

Company redefines fly fishing

Over Under's planes, boats chase the big ones in Bahamas, southern N.J.

Trey Rhyne has gone fishin' ... for good. He used to be part of a small investment bank, Epoch Partners, until it was bought out. He took some time off and fell in love with fishing in the Bahamas.

Making money was OK, but wouldn't it be great if his job could be flying down to the Bahamas to fish?

Rhyne had to create a two-part, air-and-sea company to make it so: Over Under Aviation and Over Under Adventures, which this year began offering flights and fishing in our region and the Caribbean.

Over Under is also the name of the 54-foot Bertram charter fishing boat that is the flagship of the adventures company. Its second boat, Over Under II, is a 32-foot Mirage.

The vehicles for the aviation side are two Piper aircraft. Over Under Aviation has a nine-passenger Chieftain that can whisk charters 600 miles to the fishing grounds or many other locations at 200 mph.

Its Piper Aztec, which is currently at Cape May County Airport, can carry five at 170 mph. The Over Under business model is this: Spend late fall through spring running fishing charters in the Bahamas, flying people in from Fort Lauderdale, Fla. Then bring the boat to southern New Jersey for offshore tuna and marlin fishing trips, flying customers in from the mid-Atlantic region.

The aviation side also offers charter and air taxi services in this region and the Fort Lauderdale area.

Rhyne said hourly rates are \$550 for the Chieftain and \$300 for the Aztec. Sample fares for a planeload: \$1,250 to Martha's Vineyard, Mass.; \$1,400 to Morehead City, N.C.; \$750 to Westchester, N.Y.; and \$350 to Philadelphia.

Philadelphia may seem a little close to fly, but Rhyne said the challenge of summer driving to the shore has given the business several pickups at Philadelphia Airport this summer.

Rhyne himself is one of Over Under's three

BOTTOM LINES



KEVIN POST, BUSINESS EDITOR



Photos by Over Under Aviation and Adventures

Trey Rhyne, owner of Over Under Aviation and Over Under Adventures, poses with charter customers Will Naylor, left, and Nick Christos, right, both of Stone Harbor, with the third-place white marlin Christos caught in the recent Mid-Atlantic \$500,000 tournament.

pilots. The chief pilot, Jim Toland, also provides air service and flight lessons at Atlantic City's Bader Field for South Jersey Air.

When the Over Under returns to the Bahamas in the fall, it will offer packaged trips with three days of fishing, four nights' accommodations, meals and transport for \$2,000 a person for groups of four.

Right now it's working major fishing tournaments and running overnight marlin fishing trips out of Avalon for \$2,500, and daytime tuna trips for \$2,000.

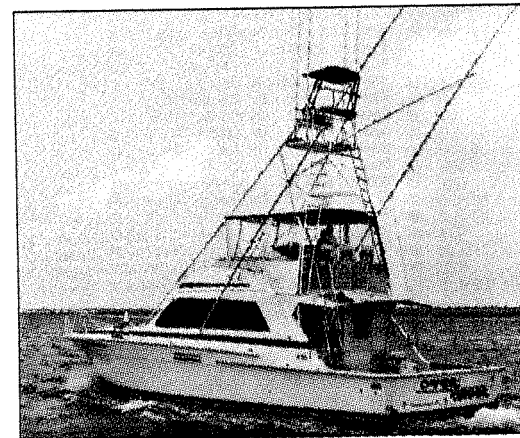
When he's not flying customers in and out, Rhyne serves as mate for boat Capt. Pete Fisher.

"Last winter I was really busy getting set up, but I've been able to participate in most of the fishing charters now," Rhyne said. "What I really love to do is fish."

Last weekend, the company made an impressive debut in the Mid-Atlantic \$500,000 Fishing Tournament off southern New Jersey.

The Over Under was one of the last boats in, and Rhyne's customers had caught a white marlin that put the standings in doubt.

"When we weighed in that fish, you could have heard a pin drop," he said. It turned out



Over Under's smaller plane, the Piper Aztec at top, is at Cape May County Airport this summer. Its 54-foot Bertram boat is fishing for marlin, tuna and more out of Avalon.

Fly/fish

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to be 71 pounds, 4 pounds shy of the fish that won the top white marlin prize but still good enough to tie for third place and take \$19,000 in prize money.

"There were 145 boats, a lot with professional crews, and 350 white marlin were caught,

so we were pretty pleased with our first year in the tournament," he said.

Rhyne also is pleased with the level of business so far and what he called the promising outlook for his flying-fishing company.

It sure sounds like more fun than investment banking.

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