



Issue No. 011

WFI ON THE FLY

September 15, 2016

Happy New Year!

September 1st often marks the beginning of the industry year so "Happy New Year" to all of you! Many fly fishing vendors have issued their new season offerings and Whiting Farms is no different. By now you should have all received your new order forms and pricing for the season. The order forms look a bit different this year with the pricing incorporated in your order forms. Please be sure to look closely as we don't want you to miss a thing. We have been able to add a few items back onto the order form and even added a few colors.

One thing to note is that what you see on the order form are the items we are offering this season. If you don't see it listed, it is because we are not able to offer it. There are some natural colors that have not been on the order form for many years. Yet, we still seem to receive orders for those colors. Why isn't it there? Likely the color was not a good seller, thus we no longer breed for that color. Those colors that have gone the way of the wind are not likely to resurface unless demand for

them resurfaces. So please order the items and colors you see on the order forms. Our hope is that if you order the items we offer each season, versus ordering items that are not being offered, that we will be able to fill more of your order. That makes both of us happier!

Did you ever wonder where the idea for the Whiting 100 Pack came from? Wonder no more, Dr. Tom shares all. Fish Tech Outfitters is our Featured Dealer this month. Colette shares some great news you won't want to miss. Adam has some excellent Bucket List advice. We have a pile-o-flies for you to feast your eyes upon in our product review by our featured tier, Grant Bench. As a result, you won't want to miss out on this newsletter special. Enjoy this issue of WFI On The Fly!

*Dr. Thomas S. Whiting
and the Whiting Team*

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The History of the Whiting 100 Pack

BY DR. TOM WHITING

Whiting Farms cannot really take credit for the idea of the 100 Pack. We created the PRODUCT, but only after we were given the IDEA.

As Whiting Farms cranked up production in the early 1990s, obviously more Hoffman Hackle saddles were being produced and getting spread around the globe. This greater availability allowed more tiers to discover the benefits and ease of tying with high quality saddle hackle. Initially Henry Hoffman's modest production (about 2200 roosters per year) limited access, so the few tiers that were able to get these saddle may have shown them around some, but the tiers probably kept them to themselves as they were a hard to get item. But as Whiting Farms started producing up to 40,000 to 50,000 roosters per year the news spread quickly, and though the market wasn't awash in saddles, their wider availability brought out the creativity of various individuals and companies.

It started mostly in Europe I remember, possibly due to the greater novelty of the Hoffman dry fly saddle hackles there, as Henry's major export sales were predominantly to Japan where he got a premium from his distributor. So in Europe the majority of tiers weren't yet familiar with dry fly saddle feathers. Over time I started hearing complaints from our Whiting Farms distributors in Europe about unofficial saddle hackle packs being seen in their markets. Often they would send me a couple in the mail so I could see for myself. The feathers definitely were from Whiting Farms, but most certainly, we hadn't done the packaging. In some cases a crude color photocopy of our then Hoffman Hackle logo was on the packaging paper. Sometime it was from an identifiable shop or distributor, so I would dutifully contact them and ask them to cease and desist in repackaging our product and using our logo, threatening vague legal actions that I really had no idea how to pursue. But it often worked, and the distributor would be somewhat placated.

Until the next variation of saddle hackle packs showed up from somewhere else. It got particularly bad when a seemingly massive amount of bootleg saddle hackle packs virtually flooded the Italian market. We speculated that this wave resulted from a hackle pelt theft a commercial tying company reported to us from their factory in Kenya, and they implicated a competitor tying company who also tied in Kenya and had a distributor in Italy. But the deed was done and we could only let the bootleg hackle packs work their way through the



Whiting Farms 100 Hackle Packs

market, which in a strange way may have seeded the demand for the future Whiting 100 Pack.

Obviously, trying to suppress these bootleg saddle hackle packs was going to be a futile effort. So I thought maybe we ought not fight this, but rather embrace it and realize these bootleggers were cleverly showing us a viable new product. So we decided to beat them at their own game. And since we were the actual

source of the basic component for the product, the ball was in our court to win. But we wanted to do it in a solid, logical format that all our dealers could sell and the final consumers could easily grasp and afford.

