



Connect five coworkers at once with speeds up to 10x faster than 3G.

Overdrive™ 3G/4G Mobile Hotspot



Learn more

4G available in over 25 markets and counting.

Sp

LOG IN REGISTER FOX BUSINESS

Search Small Business

SMALL BUSINESS CENTER

HUMAN RESOURCES

NETWORKING

ENTREPRENEURS

FINANCE

STRATEGY

TECHNOLOGY

VIDEO

Strategy

ARTICLE

COMMENTS

Updated April 01, 2010

Fly-Fishing's Trip From Japan to U.S.

FOXBusiness

"[Entrepreneur](#) Diary" by Damon Schechter, founder and CEO of Shipwire Product Fulfillment.

PRINT

EMAIL

SHARE

RECOMMEND

AA+



At Shipwire, we are constantly reminding ourselves we are building a long-term business, not just "doing a job."

This train of thought reminds me of a customer who built a business around that same idea. [Tenkara USA](#), supplier of a rare type of fly-fishing equipment, is run by founder Daniel Galhardo in San Francisco, Calif. I've been fly-fishing quite a few times; but, I've never done it in the traditional Japanese method where you only use a rod, line and fly – no reel. Galhardo is an avid fly fisherman and, in my opinion, a guy that can spot a lucrative [business](#)

[opportunity](#) just as well as a great fishing spot.

What was the "a-ha" moment behind his brainchild? When Galhardo picked up that Tenkara was an unknown type of fishing outside of Japan -- but would fit very well in American waters. He also said he believes that today people enjoy taking things back to their roots and simplifying life, so why not simplify fly-fishing?

He put it all together, and today Galhardo is at the helm of Tenkara USA , which since 2009 has been proving itself a formidable player in the fly fishing industry. Galhardo is a great example of an entrepreneur who has created a new category in his industry by focusing his time on truly building a business rather than merely creating a job.

Galhardo said two of Tenkara's secrets to success lie in 1) keeping to a traditional word-of-mouth marketing approach and 2) focusing on delivering a stellar sales experience. To allow him to focus on the customer, he outsources and automates pieces of his [business](#). He said he does this so he can focus on the core aspects of running his business.

"My whole objective out of the business was to learn a lot about business while still being able to go fishing and do what I want to do. I learned in the first few months that I didn't want to spend any time in a warehouse. I wanted to focus my time on [product development](#), marketing, sales and the customer experience, the high impact pieces of the business," he said.

If you want to learn more about automating your business check out our blog at <http://www.shipwire.com/blog>. If you're interested in Tenkara - "streamlined fly fishing"- visit Daniel's [fly fishing equipment](#) site at www.tenkarausa.com.

PRINT

EMAIL

SHARE

RECOMMEND

LEAVE A COMMENT

Sprint

Born to survive.
Get the weather-t Nextel Direct Cont handset.

Motorola Brute™ i6
\$119.99

Get it now →

Replay

SMALL BUSINESS DISCUSSIONS

Q: What is the biggest misconception about starting a business?

A: It's very different having an idea about something than actually building it. Building & scaling a company always takes about three times longer.>

Bob Casey and Rich Littlehale - founders of YouRenew

From: Phone Home - This Device Still Works
October 14, 2009 **RE**



Q: Loans for small business can be difficult to obtain. How can I get one?

A: Ask your bank about a Small Business Administration-backed loan. These loans guaranteed by the government, lessening risk for the bank.

SUBMIT YOUR QUESTION