



## Coon Rapids Business Spotlight

### **Tuned Up Custom Rods - A Family Fish Tale**

Tuned Up Custom Rods President Adam Audette and CEO John Burback are family by law but business partners by choice.

“When my brother-in-law was dating my sister he built me a fishing rod for my birthday, and I thought it was so cool because it was customized, it wasn’t something you could find in the stores. Once they got married I said, ‘this is something that we could do,’ ” says Audette.

Audette and Burback began manufacturing rods in the basement of Burback’s Coon Rapids home in 2010. Once the business outgrew the space, they made a move, eventually landing on Coon Rapids Boulevard in 2015.

Each rod is customized by length, color and handle, and cater to the specific fish species and size each angler is looking to hook.

“We got help from a show on FSN called ‘In Depth Outdoors.’ One Prostaffer there saw our rod, liked what we did but said we needed to change some things, so we changed guides and handles and they started fishing with our rods on TV,” says Audette.

Tuned Up Custom Rods are so popular, they can be found in Scheels and Cabela stores here in Minnesota.

“Every year we’ve doubled or tripled our business. Our goal is to become the number one selling ice rod on the market. We want to be known as the rod of choice for ice fishing,” Audette says.

Audette believes ethical business decisions and superior customer service is what has made their business successful over the last six years.

“I think it comes down to taking care of people the way we want to be taken care of. We try to go above and beyond and take care of people the right way. Make them feel good about it. I want to make sure customers are completely satisfied.”

### **Quick Facts:**

- Located at 3050 Coon Rapids Blvd. Suite 122
- 30 Employees
- Audette’s father, wife and sister-in-law are all involved in the business.
- During weekly Sunday dinners with the Audette family, no shop talk or fish stories are allowed.



Tuned Up Custom Rods President, Adam Audette