The first decision was what quantity of hackle did we want in this new product? I wish I could remember who came up with the idea at Whiting Farms for a 100 fly concept, but I honestly can't remember. The idea was instead of putting a set number of saddle hackles in each packet, that the mathematics would be easiest to comprehend if it corresponded to a round number of single uses; in this case, flies. And so whatever the price was, the consumer could easily divide the price by 100 to get a hackle cost per fly to ease their purchase decision. We had our pelt grader at that time, John Schaper, who had been commercial tier himself for many years, prepare a table showing how many feathers it took for each of the hook sizes to tie 100 flies. Since John was from Oregon, and tied for clients mostly in the western USA, his standards were more for the "larger waters" of the western USA, and so more heavily hackled. So this table erred on the side of more hackle for the ultimate consumer. Thus we have gotten letters and e-mails over the years from tiers who boast they have gotten 150 or more flies out of their 100 Pack. It makes us happy that frugal tiers can do even better than 100 flies, as we always want our customers to be happy. This concept has stood the test of time, as the initiation of the Whiting 100 Pack was development in the mid-1990s, and has never needed to be altered.

The second challenge to making this a solid product was learning about dry fly hooks and the non-uniformity of the hook sizes of manufactured hook sizes. Hook sizes are NOT a standardized width or gap, such as shotgun bores are (which are based on how many lead balls of specific sizes equal one pound in weight, i.e., 12 lead balls of a 12 gauge shotgun bore size would weigh one pound, a 20 gauge 20, etc.). We obtained hook specifications from several hook manufacturers for their principle dry fly hooks and

The History of the Whiting 100 Pack cont.

BY DR. TOM WHITING

compared these. There were definitely some outliers in regard to hook “gap” (the distance between the hook tip and the hook shank) with some of the manufacturers, but there also was a cluster of manufacturers who had relatively close gap values, in the center of the hook ranges, i.e., 12s, 14s and 16s. Outside of these core dry fly sizes, the manufacturers deviated more, which added another level of complications. We had to settle on some size specifications that would accommodate the majority of dry flies tied. The dominant dry fly hook of the mid 1990s was the Tiemco 100; so we chose their specifications for the new Whiting 100 Pack. We were also aided by some distributors who were willing to share with us sales figures of the different hook manufacturers, and the Tiemco 100, and the other dry fly hook brands that were close to their specifications, made up the overwhelming majority of hook sales in the USA, in that era. So we felt that was a solid foundation to use at that time.

As an offshoot of this emersion in hook gap and manufacturers’ hook specifics, we later incorporated this knowledge in the designing of the Whiting Hackle Gauge. Steve Schweitzer, then marketing manager at Whiting Farms, came up with the idea that Whiting Farms needed to have a quality hackle gauge in its offering. So we had the data, and Steve worked with the Ross Reels manufacturing company on materials, finishes and design, bringing it to fruition. This gauge has stood the test of time, thanks to Steve.

The next challenge in bringing the Whiting 100 Pack to fruition was actually manufacturing them. We soon discovered that the intense labor needed to accurately size the saddle feathers would not be readily affordable with a USA wage scale. So we approached a fly tying company we had a long term relationship with, and worked with them over time to smooth out the chal-

lenges of quality control. However, it was a slow boat to Sri Lanka and back, where this tying company created the 100 Packs. So we set up an additional manufacturing operation in Mexico, with the hope to respond more quickly to the increasing demand for the 100 Packs. But though the company in Mexico worked with massive quantities of turkey feathers for the dying and grinding of them for arrow fletching, the delicate dry fly hackles were quite different for them. They never became accurate enough in their sizing for the demands of our customers; therefore, we decided to abandon this Mexico alternative and stuck with the folks that obviously knew about hackle sizing already and were adept at it, commercial fly tying companies. This makes sense now, but I guess we had to



Whiting Farms Hackle Gauges

try the alternative, and we learned many things in the process, I will never look at arrow fletching the same way again.

