



**R.L. Winston Rod Co.
Operations Manager
Recruitment Profile**
winstonrods.com

THE FOREST GROUP

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The History

While 1929 may be an infamous year in financial circles, it is one that is cherished by anglers worldwide. It's the year Robert Winther and Lew Stoner started what is known today as the R.L. Winston Rod Company. Originally calling their San Francisco-based company the Winther-Stoner Manufacturing Co., they later combined elements from both their names, and renamed it the R.L. Winston Rod Company. Technicians at heart, they began the Winston tradition of archiving each rod with a journal entry and a serial number. Almost immediately, the bamboo rods these two men built earned a reputation for performance and exceptional quality.

Milestones and a history of innovation

- **1933:** Robert Winther sold his interest in Winston to employee Red Loskot, an accomplished fly fisherman and member of the Golden Gate Angling Club.
- **1934:** Lew Stoner developed his patented hollow-fluted rod design for use in tournament casting competition.
- **1936:** Primo Livenais used a Winston surf rod to break the world record with a 623 foot cast.
- **1938:** Marvin Hedge used a Winston to break the world fly casting record by 36 feet.
- **1945:** Doug Merrick stopped by the shop to buy a new rod and also found a job at Winston.
- **early 1950s:** Winston incorporated the casting characteristics of its famous hollow-fluted rods into a new material: fiberglass.
- **1953:** Merrick purchased Red Loskot's interest.
- **1957:** Lew Stoner died unexpectedly and Merrick became sole owner.
- **1967:** Renowned angler and hotelier Charles Ritz, president of the International Fario Club in Paris, presented Merrick with a medal for "Outstanding work and knowledge pertaining to split bamboo rods."
- **1973:** Tom Morgan purchased the company from Merrick
- **1974:** Morgan took on a partner to assist him with bamboo operations as he refined and concentrated on the company's fiberglass and initial graphite efforts.
- **1975:** Winston offered a new line of 2 and 3-piece graphite rods that met with great success.
- **1976:** the decision was made to move the company from San Francisco to Twin Bridges, Montana in order to be near the world-class trout fishing of the Beaverhead, Big Hole and Jefferson rivers.
- **1991:** Winston was bought by David Ondaatje who, over the next several years, worked closely with Tom Morgan to learn about Winston rod building and design.
- **1994:** The company began rolling its own blanks and a year later, moved to a new rod facility in Twin Bridges specifically designed for rod building and outfitted with state of the art equipment.
- **Mid 90s:** Winston introduced a number of industry-leading rod designs, including LT 5-piece trout rods and the first two series based on boron/graphite composite: BL5 and XTR.
- **2000s:** Winston innovation becomes centered on boron/graphite composite.
- **2011:** Winston introduces the Boron III X series
- **2014:** Boron III LS light line rods and BORON III TH two-handed rods were introduced.
- **2015:** Winston introduces Boron III TH-MS Microspear rods
- **2016:** Continuing their tradition of innovation, Winston introduces the new Boron III Plus fast action/high line speed rod series for powerful fish with new 'shooting guides.'



The Product

At Winston, they refuse to compromise and have a true passion for doing things the right way. Since 1929, they have made not only the most innovative fly rods, but the most beautiful. Pick up a Winston, and you'll be holding a rod with a flawless finish, precisely aligned guides, a perfectly formed grip, and a reel seat made from the finest components. Fish with one, and you'll experience superior performance, as well as the remarkable feel that comes from a rod that's lightweight, balanced and smooth. Winston knows that anglers have many fly rods to choose from, but when the goal is to own the finest, there can only be one.

Winston Green Finish and Hand Inscription

Winston is proud that their rod finish is the finest in the industry. "Winston Green" stands for quality, beauty and impeccable performance. They use a proprietary and time-consuming multi-step hand-finishing process that requires multiple green and clear protective coats to get it just right. They perform our rod finishing in a secret room where no outsiders are allowed to ensure our formula remains unique to Winston. The resulting finish not only yields a spectacularly beautiful, cosmetic translucent green look, but also provides important impact protection to the Boron and carbon fiber materials in the rod. Once the rod is ready and has passed numerous quality inspections, every section of every Winston rod is then hand inscribed with rod series information, rod length and line weight and serial number. It is Winston's way of signing a completed work of art, just before sending it to their dedicated customers.

Technical guides for each rod series

The new Boron III X and Boron III Plus rods are designed with new ultra hard-coated Shooting Guides to minimize friction. These new guides are finished with the highest Rockwell hardness rating in the industry, and use weather and salt-resistant stainless steel wire with an environmentally conscious chrome finish. They have been shaped with a more open circular loop allowing fly lines of all types to pass with minimal contact and have a low profile which holds the line closer to the rod. The difference is incredible. It's like these rods have been turbo-charged and the line wants to escape. This is why they are called "Shooting Guides." The diameter or "thinness" of these new guides is slightly smaller than conventional guides, for less actual and perceived weight. The result is an amazing balance with their rod designs, creating an unparalleled ability to generate incredible line speed with virtually no hindrance from the guides. This means less effort with each cast, allowing the angler to cast smoothly at any distance quickly, cleanly and effortlessly.

