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# GeorgiaTrend

The Magazine Of Georgia Business, Politics & Economic Development Since 1985



**Come Fly With Me**  
New life for Hapeville's  
old Ford plant site

2010  
**40** Georgia's  
Best & Brightest  
**UNDER**  
**40**

From left, Jason Barlow,  
Lisandra De Jesús, Helen Kim Ho  
and Imara Canady



**Bill Oyster, 39**

**Owner**

**Oyster Fine Bamboo Fly Rods  
Blue Ridge**

As a professional cyclist, Bill Oyster competed in 60 races a year when a crash ended his cycling career. He turned his passion for fly-fishing and desire to learn how to build a classic bamboo rod into a business.

It took six months of self-study, but he created an “ugly bamboo rod.” The next rod he made wasn’t ugly. He sold it and hasn’t been able to keep up with demand since. Among his satisfied customers is former President Jimmy Carter, who received a specially commissioned Oyster rod.

“When I started I didn’t have much to lose,” Oyster says. “I had a supportive wife, and we were from Athens where the less you have the cooler you are. We were extremely cool.”

Oyster decided to share his rod-making knowledge through classes, increasing his business.

“I share everything I know,” he says. “It expands my business, and the craft survives.” – PR