So with the quantity and sizing worked out, and the manufacturing developed, now we had to figure out pricing. Initially the Whiting 100 Pack was sold with a tiered pricing format, where the size 12, 14 and 16s were sold at the same price, but the outlying sizes of 8, 10, 18 and 20 were sold at a higher price. We rationalized this as the core sizes were plentiful, but the outlying sizes were rarer and more difficult to produce. This was the pricing program for the first couple of years of the 100 Pack sales. However, shops didn’t like it because it

was confusing and there was potential for mis-pricing packages. So we relented to their requests to make all sizes the same price. Our dealers know from where they speak, so we listened and learned. Plus the vast majority of 100 Packs we sold were in the 12, 14 and 16 range-which we had the most of anyway-so a premium for the outlying sizes wasn’t really necessary. Simplicity won from all angles.

An interesting caveat to this is there has been an increasing demand over the years for the “midge” sizes of 100 Packs. We attributed this to tiers discovering the ease with which long saddle hackle make tying these small flies. So over time we have seen a swelling of demand for size 18 and 20, particularly in grizzly and black. Wanting to get a head start on this emerging trend I took this as a challenge to develop specific lines of roosters that had predominantly saddles with sizes 22, 24 and even 26 hackles. I dubbed these my “ultra midge” lines. But even though many tiers boast that they only tie tiny flies, the actual sales have never shown that much demand for 100 Packs beyond size 20. Sales for sizes 22 and 24 pretty much drop off a cliff compared to Size 18 and 20. The fly tying companies we supply say the same thing in regard to their finished fly sales. Not wanting to let my work go to waste I reincorporated these “ultra midge” individuals back into the regular “midge” lines, so they will still be swimming in the gene pool here at Whiting Farms in case the size trend ever shifts towards smaller flies in the future, because saddle size specific lines are how I breed within the gene pool.

So now you know where the Whiting 100 Pack came from and how they came into being. This is a classic example of consumer driven product development!

To this day the Whiting 100 pack remains one of our best selling products.

Thomas S. Whiting,
 *Ph.D.*

Fish Tech Outfitters
SALT LAKE CITY, UT



Storefront of Fish Tech Outfitters

Fish Tech Outfitter's just celebrated it's 20th year, though the accumulative experience well exceeds that. The Store was an off shoot and creation that was subsequently formed when an old Utah staple, Angler's Inn, went out of business. Angler's Inn is where I would sneak away to weekly, when I began my own fly tying adventure, to purchase materials and gather tidbits of knowledge from the then experts and gurus of an all together different and cherished time.

Byron Gunderson, his wife DeEtte, and Mickey Anderson, as well as others, built up the store and it's reputation as one of the finest and unique shops in Utah, as well as the entire West. I would have to believe our most endearing and defining trait is service. I get that comment all the time from people that are taken aback that we actually and in whatever need would best suite us different in an ever changing fast paced in how we treat people, offering great cus-

been tying, have done so for over twenty-trying to keep the tying walls well stocked to I kind of think that's our other niche as hard to find, they can depend on us taking place that you could grab a cup of coffee, table and shoot the breeze with fishing few laughs while we spin you up some unique characteristic to our shop. We don't just that some of us lovingly refer to as "the dark side". We cater to all; we sell worms, pop gear, plastics, lures, down rigger's and everything to efficiently attack the salt water. We are pleased to be a procurer and dealer of all things Whiting and honored to be featured this month. A special thanks for all Whiting does for us in keeping us in hackles, feathers, and cuckoo for barb counts!



Whiting Wall

take the time to help with rigs, knots, info them in any given situation. What makes world is that we are a little old fashioned tomer service. My passion has always five years. And I take a little pride in try-fit and suite every need.

well. When people need something that's care of that need. We've always been that sit around a literal water cooler at the back stories, hopefully mostly true and share a fresh string. That is the other unusual and do fly fishing, we have a whole other dimension

Good Cheer and Best Regards, Samuel Swink.



Inside Fish Tech Outfitters



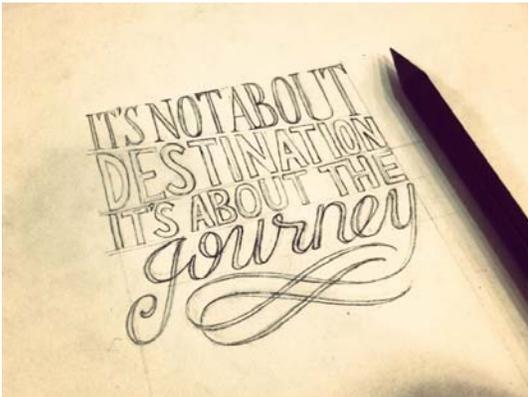
What a Long Strange Trip its Been!

