

MEMBER Spotlight

January • February • March 2013

Bob "Hutch" Hutchinson



Hello, my name is Bob Hutchinson "Hutch." My wife, Amy and I are the owners of Hutch's Taxidermy & Wildlife Art. We run a full time studio in Mt. Pleasant, PA. I have been doing taxidermy for over 31 years now. I started out small and part time hoping that someday I would be able to do taxidermy full time, but too afraid to leave my full time job. Then one day, the company I was working for closed and went out of business. It was then that I made a decision to go full time with taxidermy rather than look for another job. I have to tell you, it was really tough to make it. It wasn't that I didn't have enough work; I had a lot of work. I was working 6-7 days a week. It was my pricing that was keeping me down. I had a business consultant come in and help me understand things about running a business. I knew then that I had to raise my prices. I told my wife "we're not going to make it with our new prices." I said "There are 31 places within a 15 mile radius of us that are doing taxidermy for half of what we will be charging."

**"I have learned
so much from
the PTA..."**

She said "We are in this together and we can always get another job if need be."

Looking back, I'm so glad that I listened to that consultant. Within 5 years we went from a 24 x 24 two car garage to a brand new studio with over 2,100 square feet, a walk in freezer and cooler and just about everything that I ever wanted. It

was also the help from our business seminars at the state convention and talking to others that have succeeded in this taxidermy industry. I have learned so much from the PTA

and I have so many friends. I said what I said, not to brag, but to tell my story and hope that I could help someone that wants to go full time or the ones who are afraid to raise their prices. Taxidermy is my life and passion and I am so proud to serve my time in this association and have friends and colleagues like you guys.

Sincerely,
Bob "Hutch"
Hutchinson,
LT, CT

