



Virtual Meeting
Wednesday, February 10th
Rob DiFatta –
Tournament Fisherman &
The Hammond Group
FISHING TACKLE INDUSTRY INSIGHT
& THE RAPALA STORY

Rob DiFatta is an avid angler. He's participated in bass tournaments since the early 1990's, including some FLW Bass Tournaments as a co-angler. Rob also pursues salmon on Lake Michigan and chases other species in a variety of lakes in our area. He is a complete outdoorsman including hunting deer, turkey and ducks on a 400-acre domain in central Illinois.

Rob's day job, as an Account Manager with The Hammond Group – a Midwest manufacturer's representative company, provides a unique understanding of fishing as well as hunting, camping, etc. His company represents, in addition to Rapala, iconic brands such as Huk, Flambeau Outdoors, Benchmade, Maxima, and Motorola among many others. Hammond sells to retailers where many of us shop – Bass Pro Shops/Cabela's, Dick's Sporting Goods, Overton's, Gander Outdoors, Meijer, Mill's Fleet Farm, Blain's Farm & Fleet and many others.

DiFatta brings a unique perspective being both an avid and successful angler as well as industry insight of the fishing tackle industry. He will share some insight on the innerworkings of the fishing tackle industry including how Rapala rose from a Finnish garage operation to an industry juggernaut. And he just might have some valuable fishing tips for us too.



Illinois Club Meetings are on the 2nd Wednesdays 6:00 PM

Meetings Will Be Virtual Until Further Notice

Members Will Receive Access Instructions Via Email

Guests May Request Access In Advance At – lakegenevafishingclub.com/contact-us