BY COLETTE MAYERS

Yes, it's been strange at times. But mostly, it has definitely been a long trip. Nonetheless we have some eggsciting news for you! The new website is finally online. While eggs take only 21 days to hatch, the website took much...much longer.

Remember the saying "It's not about the Destinations but about the Journey"? I don't wholehearted disagree as I am happy to have reached the destination...finally! The journey, however, has been somewhat arduous. Don't get me wrong, I have enjoyed all 2,629,743.83 minutes of it. It has been a tremendous learning process. But who ever said creating new websites was easy, inexpensive, and not to mention fun? Well, ok, I did have some fun on this very long journey.

Also, let me give a shout out to all website designers, developers and programmers. Honestly people, they have to deal with all of us and try to make us happy. I put them right up there next to wedding planners. Nothing will ever be finished and nothing is every perfect. They hear what we say



and move forward with the plan only to find out that they didn't do what we envisioned in our

heads. Hmmmm.... how is that supposed to work? Can they read minds too? Yep, I feel for them.



So, yes, the website is online and please feel free to visit. Feedback? Sure, the chickens eat a LOT, we can always use more feed. Send your feedback any time!

I was just about to close the coop doors and take a nap...but realized it's time to update the new website with the 2016 / 2017 colors. Wow-wee! The fun never ends!! Have a great fall and send an email if you need anything.

Here's the address:

accounting@whitingfarms.com.

Colette



Make those Bucket List Fishing Trips Happen

BY ADAM KRONEBERGER

All fishing trips have to start somewhere right? Here are a few tips for you, your friends, or customers on how to make that Bucket list trip come to fruition. First of all it might take a little creative thinking to pull off your epic trip which means you have to start with an open mind. Using myself as an example, I used to be one of those trout only guys who thought it might be fun to try some saltwater fly fishing sometime, but only if the saltwater species and location where as near to perfect creation as the rocky mountains and the trout that inhabit their streams. Ha boy did I have a size too small neoprene wader wedgie attitude.

The first piece of advice I will offer to you is: Bring your fly rod with you everywhere you are traveling, and I challenge you to target/ catch one of the local fish in the area you are visiting. Not only will your knowledge and appreciation increase for catching different species, but you will begin picking up tips and tricks that will

greatly benefit you by the time the daddy of em all adventures presents itself.

The second thing I would encourage everyone to do is tell everyone and your mother about the dream trip that you are going on. Why? because once you have told everyone what big bucket list trip you are doing you start to realize that you have to come through on your own words. The practice of sharing this dream of yours with others really is more of an exercise to keep your focus on obtaining that prize.

The third thing is to get to know people who have successfully made a trip like the one you are planning or at least similar. God gave us two ears and one mouth for a reason! Go listen to a few people who might have blazed the trail first and see what you can pick up on to have a better trip, or avoid a disastrous trip. Getting to know people who have done these types of adventures well is one of the most crucial pieces to your own research you must do!

The fourth thing I recommend is finding a way to create a small sample size version of the trip you want to take. For example most of us have heard of people targeting carp in preparation for bone fishing trips. Again some of the places you might travel to with your fly rod on business or whatever can be a great place to practice your gear packing skills. If that checked bag of yours gets taken off your plane because the pilot says the plane is too heavy are you going to miss a few days of fishing or do you always carry on the essentials? My carry on bag is really more of a fly fishing version of a bug out bag to ensure that fish are caught :)

Make your bucket list Fly Fishing trip happen, and then make more bucket list trips after that!

Adam Kroneberger

*Social Media/Pro Team
and Ambassador Manager*

FISH-N-CHICKS

Doctor

A small town Doctor was famous in the area for always catching large fish. One day while he was on one of his frequent fishing trips he got a call that a woman at a neighboring farm was giving birth. He rushed to her aid and delivered a healthy baby boy. The farmer had nothing to weigh the baby with so the Doctor used his fishing scales. The baby weighed 21 lbs. 13 oz.

