

BizSnaps

A Snapshot look at local businesses

Your Name: Shawn McCarten
Title: Professional Fishing Guide
Business Name: "It's A Keeper" Guide Service
Address: Janesville, WI
Phone: 608-542-0780
Trips Available: Saturday and Sunday Spring, Summer and Fall. Ice trips available 7 days a week throughout the winter during safe ice



When was the business started? 2009

Describe your services: I provide four, six and eight hour guided fishing trips. Everything you need is provided, including transportation, rods, reels, bait, tackle, instruction latest techniques, fish cleaning and packaging.

What product, service or philosophy differentiates you from your competitors? My experience. I have fished professional Bass Tournaments including the FLW and Everstart Series. I was hired as a professional speaker promoting my sponsors' products at major sports shows throughout the United States. All of the shows were performed on a 4,000 gallon aquarium called the Hawg Tank. Maybe you met me in Chicago?!

How did you get interested and/or started in this business? I started fishing with my family at a young age. I love to pass my passion for the sport on to others. To me, this is a cherished tradition that needs to be passed on to the next generation. It's a great way to bring the family together and enjoy the great outdoors.

What have you learned from this business? People are always eager to learn new techniques and want to expand their knowledge in fishing. I learn something new every time I hit the water by experimenting with tackle and techniques. Fishing is like a puzzle; every time you fish you add a piece. Sometimes it fits, sometimes not.

What are your future plans for your business? I would like to work with some resorts up north so I can offer 2 day getaways.

Do you have a favorite saying that applies to your business? I refer to the Chinese Proverb of "Give a man a fish; you feed him for a day. Teach a man to fish; you feed him for a lifetime".

What have been some of the challenges you've faced and how did you work them out? The biggest challenge generally is the weather. I like to provide fun, comfortable, enjoyable trips and the weather is my biggest obstacle. If it looks like the weather for the day is going to be poor, I will call to discuss the option of rescheduling your trip for another date. If that is not an option, I have rain gear and will make it as fun and productive as I possibly can.

What do you find most rewarding about this type of work? The most rewarding is being a part of people's great fishing stories. The smile on the face of a new enthusiast as they bring in their first catch is irreplaceable.

What type of customers use your services? All levels of fishing enthusiasts from being brand new at the sport to experienced anglers looking for new techniques, products and maybe a different species they have not yet pursued.

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