PRESIDENT • DAN STATZ, PRESIDENT ELECT
PHIL WILLEMS, CLUB SECRETARY
BOB PULVERMACHER, RECORDING SECRETARY • KIM LENGFELD, TREASURER

DIRECTORS

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Calendar of Events:

Oct. 6-7, Oktoberfest

Oct. 14, Rotary Rustic Road Rally

Members a chance to meet other club members.

Guests: Jonny Buroker, guest of Ellen Schaaf; Shawn Smith, guest of Mike Lawrence.

Birthdays: Aug. 3, Drew Lawrence; Aug. 4, Jon Townley; Aug. 5, Jim Leonard.

Anniversaries: Aug. 4, Rich and Carolyn Harris; Aug. 5, Lynne and Ken Spielman

Prayers: Aug. 2, Pat Durden; Aug. 9, Msgr. Kramer; Aug. 16, Susan Vergeront.

Programs: Aug. 2, Club Assembly; Aug. 9, Rotary Foundation; Aug. 16, Combat Blindness.

Greeters: Aug. 2, Mary Weber, Kim Wilde; Aug. 9, Phil Willems, Rich Wipperfurth; Aug. 16, Henry Zander, Brent Ziegler.

Make up meetings online

It's easy to make up a meeting on the Internet. The site is www.rotaryclubone.org. Print out the form and give it to Phil Willems, the club secretary.