



Mud Hole Education Program

The Benefits of Building a Custom Fishing Rod

"Hands On Learning"

In building a fishing rod, students will utilize and reinforce many skills learned in school including, math, science, business and management. Additional benefits can include.

Math & Science Benefits.

Geometry - Division of Guide Spacing.

Volume - Measurements of Epoxy.

Chemical - Epoxy chemical reactions.

Business & Management Benefits.

Bill of Materials - Inventory management.

Assembly & Production - Process order, mass assembly.

Marketing - Small business marketing.

Advertising - Target advertising plans.

Accounting - From the Procurement, Bill of Materials, Assembly and Marketing, teachers can simulate a small business operation based on fishing rods.

Additional Benefits.

Fundraising - Many schools have the students' auction off their finished fishing rods at a fundraising event for the school. Most finished fishing rods bring in approximately \$100 each.

Students Self Esteem - Nothing beats the satisfaction of catching a fish on a rod built by yourself.

Engaging Subject Mater - Students are like the other 30 million Americans that enjoy fishing every year. Students really engage in the fishing rod building projects.