

Hayward Outfitters: Be Safe, Have Fun, Paddle Often

Sometimes it takes economic necessity to turn a passion into a business. That's what it took for Jim Montag and family to launch Hayward Outfitters, a one stop shop for all your paddling needs.

The crash in 2008 all but shut down the construction industry and Jim found himself out of work. Moving his family north for a job that petered out left him in a dilemma. Move back to the cities or take a stand. The family decided to take a stand, stay in the north woods and start a business.

Spotting the for sale sign at Sue's Hot Dog and Mini-golf, located next to the Fishing Hall of Fame right on Lake Hayward gave them the perfect location. After closing on the place in April, the family embarked on a major renovation.

Jim, with wife Jane, children Katie, Kyle, Jack, sister Randi and many other friends pitched in to help. As Jim says, "It's all about family, brother."

The Montag's opened up shop for Memorial Day Weekend and haven't looked back. The results of their focused vision are a full-service paddling store, including a full-line of today's most advanced craft in kayaks and canoes, accessories of quality paddles, transport equipment, dry bags, car top carriers and boat carts, an expanding line of quality outdoor gear wear and even a paddle school.

In addition, the Montag's are also a one stop shop for all your dock needs, adding Dock-Rite docks, lifts and canopies to the list of quality name brand products they carry.

Their line of boats matched up with their prime location make Hayward Outfitters the perfect place to launch your next boat adventure.

Rent a boat for a couple of hours and explore Hayward Lake or take one of their longer adventures down the Namekagon River, part of the St. Croix National Scenic Riverway. Start from Hayward and paddle to Stinnett landing or go from Stinnett to Springbrook. We have been blessed with lots of rain this season which has opened up the northern parts of the river to paddling. Cable wayside to Larson landing is a customer 3 hour favorite. Or plan your own trip with their expert help of time estimation and transport. Or head down the mighty Chippewa.

By river or lake is one of the best ways to view the beauty of the northwoods and catch glimpses of wildlife or fish along the way.

Don't know if paddling is for you? Try one of Hayward Outfitter's Educational Programs. Jim is an American Canoe Association (ACA) Certified Instructor. Get the basics with the help of a pro with the proven method of the ACA's SmartStart Paddling Orientation. Jim is also a Nationally Certified EMT and offers instruction in Red Cross CPR/AED and First Aid Certification.

One hour in the classroom followed with an hour on the water with Jim will give the beginner a good start in proper technique and streamline growth in skill level and abilities.

In the market for a new boat and don't know which one is for you? Come and demo one first. With their prime location right on Hayward Lake, Hayward Outfitters offers you the opportunity to check out a boat's performance by both lake and river.

With top-ranked names including Mad River, Dagger and Perception, their selection will help you launch into the craft to suit your needs. They also carry Native Watercraft Fishing Kayaks, the premier name in advanced boating technologies. Founded by the one-time owner of Wilderness Systems, Native Watercraft fishing kayak's are in a league all of their own.

Hayward Outfitters also carry complete selections in paddling gear including Astral Life Jackets, NRS Clothing and Gear, Werner, Bending Branches and Sawyer Canoe and Kayak Paddles.

Know of any youth up for an adventure? Hayward Outfitters is sponsoring Adventure Camp, taught by Jim's sister, Randi Montag Weeks. For 5 days, beginning August 2, day campers will learn to canoe, kayak and sail. Students will learn to navigate utilizing GPS as well as study UV rays and the flora and fauna of the northwoods.

Randi, a certified teacher with a Master's Degree in Science Education and Environmental Studies, has over 20 years of experience teaching students the wonders of nature in the adventurous

classroom of the outdoors.

As if providing expertise in docks, kayaks, canoes and gear weren't enough, Hayward Outfitters is proud to carry the mother of all ping pong tables, the 10 year outdoor warranty covered Cornilleau, the number one name in innovating table tennis. These top line designed tables are designed to withstand the northland outdoors year-round! Try one out after or before your next paddle and celebrate the purchase of your next watercraft or browse their selection while playing on their challenging 18 hole mini golf course.

Have your business party or family get together at Hayward Outfitters. Play mini-golf, ping pong and paddle Hayward Lake. The boat house has nice tables and room to eat and be merry.

Jim is also a licensed contractor and is selling replacement windows and doors in the off season. Hayward Outfitters is affiliated with the award winning twin cities company "Window Outfitters". Hayward Outfitters emphasis is on quality products and expert installation. We will not have any unhappy customers. Homeowners are encouraged to take advantage of the \$1500.00 tax credit available for window replacement. The credit expires on 12-31-2010. Replacement window and door options include wood windows and doors by Pella, Vinyl windows by Unlimited and Fiberglass windows and doors by various manufacturers.

All in all Hayward Outfitters brings new names in quality outdoor gear that you can try before you buy onsite in a family run fun atmosphere that provides expertise with integrity. Let them help paddle your family into water gear suited to your own summer adventures.

Hayward Outfitters is located right next to the Fresh Water Fishing Hall of Fame off Highway 27 S at 15752 1st Street. They can be reached at 715 266 2990 or they'll soon be online at www.haywardoutfitters.com

They're proof that necessity is often not just the mother of invention, but of intense resourcefulness.

After closing on They haven't looked back.