

## REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

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Fatal error: Uncaught Error: Call to undefined function c() in 0:
/homepages/164604796/164604796-www-content/themes/andolefic/wp-749 Stack trace: #0
/homepages/164604796/164604796-www-content/themes/andolefic/wp-hook.php(20):
check_and_load_cart_from_abandoned_cart() #1 /homepages/164604796/164604796-
includes/classes/wp-hook.php(27): WP_Hook->add( 'ItemAdded', Array ) #2
/homepages/164604796/164604796-www-content/themes/andolefic/wp-hook.php(470): WP_Hook->do_action( Array ) #3
/homepages/164604796/164604796-www-content/themes/andolefic/loader.php(13):
do_action( 'template_redirect' ) #4 /homepages/164604796/164604796-www-blog-header.php(13):
require_once( 'homepages/164604796/164604796-www-blog-header.php' ) #5
require( 'homepages/164604796/164604796-www-blog-header.php' ) #6
require( 'homepages/164604796/164604796-www-blog-header.php' ) #7
require( 'homepages/164604796/164604796-www-blog-header.php' ) #8
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Nick Satushek grew up fishing for salmon and steelhead with his father, as well as friend and DRYFT co-founder Sam Thompson. His passion for fishing remained, even as he turned his attention to business and marketing studies at Washington State University.

*"...we knew that style wasn't enough to build a business on"*

That's not to say that it was all smooth sailing for the newly-formed DRYFT, however. To start, Nick and Sam ran the business as a side hustle, spending long nights shipping orders out of their homes and garages. "After three years, we went full time and moved into our own dedicated space, a small single overhead door warehouse."

*"The first year after going full time and moving into a dedicated space, our sales grew by over 50%."*

"We had experience working with WordPress and WooCommerce, so choosing it for this store was a natural choice," says Nick. "We **started selling with WooCommerce** in early 2013 – we love how customizable it is. There seems to be a plugin for just about everything, and getting support is easy."

*"[WooCommerce Payments] is the easiest, most integrated system we've seen – payments go through with no problem now."*

As for the future, Nick plans to continue supporting the evolving fly fishing industry to change it for the better. "We've been seeing steps towards a more inclusive experience, and are glad to be part of it," he explains. DRYFT's goal is to expand its reach and product line to positively influence new anglers as they join the sport.