Cork Grips

Winston sources the highest quality of cork available because it matters. Each of their grips is produced according to exact Winston specifications. The grip profiles for each rod series are designed to provide optimal comfort and to maximize ergonomic contact throughout the hand, thereby reducing fatigue. Beauty and performance working together.



Reel Seats

The Winston approach to reel seats is simple: no shortcuts. Their freshwater rods feature burlled box elder spacers and expensive, beautifully machined and polished genuine German nickel silver fittings with an engraved Winston logo on the end cap. Winston craftsmen designed, they are only available on Winston rods. For more extreme and saltwater rods, use Winston's hard anodized aluminum reel seats. Attractive and highly durable, they feature double lock rings for added reel security. Each is engraved with the company name in script.

Bamboo

Winston has been involved with bamboo since 1929, when Robert Winther and Lew Stoner began making innovative rods known for their craftsmanship and performance. Today, their commitment to this natural material remains steadfast. Each of these rods can take up to a year to build. Place one in your hand, and you will be holding over 85 years of cumulative knowledge and experience. Cast one, and you will experience a wonderful slow action, as well as superb line and loop control. Fish one, and you understand why anglers become devotees of their bamboo; the rods are highly accurate, feature incredible touch and feel, and can make extremely delicate presentations.

From Bamboo to Boron and Graphite

In the 2000s, Winston innovation became centered on boron/graphite composite, and a more responsive and dynamic second generation of this rod building material was utilized. During this time, the phenomenally successful Boron Ix, Boron II-MX and Boron III series were introduced. These award-winning designs redefined the fast-action category by combining power and strength with accuracy, responsiveness and very light weight.

Boron is a chemical element which can be processed into lightweight fine diameter tungsten wires with incredible strength. This is a very different and much stronger material than graphite. Its amazing strength to weight ratio has been utilized for years in the aerospace and aviation industries where lightness and strength are BOTH extremely important. Winston works with the same suppliers to the aerospace industry to source their Boron composites so the advanced, high tech properties of Boron can be uniquely applied in their fly rod designs. Winston is a true leader in fly rod design utilizing these materials. In testing the properties of Boron composites, this material is stronger than steel, yet lighter than aluminum. Simply put, Winston believes there is no better material than Boron fiber to design smooth casting fly rods with high compressive strength and extraordinary lightness.

Using Boron fibers in the butt sections of Winston's premium fly rods provides extraordinary strength and drives extra energy through the entire rod, creating a distinctive lively and crisp action. They have found that fly rods made only from graphite fibers (without Boron) do not have this same energy. Winston's premium Boron III designs are among the most advanced fly rod designs in the world. Because of Boron, Winston's high-performance fly fishing rod designs have become extraordinary complex, often incorporating multiple materials and multiple tapers. For an angler to be successful, a fly rod should cast accurately at a variety of distances with little effort. The new Boron III designs allow the user to achieve that success.



The Boron III fly rods are the most advanced fly rod designs using the most advanced high tech aerospace materials in the world. Using Boron to energize the famed Winston Progressive Action, Winston is able to make fly rods for any fly fishing application. The compression strength of Boron composite in the butt section of all Winston Boron III fly rods provides unparalleled power and energy to handle any angling situation – from making extremely delicate casts to sipping trout in gin-clear water, to punching through heavy winds with very big flies. Winston’s modern Boron III designs and composites enable them to design a phenomenal range of progressive action fly rods to give the angler increased accuracy, to protect tippets, to control and vary line speed, and, most importantly, to enjoy casting. That is The Boron Advantage.

Nexus – The Premium All-Graphite Fly Rod

The WINSTON NEXUS series is a new line of high-performance, very lightweight, fast action rods that redefine the high-end, all-graphite category. Their innovative design combines faster tapers, especially through the lower half of the rods, with the distinctive “feel” and smooth casting attributes that are hallmarks of a Winston. The result is “all around” rods ideal for a variety of situations; they are a joy to cast, and can generate added power when needed. By utilizing 100% graphite, Winston reduced the higher material expense of Boron III used in their top-of-the-line rods. Nexus rods have a gorgeous deep black finish, and are made to Winston’s renowned standards of quality and craftsmanship.

The Culture

Manufacturing products that have a deep commitment to quality combined with a rich history has created a wholly unique culture at the Winston Rod Company. The team at Winston has an enormous sense of pride and a deep desire to share that accomplishment with those who have the same passion that they do for fly-fishing. The Winston Rod Company employs 42 committed folks, 23 of whom are full time employees at the HQ with an average tenure of 10 years. There is an opportunity for the right kind of leader to reinvigorate the team to create the next chapter for this important brand in the passionate world of fly-fishing.

Fly-fishing can be equal parts precision, art and commitment. A successful angler will also have a sense of hardiness and a "can do" mentality that only comes from years in the wilderness in search of that perfect experience. These are the qualities that are embodied in the culture and Winston needs a leader who can harness and focus the organization to become much greater than the sum of its parts.

