Gary Loomis holds a special place in the hearts of anglers everywhere for his charisma and for his unmatched innovations in the field of fishing rod design. A true pioneer in the design and manufacture of graphite rods, his path to success defined perseverance. From stalling Boeing engineers in the 1970s in search of anyone who knew how to structurally design graphite to the fateful conversation with his wife when he outlined his plans to sell everything they owned to build fishing rods, Loomis meets every challenge the only way he knows how - head-on.

Working 16 hours a day, seven days a week for five and half months, Loomis built the original machinery to make his cutting-edge graphite rods himself. Before the last piece of machinery could be completed, the money ran out. With his dreams about to be put on hold indefinitely, the phone rang.

Throughout his career, Loomis had done business with Cabela’s and now the company was calling to buy fishing rod blanks. They wanted 280 blanks a day for the next eight months, to be exact.

“We worked out a deal where they fronted the money for me to finish the machinery and I paid them back over two years,” he recalls. “We never signed a piece of paper on that deal. If you do things right, then things some people might call luck will come your way.”

The rest, as they say, is history as Loomis rods and the famous skeleton fish went on to become industry icons. Mechanical aptitude, tireless enthusiasm and an uncanny gift for overcoming the odds are just some of the traits that make Gary Loomis a true legend of the industry.