

# GOLDEN WITCH



## EDUCATIONAL PROGRAMS

### The Goal

The GW educational programs have one prime goal: to teach you how to make better rods. The volume of information you'll garner from these classes is immense. We strive to ensure that these classes are professional in all regards. The expense will be quickly repaid by the time and effort you save in your own rodmaking shop when you apply the tips and techniques we teach. Furthermore, the value of your rods will increase with the improved craftsmanship we will teach you.

### Your Instructor



Russ Gooding is the lead instructor for all classes; other Golden Witch employees are always willing to lend a hand. Russ is a self-taught graphite rod crafter and bamboo restorationist. He later studied the art of making cane rods under Daryll L. Whitehead, a nationally renowned master of the discipline. When the Art of Angling Journal, the most prestigious periodical in the fishing industry, was preparing their Premier issue, they selected Mr. Whitehead

as the featured rodmaker. Russ's rods, and the GW shop in general, were separated from Mr. Whitehead's article in the Art of Angling Journal by only two issues. The GW shop has also been the focus of numerous other magazine and newspaper articles and two full-length TV shows, including an hour-long program on Pennsylvania Cable Network's PCN Tours and, more recently, a half-hour interview on Cable 11's

Around Your Town. Russ has been writing on custom rodmaking since 1997, starting with a co-written article in the Rodcrafter's Journal. Since then he has written extensively for RodMaker Magazine, both on graphite rods ("Executing Feather Inlays") and bamboo rods. Shortly after Hunting & Fishing Collectibles magazine was founded, Russ and his wife Erica photographed and wrote a series of articles on classic fishing tackle, most with a restoration slant. In 1998, Erica & Russ incorporated their custom rod business, and Golden Witch Technologies, Inc. was founded. Now employing six talented individuals, this firm serves the rodmaking community by offering hard-to-find tools, top-shelf components, educational videos, and more. Every year, Russ hand-makes a couple dozen bamboo rods and blanks and continues to craft custom graphite rods. Rodmaking is his consuming passion, but he's discovered over the past two years that he enjoys teaching the craft as much as he does working the craft. Russ considers it an honor to have been apprenticed to Daryll L. Whitehead and feels it is important to pass along many of Daryll's tips and techniques through the Golden Witch Educational Program. Everyone at Golden Witch promises that your class will be worth your investment.



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### Our Facilities

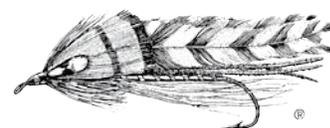
Situated within twelve woodland acres, and only eighty feet from the Middle Creek, a small trout stream, the Golden Witch shop is an idyllic location for a week of rodmaking instruction. With luck, you may see a whitetail deer, pileated woodpeckers, a great blue heron, and other wildlife.

The GW shop has one room, with four benches, devoted to classes. Depending on the course, students may also use the beveling room, the planing & gluing room, the dip finishing room, and other spaces within the shop. Everyone will have a chance to visit the dungeon—the basement—which is a rodmaker's candy shop, brimming with agates, silks, reel seats, & more.

The student benches feature cast-iron legs for stability and large butcher block maple tops for durability and good looks. Each bench is stocked with the tools and the consumables (solvents, tape, razors, adhesives, etc.) that you'll need for your class. The student tools see less wear than those on our working benches, so you'll know you're working with top-shelf, new or near-new equipment in any GW class.

*What an INCREDIBLE week! During the class our time seemed to fly by. It wasn't until I was back at home working on the rods that I realized how much we did and learned. The confidence of knowing that you have done something before allows you to really enjoy the process and look forward to improving your skills on future rods.*

*Thank you all,  
David "Grizzly" Lambert  
Blank Making, '03*



Call the shop for class scheduling • 717-738-7330

## Bamboo Blank Making

Five Days ■ Approximately 60 Hours  
Offered Several Times Each Year ■ 3 Student Maximum

**The Goal:** Two Split Cane Blanks Per Student

- 7613 LT 2/1 (7'6" for 5 wt.)
- Cricket One Piece (5'6" for 3 or 4 wt.)

**The Promise:** The Best Blank Making Education Available

**The Price:** \$3500.00/student

- Price includes video Series; class materials; eleven meals; time of your life.

It's Five Days. It's Long Hours. It's Great Fun!