Speeding Ticket

A cop pulls a guy over for speeding and the guy's defense was, "I was just going with the flow of traffic."
The Cop's response... "Ever go fishing?"
"Yeah..."
"Ever catch ALL the fish?"

My Pet Fish

A man was stopped by a game warden in Northern Michigan recently with two buckets of fish leaving a lake well known for its fishing. The game warden asked the man, "Do you have a license to catch those fish?"
The man replied to the game warden, "No, sir. These are my pet fish."
"Pet fish?" the warden replied.
"Yes, sir. Every night I take these here fish down to the lake and let them swim around for a while. I whistle and they jump back into their buckets, and I take em home."
"That's a bunch of hooey! Fish can't do that!"
The man looked at the game warden for a moment, and then said, "Here, I'll show you. It really works."
"O.K. I've GOT to see this!" The game warden was curious now.
The man poured the fish in to the lake and stood and waited. After several minutes, the game warden turned to the man and said: "Well?"
"Well, What?" the man responded.
"When are you going to call them back?" the game warden prompted.
"Call who back?" the man asked.
"The FISH."
"What fish?" the man asked.



Adam Kroneberger

Social Media Manager/Pro Team and Ambassador Manager of Whiting Farms
If you have any questions or concerns, please feel free to contact Adam
at adam@whitingfarms.com or at (719) 472-4961.

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Matthew Pate



Thank you all for representing and promoting Whiting Farms products!

How many flies will a Whiting 100 Pack Tie?

BY GRANT BENCH

Whiting Farms 100 packs are ideal for the tier looking for value, and consistency without breaking the bank. Recently, I was given the charge to see just how many flies I could get out of the pack and the results were quite impressive.

In order to stay consistent, I used all size 12 dry fly hooks with this mini project. Styles of flies included tenkara, catskill, english, and french style dry flies and of course, traditional dry flies we use here in the West. Most tenkara style flies required only 4 wraps of hackle. In fact, I was able to produce 15 tenkara (sakasa kebari) style flies utilizing one feather! That's an astounding 60 wraps of hackle in one! Others required up to 15 wraps of hackle ie the bivisible. On others such as the crackleback, I used 6 wraps of hackle while on the reverse parachute patterns, 10-12 were required. So as you can see I was all over the place with regards to wraps per fly. Averaging it out, 6 wraps of hackle were used in each fly which may be a bit of over-kill or it may be spot on depending on how much hackle you like to use on your flies.

My total of finished bugs came out to be 155 bugs w/6 being discarded due to O.C.D. reasons. Due to the nature of each feather and each one being different, for sizing purposes there was about eight 1.5" tips leftover that I will use for smaller flies down the road so potentially the total number would be 160+ bugs out of one 100 pack.

100 Flies tied with one 100 Pack



Extra flies tied with the leftovers of one 100 Pack after 100 flies were tied.



Assuming my math is correct, the average tier should be getting 12-13 flies out of each feather. Taking that number and multiplying by the number of feathers in each pack (12) our magic number is 156. How's that for value? Maybe they should be called 150 packs



Grant Bench lives in Provo, Utah and is a Pro Team member of Whiting Farms. Grant has been tying flies for 17 years. He can frequently be found demonstrating tying flies at fly fishing shows and expos. He recently had an article published in Fly Fusion. Grant can also be found instructing fly tying classes at the Sundance Mountain Resort every other Thursday.



WHITING 100 PACK
THE ULTIMATE
HACKLE

The Ultimate in Quality, Convenience, Color Range, Availability and Value.

QUALITY - Only top quality Whiting genetic dry fly saddle hackle is used to create these 100 Packs. Whiting - unequalled in all the important criteria of dry fly feather qualities; the highest barb density, the stiffest barbs, superior symmetry, thoroughly washed, expertly dyed, and amazingly strong.

CONVENIENCE - Buy just what you need; the exact hook size and color. Each 100 Pack contains enough Whiting saddle hackle to tie a minimum of 100 flies for that hook size.

COLOR RANGE - Unequalled range of both natural and dyed colors, with more dyed colors available than in the Whiting caps and saddles.

AVAILABILITY - Always the best availability.

VALUE - Whiting 100 Packs allow the fly tier to buy exactly what they