Embedded in the Winston culture is a desire to stand strongly with the efforts of many conservation and educational organizations around the world. The sport they love is directly linked to water quality, the health of wild trout populations and coastal fisheries, land preservation and many other factors. As a company, they see aiding groups that care about and are dedicated to angling environmental causes as a true responsibility and urge everyone, whether your rod is a Winston or not, to help in any way you can, large or small.

Some of the organizations that seek to conserve our fisheries and waterways that Winston supports include: Trout Unlimited, World Trout, Patagonia, Save Bristol Bay, Federation of Fly Fishers, Stop Aquatic Hitch Hikers!, and the Bonefish and Tarpon Trust.



General Manager

The Home; Twin Bridges, MT

The reason for Winston's headquarters being located in Twin Bridges can be summed up in one word: rivers. Specifically, Twin Bridges lies at the confluence of the Ruby, Beaverhead, and the Big Hole, forming the Jefferson River. The Jefferson flows on to meet up with the Gallatin and the Madison eventually becoming the mighty Missouri River. Not surprisingly, anglers from all over the world migrate to these waters, casting their lines, hoping for success. One has to love the idea of leading a key employer in the region and love the idea of small town America as well. But if you love fly-fishing welcome to heaven.

Situated below Montana's beautiful Tobacco Root Mountains, Twin Bridges has a small population; in fact, winter time conversations amongst the locals tend to cover a variety of topics including cattle, frozen machinery, local sports, and the all time favorite, the weather. For those craving pursuits in communities with a larger population, Dillon, MT (pop. 4,000) is a mere 30 miles to the southwest and Bozeman (pop. 40,000), home of Montana State University, is about 90 miles east, via Interstate 90.

Native Americans walked on many trails in the area, four of which merged at a bend of the nearby Beaverhead River. These trails were used by early settlers and freight companies and helped establish the community of Twin Bridges. Two brothers, the Lotts, who settled in the area in the 1860s are responsible for the town's name, having built two bridges across the Beaverhead in 1865.

Twin Bridges supports a small grocery store, a library, a school, a few hotels, and a local's favorite, The Shack restaurant.

Opportunity

The Director of Operations is a leadership role and ultimately responsible for R.L. Winston's operations including manufacturing, product quality and delivery. This person is responsible for driving strategy and execution of operations including production, global supply chain, sourcing and purchasing, demand planning, inventory and warehousing, and quality control.

Essential Function:

Operations: production, sourcing, supply chain, warehousing

- Contribute to overall company strategic planning. Leads, develops, and implements operational strategies, plans and related budgets to align with the overall company strategies.
- Collaborates with all divisions of the company including Sales, Product and marketing. Responsible to translating Sales Forecast/Demand Plan into production and operations plan.
- Leads Operations Team in the production planning process and related execution to fulfill global demand. Ensure the operations team understands and is working to help meet the company's financial objectives. Translate company strategies, goals and objectives into Operations and Quality plans.



General Manager

- Work with product development to define to define and develop standards for designs and manufacturability.
- Leads operations team to meet production forecast. Defines manufacturing KPI's to ensure plans and budgets are attained.
- Support sourcing to ensure supplier selection and qualification.

Team and Leadership

- Member of Executive Team – actively contributes to the development of the overall business strategy including company goals, priorities, and annual planning.
- Provide oversight and direction to staff to manage the profitability of product through the management of realized Cost of Goods.
- Help create and execute a development and leadership plan for the Operations. Develop a professional growth plan for each person within the team. Support and mentor employees and teams.
- Create a culture of accountability while maintaining the camaraderie and friendly nature.
- Establish and follow departmental processes and procedures and measure and monitor progress against strategies, objectives, and performance targets.

JOB QUALIFICATIONS:

Knowledge, Skill, Ability and Core Competencies:

- Demonstrated mastery of Operations, Distribution, Manufacturing, Contract Negotiations and Logistics.
- In-depth understanding of Planning and Inventory and Management Quality Systems.
- Demonstrated management and leadership skills. Ability to effectively communicate across the entire organization and at all levels. Strong teamwork and interpersonal skills. Ability to inspire, build, and maintain trust and motivate others.
- Ability to coach, mentor and develop direct reports and others. Provide clear direction and goals while holding people accountable. Effectively delegates and empowers others to achieve overall business results.
- Ability to create effective strategies, clear plans and manage budgets; and identify and/or develop effective and efficient systems to support objectives.
- Ability to see their function in the broader context of the business and how it can best support the overall strategic direction of R.L. Winston.
- Excellent communication skills: written and verbal. Active listener. Effective presentation skills.
- Ability to make effective and timely decisions – thinks quickly, act decisively and inform others.
- Consistently exhibits company values and ethos in all interactions.
- Constantly drives for results that meet company financial, quality and operational objectives while meeting or exceeding customer expectations, thus continually strengthening the brand.



EXPERIENCE:

10+ years' experience in a combination of Manufacturing Operations Management, Quality Management, and Planning. Strong in Manufacturing, Systems, Demand Planning, Supply Chain Management as well.

Proven ability to create and successfully execute high-level strategies and budgets

For additional information, please contact Adam Forest, Lu Setnicka, or Deb Mason at:

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General Manager