The Golden Witch shop offers our Bamboo Blank Making class several times each year. The five day course will take the novice rodmaker from the raw culm through the ferruled blank. The last afternoon of the course, plus any down time during the week, will be spent discussing all the particulars of turning the blank into a finished rod ... that's the homework, most of which will be familiar to novice cane rodmakers who've already built a graphite rod or two, or who have finished a cane rod from a pre-made blank. In addition to the information you'll absorb during class from discussion and hands-on construction, you'll receive copies of Russ Gooding's RodMaker Magazine articles on wrapping and finishing cane rods. Russ's experience writing these articles and many others on cane rodmaking and restoration, his work on a rodmaking TV show (Pennsylvania Cable Network's PCN Tours), and the writing and direction of three rodmaking "how-to" videos will form the basis for the curriculum. Each student will have the opportunity to make two rod blanks in the GW shop using the same tools and techniques that go into every Golden Witch cane rod blank. This means you'll be working around power bevelers and planing forms, torches and ovens, froes and bandsaws. Russ will be the lead instructor for the class, though other GW employees will be available to help out as needed (oven demos and gluing sessions come to mind).

**At minimum, you'll learn the following:**

- Cane Selection & Taper Selection
- Heat Treating - Torch & Oven
- Splitting & Sawing
- Node Staggering
- Node Preparation
- Machine Roughing
- Machine Tapering
- Hand Planing
- Gluing
- Ferruling & Ferrule Fitting

**If time permits, you'll also learn:**

- Blank Finishing
- Making Rod Tube Kits
- Making & Fitting Ferrule Plugs
- Blueing Nickel Silver Components

Typical students already own a basic blank making tool kit (forms, binder, possibly a beveler) or plan to pick them up after class. They've read a few books and watched a video or two. Many have already planed out a number of blanks, but are now ready to take blank making to a new level they'll learn some light production techniques to speed up the process while remaining focused on quality.

The 2003 class nick-named the course "rodmaking boot camp" in honor of the long hours and constant work. It's only a vacation if you're passionate about making cane rod blanks.



## Bamboo Rod Finishing

Five Days ■ Approximately 50 Hours  
Offered Several Times Each Year ■ 3 Student Maximum

**The Goal:** A Mastery of Bamboo Rod Finishing Techniques

**The Promise:** The Best Bamboo Rod Finishing Education Available

**The Price:** \$3500.00/student

- Price includes finishing video; class materials; gold pinning & riveting kit; eleven meals; finishing expertise.

It's Five Days. It's Long Hours. It's Great Fun!

This five day course will focus on completing two different, yet related, projects. First, each student must arrive with one cane rod that is all but finished ... the components should be glued up, the guides should be wrapped in place, any pre-finish should be applied to the guides (color preserver for opacity or oil & resin finishes for translucency). We will dip this rod each day to finalize the rod while learning the intricacies of dip finishing and finishing the finish. For the second project, each student will be required to arrive with a ferruled blank. Monday through Wednesday, we'll go through the process of composing the rod (selecting components), making grips, making ferrule plugs, wrapping the guides, burnishing the wraps and so forth. On Thursday, we'll apply Alchemist Amber Varnish and the first coat of Sutherland Welles Marine Spar Varnish so that each student can learn first-hand the GW process for creating translucent wraps. Friday will be spent making up Classic Rod Tube Kits & GW-style traditional tube labels, and blueing & clear coating nickel silver components. As time permits, we'll delve into jewelry quality up-grades of the rod components to include gold plating, adding solid gold cold rivets, and so forth.



*"Folks, this is the stuff I'm passionate about. You need to know how to make a blank just as a painter must know how to stretch a canvas, but it is finishing that separates the wheat from the chaff. Master it! I'll help."*  
- Russ

**At minimum, you'll learn the following rod finishing techniques:**

- Component Selection—Composing the Rod
- Professional Guide Wrapping & Burnishing
- Flawless Dip Finishing & Finishing the Finish
- Opaque & Translucent Varnishing Techniques
- Blueing & Clear Coating NS Components
- Cork Slicing & Adhesive Tinting for Slim-Ring Grips
- Professional Polishing—Making Nickel Silver Shine
- Making Classic Rod Tube Kits
- Making Traditional Rod Tube Labels
- Gold Work—Plating, Pinning, & Cold Riveting

**Time permitting, we'll also delve into:**

- Agate Soldering for Kits & Repairs
- Feather Inlays
- Installing Blind Nickel Silver Pins



Call the shop for class scheduling • 717-738-7330

# Bamboo Rod Restoration

Five Days | Approximately 50 Hours  
Offered Several Times Each Year | 3 Student Maximum

**The Goal:** A Mastery of Bamboo Rod Restoration Techniques  
**The Promise:** The Best Bamboo Rod Restoration Education Available  
**The Price:** \$3500.00/student

- Price includes finishing video; restoration supplies (ferrules, silks, etc. to a value of \$200.00); patina kit; pinning kit; eleven meals; skills that will serve for restoration work and finishing new rods.

