



## FISHING MUSEUM AND HALL OF FAME

# MINNESOTA FISHING HALL OF FAME NAMES 2023 INDUCTEES

**Little Falls, MN — Tuesday, January 31, 2023**

Four individuals and two organizations will be enshrined by the Fishing Hall of Fame of Minnesota in 2023. Inductees in the Individual Legends category are Tom Carlson, Russ Francisco, Jeff Sundin, and Hank Ebert. In addition, Reeds Family Outdoor Outfitters and F-M Walleyes Unlimited will round out our list for the year.

The Hall of Fame annually recognizes up to four individuals and two groups or organizations that have made a major impact on Minnesota's sport fishing industry. The Hall stands to recognize all passionate fishing promoters, whether they have made a difference through education, legislation, guiding, manufacturing, media promotions or other means.

Individuals must be a state resident, have lived in Minnesota for a minimum of 25 years, be at least 50 years of age, and have made meritorious contributions to the sport of fishing. Businesses and organizations may also be nominated, provided they are registered in Minnesota and have made similar noteworthy contributions to fishing. Nominations are accepted from the general public, and the list is reduced to the top ten by current Hall members, after which finalists are voted on for induction.



**TOM CARLSON**

**TOM CARLSON** Tom Carlson began Carlson Wholesale Tackle as a wagon jobber in 1965 selling fishing tackle to bait shops and sporting goods stores across MN. Along with his wife, Annette, they worked tirelessly for years, expanding the business to include hunting supplies as well. The business that started in their garage eventually moved to a 100,000 sq foot warehouse in Sauk Rapids and was renamed CSI. Under Tom's leadership, CSI became the largest distributor of fishing and hunting equipment in the upper midwest. Customer service was the backbone of the business and it was Tom's engaging personality and commitment to his customers that kept him in the forefront of the fishing industry for over 50 years.



**RUSS FRANCISCO**

**RUSS FRANCISCO** Russ Francisco was first introduced to fishing at 5 years old by his father, Carl. The enjoyment of the sport stuck with him and at 16 he took his first job at Drills Marina in Duluth. It was this job that showed him fishing wasn't just a hobby, this is what he wanted to spend his life doing. In 1976, after the marina closed, Russ opened his own store, Marine General, at 24 years old selling sailboat hardware out of a basement. 47 years later Russ is still at it everyday at Marine General, now specializing in Great Lakes fishing, with his 3 children: Jesse, Corey, and Sarah. Along the way he has also owned interest in other businesses within the industry such as: Fish Hawk Electronics, Catch Cover, and today also owning Romer Release Company.



**JEFF SUNDIN**

**JEFF SUNDIN** Jeff Sundin's labor of love began in 1983 when he started a career as a fishing guide on metro area lakes. By 1986, Northern Minnesota became the new full-time headquarters for hosting customers. Anglers from around the country, and beyond, enjoyed his high-level service. Branching out, Sundin's multi-media endeavors include reports posted on his web properties highlighting seasonal fishing trends, tackle selection and fishing techniques. Since 1990, Jeff has been a radio personality for KAXE/KBXE, and makes occasional guest appearances on TV, podcasts, and fishing magazines. In 2005 Jeff branched out to become a charter member of the MN DNR's Walleye Advisory Committee. In 2017 he began serving on the Panfish Workgroup. Numerous career Highlights include guiding Jesse Ventura in the 1999 Governor's opener and for winning WCCO TV's "Best of Minnesota" people's choice poll as Minnesota's best fishing guide.



**HANK EBERT**

**HANK EBERT** Hank has lived in Brainerd for nearly 40 years now and was invited by Marv Koep to join the Nisswa Guide's League in 1976. He is a current Board Member and Fishing Guide for the Brainerd Lakes Area Chapter of Fishing Has No Boundaries, an organization providing fishing opportunities for disabled anglers. Hank remains the only paraplegic Professional Fishing Guide in Minnesota. Hank is also on the Pit Crew for the Jim Head Top Fuel Funny Car Team (NHRA). Hank is an accomplished athlete who has won over 65 medals since 2000, (mostly Gold, a few Silver and Bronze) in the National Veterans Wheelchair Games in Archery, Field, and Shooting events. Hank's always positive personality and unbounded enthusiasm and energy are ever apparent as an avid game hunter and community volunteer for such organizations as Trolling for the Troops, Outdoors With Hero's, and the Camp Ripley deer/turkey hunts. Hank's biggest fans are his son Colt and the love of his life, Sandy. Hank has a passion, drive, and knack for catching all species of fish in the Brainerd Lakes Area.

**REEDS FAMILY OUTDOOR OUTFITTERS** In 1971, soon-to-be-married Jeff Arnold and Kay Campbell made a bold move that would forever impact Minnesota's fishing scene. They purchased Reed's Sporting Goods and Gift Store downtown Walker. Kay would run the gift store, Jeff the sporting-goods store. Through Reed's Sporting Goods, a classic family operation, Jeff would become one of Minnesota's best-known sellers of fishing tackle and accessories. His many years and long hours in the store and in sport-show booths and aisles—pitching the advantages of the latest fishing tackle and electronics—are truly legendary.

**F-M WALLEYES UNLIMITED** FM Walleyes Unlimited, Inc., was founded in 1977 to "promote conservation, sportsmanship and education in respects to walleye fishing". The founding members recognized that through good habits of taking fish with sportsmanlike conduct, and educating others about the sport, better fishing would result for all. Under this mission, the members of this organization have forged a positive impact in fishing on a local, regional, and national level national level by sharing knowledge and a love of the outdoors to our youth, our passion through events & donating funds that support outdoor organizations.

**The official enshrinement will take place on Friday, September 22, 2023 at the Rice Creek Hunting, Rec and Event Center in Little Falls. For details, visit [www.fishinghalloffamemn.com](http://www.fishinghalloffamemn.com).**

**REEDS**  
Family Outdoor Outfitters



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