It's Five Days. It's Long Hours. It's Great Fun!

I got started with cane rods by doing a series of restoration projects. This is fun! You can get involved in restoration without the tool expense of blank making and, while you're at it, you'll learn to master the details of finishing cane rods. You'll also develop an appreciation for the history of the craft. As you unravel the brittle threads of an antique cane rod, you'll be working backwards through the thoughts and actions of a rodmaker who preceded you by a lifetime or more. That's fascinating, heady stuff. It's also historically important. You must choose wisely when deciding what to restore and what not to. You must only restore what you can restore competently. If you're good, you might also have to consider that your restoration skills might exceed the rodmaking abilities of the person who made the rod originally, so you'll have to learn to mimic their talents when re-doing their work. You might know the secret to eliminating "bleed through" on your guide wraps; but if the original manifested "bleed through," do you know how to encourage it as a historically apropos flaw? Do you or your client want the rod to look aged or do you wish to take it back to "as new" condition? If you're selling your services, you'll need to consider your fee schedule and your ability to be fair to yourself when dealing with warranty issues. Should your client go fishing with an old Payne that was delaminating when it came into your shop? There are historical/moral issues to consider: should you make "banty" rods from old production rods? Or, should you touch a brush to the last un-restored Garrison in circulation if it happens into your shop? We'll discuss the Ship of Theseus paradox as it applies to restoration. You'll learn plenty of technique to compliment the theorizing!

**At minimum, you'll learn the following restoration techniques:**

- Evaluating Rods—Condition & Value
- Photographing & Mapping Rods
- Planning the Restoration Process
- Decal & Signature Preservation
- Preserving & Repairing Grip Patina
- Stripping Finish
- Dealing with Dread Delaminations
- Pinning: Locating, Removing, Replacing
- Re-bluing & Clear Coating
- Repairing Cracked Seats & Winding Checks
- Corrosion Removal
- Guides—To Repair or Replace?
- Soldering—Agate Repair
- Matching Silks
- Matching Wrap Finishes
- Re-Wrapping—Guides & Intermediates
- Fishing Rods vs. Wall Hangers
- Warranting Restoration Workmanship
- Fee Schedules for Restorationists

For the Restoration class, each student should bring two rods that need to be restored. Ideally, you'll have a production rod (Montague, H-I, etc.), that we can work on first, then a rod from a medium to light production shop (Payne, Leonard, F.E. Thomas, etc.) with a potential value of less than 2K. We don't want to tackle a 12K Garrison in class. You'll leave the class with the skills to do so, but also the judgment to know that you probably should not work on supremely rare, high-value, collectible fishing tackle. You and/or your client need to be able to discern the value of a given rod, both before and after any restoration work has been completed. In most cases, it makes sense to restore the rod, but there are exceptions...technique & judgment must mesh.

We will discuss final finishing techniques, but that will have to be completed in your own shop after class. The class will be focused on preservation and restoration up through final varnishing.



# Graphite Rod Building Class

Five Days | Approximately 50 Hours  
Offered Several Times Each Year | 3 Student Maximum

**The Goal:** A Mastery of Fitting & Finishing Fine Graphite Flyrods  
**The Promise:** The Best Synthetic Rod Building Education Available  
**The Price:** \$3500.00/student

- Price includes a feather inlay kit, 2 graphite blanks, and 2 full component sets, 11 meals, GW finishing video, and skills that will serve for making fine graphite rods.

It's Five Days. It's Long Hours. It's Great Fun!



Building graphite flyrods is easy, right? So why take a class? Because we have so much valuable information to teach you. If you're just looking to slap the components together to make a fishable rod, you can do that without much instruction—a book will suffice. However, if you're one of those rare individuals who believes that form is equal to function, that pride in craft and in ownership is worthy of an investment, that having a synthetic blank does not make bland or minimalist aesthetics acceptable, then you would enjoy this class. If you want to go home and duplicate a factory rod, I'll suggest that you stay at home to do it. There's nothing wrong with this approach when you're just starting out; however, this is a class designed to move you far past the factory aesthetic, an aesthetic which is always designed as much by the penny-pinchers in the accounting department as any talented rodmakers that a shop might have on staff. Custom rods should not be cheap, home-made copies of factory rods. Custom rods utilize a factory-made blank, but depart radically from that point forward. Too many graphite rod builders shy away from turning custom grips, from bluing nickel silver reel seat components, from silk wrapping threads. I'll urge you to combine these traditional components and techniques with single foot guides (if you like them), with modern epoxy finishes, with vibrant thread colors. We'll get one finished, and we'll start the other during times when the first blank project is going through an epoxy cure. You'll learn spining, component selection, nitpicky fitting & finishing details, feather inlay design & execution, gold plating & cold bluing and so much more.

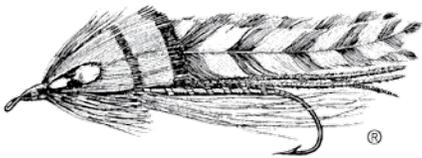
You'll walk away knowing how to make exquisite graphite fly rods. If you sell rods, you should be able to take your price to \$1200.00+/rod.

Call the shop for class scheduling • 717-738-7330

# Frequently Asked Questions (a.k.a. f.a.q.'s)

*Golden Witch Technologies, Inc.*

• EMINENTLY FUNCTIONAL. EXQUISITELY STYLED. •



P.O. Box 159  
Hopeland, PA 17533

717.738.7330  
www.goldenwitch.com

Mail To:

Affix stamp  
here or  
Postmaster will  
remove your  
heart with an  
oyster fork

• I already have some experience with blank making, finishing, and so forth, so should I even consider the classes? Absolutely. About half of our students have relevant experience, but some experience can breed a host of nagging questions. Use the class to learn new methods, compare and contrast methods, and further the development of your own rodmaking style. You can use the class to try out new tools, too!



• What components you need to complete the classes. As components you need to complete the classes. As an example, for the blank making class we'll supply the cane, the adhesives, the ferrules, and all other components you'll need to finish the two blanks into completed rods when you return home. We do limit the component choices to GW branded products, but that still allows for a vast selection. For the finishing class, we supply the components you'll need to finish out the bare blank you'll bring with you. If you spend a day doing gold plating, we'll supply the plating supplies, but you'll be responsible for purchasing any additional components you choose to plate above and beyond the one set we supply with the course.

• Will I starve? Most certainly not. Erica is a veritable Betty Crocker. Every class day, she's up by 5:00 AM baking muffins, cutting fruit, preparing the French Press coffee, and so on. You'll turn away food before she runs out. For lunch, we rely on three local restaurants to bring us sandwiches, pasta salad, chips and such. We won't let you dehydrate either. We keep a huge cooler stocked with spring water and at least six other beverages (tea, sodas, juices) that students can tap into all day long. Because we're using power tools, we do not permit alcoholic beverages during the work day. If you're lucky, I'll have just roasted a batch of fine Ugandan bean, so you'll be able to have an unusually distinctive cup of coffee on one or two mornings. Dinner is your responsibility, but we can make several suggestions depending on your appetite—there's even a local tavern that has been in operation for about 200 years. Early on, it served as a watering hole and brothel. Wives, fret not—now it's a pub featuring the beers of Britain and great cooking; it is no longer a house of ill repute. Thursday night, Erica & I host a class picnic on our deck—usually serving steak & wine, but we'll gladly

• What tools should I bring? At this stage of the game, our shop can supply everything a student will need to complete any class. This said, a lot of folks want to bring their own hand plane for the Blank Making class—do it; you'll feel more comfortable. We do have one restriction: no "tunnel" planes (groove-soled planes). We're reaching the class using standard block planes, and we do not have time to delve into the special requirements to set up for tunnel planes. If you're driving, don't hesitate to bring your own planing form and depth gauge, too.

• What components do I need to bring? With minor exceptions, we will gladly supply all the

whip up a vegetarian platter if you prefer.

• Is there local fishing? You bet! We've got a trout stream 80' from the shop. The Conestoga and Susquehanna Rivers are both fairly close and, in seasons, offer great smallmouth bass angling. The real question is this: will there be time? Probably not. So far, most students have arrived with rods; to the best of my knowledge, though, none have wet a line during class week. The class is simply too intensive. Do plan to stay an extra day and fish the local waters—you'll have fun!

• May I smoke? We prefer the scent of a pipe or a cigar. As long as you'll promise to stay a few paces back from the 1000 gallon propane tank, you're welcome to light up outside the building.

• Where will I lodge? Upon receipt of your deposit, we'll provide a constantly updated list of local hotels and B&B's. Our students let us know which digs they enjoyed and which they didn't—the latter are promptly dropped from our list. We strive to keep everyone within about 15 minutes of the shop so there's no long morning commute. Most students arrive in town on Sunday night. I strongly suggest taking a dry run at finding our shop so you'll know where it is at zero-dark-thirty on Monday morning.

• Should I bring the family? That answer depends on how much of an independent vacation you want to take. You will be in the shop spouses and/or kids desire. There is one heck of a lot of history and culture, plus outlet shopping, in the SE Pennsylvania area so your family isn't likely to be bored, they just won't see a lot of you for five days. If your family is staying with you, they're happily invited to the Thursday night picnic.

