

The Fishwrapper

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Dear Guests,

After a 2009 filled with economic uncertainty, which in turn caused uncertainty for many travelers and Bluefin Bay alike, we are delighted to report that this has been a very good year! One in which we were thrilled to welcome back familiar faces and to meet many new Bluefin Bay guests.

We consider it a true privilege that so many of you share your vacation time with us at Bluefin Bay. It is an honor to be part of helping you create lasting memories and we look forward to doing so this holiday season and into the New Year.

With this in mind, we hope you will enjoy your complimentary 17th Annual Bluefin Bay Calendar as a token of our appreciation and a celebration of the majestic beauty of Lake Superior's North Shore.

From the Bluefin Bay family to yours, we wish you the happiest of holiday seasons and all the best in the New Year.

Dennis Rysdahl
Owner and General Manager

A SUPERIOR STORM

"The church bell chimed 'til it rang 29 times, for each man on the Edmund Fitzgerald..."



Superior Storm: Stephan Hoglund of Grand Marais (stephanhoglundphotography.com) captured this dramatic photo of the waves crashing against the lighthouse in Grand Marais harbor on Oct. 26, 2010.

It was a beautiful day when the S.S. Edmund Fitzgerald pulled out of port back in 1975. But the blue skies held trouble for the 29 crew members. Within 24 hours of leaving the safe harbor of Superior, Wisconsin, the Mighty Fitz and her crew had settled into a watery grave at the bottom of Lake Superior. And so the legend goes.

Thirty-five years after the legendary sinking of the Edmund Fitzgerald, the moody greatest of lakes made history once again. On October 26 and 27, a great gale of a storm slashed through the North Shore region, bringing with it hurricane-like conditions and setting a state record for the lowest recorded

barometric pressure. Meteorologists predicted it would be even stronger than the Fitz's fatal storm...and it didn't disappoint.

As ships throughout the region found safety at shore, the lake raged. Wind gusts of up to 70 mph and waves as high as a two-story house (27 feet) were recorded on the North Shore. Waves swept across Bluefin Bay's lakewalk, crashed over nearby lighthouses and breached unlucky boats left in Grand Marais' harbor. Power lines were downed at Bluefin Bay and throughout the county, leaving guests and residents to blindly listen to the night's whipping wind.

As the storm ebbed the following day, Bluefin Bay was fortunate to be left with little more damage than a few downed trees and many hours without electricity. But some of the area's trees, trails and businesses weren't quite as lucky and will take time to restore. Like the tempest that sank the great Edmund Fitzgerald, this was a storm of historic proportions – and one we won't soon forget.

And might we mention, the wave watching was spectacular from the safe harbor of Bluefin Bay. Where on this day our new tagline, "never miss a wave," had all new meaning!

WE WANT YOUR FEEDBACK

The Bluefin Bay Fishwrapper has been published "occasionally" in print and online for more than 14 years.

We're delighted to welcome long-time readers and new guests of the resort,

and we want to know what you think. Visit www.bluefinbay.com/feedback to share your thoughts on The Fishwrapper and be entered to win a Bluefin Bay hot cocoa gift set.

One winner will be drawn from all of those who complete the survey and leave their name and address so we can mail the prize.

DO WINTER WHERE WE DO WINTER BEST... AND WHERE THE DEALS ARE GREAT



Let it snow! Let it snow! Let it snow! Bluefin Bay celebrates winter like no other resort on the North Shore. Whether for a midweek break, a weekend retreat or even a full week, you'll have an unforgettable winter getaway with these great deals from the Bluefin Bay Family of Resorts.

WINTER GETAWAY CYBER DEAL

Valid Dec. 1-March 26, 2011 (excluding Dec 26 – 31, 2010)

Take 15% off your Bluefin Bay winter vacation when you book online and early! Book two nights or more online via our new website at bluefinbay.com and receive 15% off the regular winter rate. This offer is good for online reservations only and all winter long – from Dec. 1, 2010-March 26, 2011 (excluding Dec 26-31, 2010). But hurry! To take advantage of this special you must book by Dec. 31, 2010. (Cannot be combined with any other offers.)

BLUEFIN BAY NORTH SHORE HOLIDAY PACKAGE

Valid Nov. 28-Dec. 25, 2010

Enjoy the holiday season at Bluefin Bay and earn a \$25 holiday shopping certificate for each \$100 spent on lodging! That's right. North Shore Holiday shopping certificates are good at the Bluefin Bay gift shops, restaurants, Waves of Superior Spa, and more than 30 local shops, art galleries and retailers. Cannot be combined with any other offers.

JANUARY 3 FOR 2

Valid Jan. 1-31, 2011

Stay three nights and get one of those nights completely FREE! Yes, that's one night our treat. Take advantage of one of our most popular offers.

MARCH WEEKENDS AT MIDWEEK RATES

Valid March 13-31, 2011

Stay three nights over a weekend and receive ALL nights at our lower midweek rates. Take your spring break with us and save with this popular offer.

SKI & STAY PACKAGES

For those who love to ski and stay at Bluefin Bay, we have a number of packages combining discounted lodging rates with discounted lift tickets to Lutsen Mountains Ski Resort. Visit bluefinbay.com and click on Packages, or ask your reservationist for details.

New this year are a First-Time Family Ski & Stay Package designed especially for families who want to experience downhill skiing for the first time (can only be booked at lutsen.com), and a Half Price Midweeks Package where you stay and ski three nights or more at half of the weekend rate. We're also offering January 3 for 2, March Weekends at Midweek Rates, and the popular Family Spring Break Ski & Stay Packages again this year.

HELLO MINNESOTA. MEET WINTER.



You may think you've known Minnesota winters. You may even consider yourself a snow aficionado. But unless you've experienced the whitest of seasons on the North Shore, you haven't really met Winter.

Discover the best parts of winter this February 4-13, 2011, during Cook County's Winter Tracks Festival. Each day is chock full of wintery goodness like downhill skiing, snowmobile rides, candlelit skiing, snowshoeing, dogsled rides, horse drawn sleigh rides and so much more.

Looking for a challenge? Winter Tracks has that too. Strap on your skis and join us for the Volks Ski 400, a team effort to tackle North America's largest groomed Nordic system in a single day. Or become the envy of all your skinny ski-loving friends by taking the individual Volks Ski challenge. Sign up at volksski.com, head out and tally your progress through Cook County's 400km system all season long.

No matter what you choose to do at Winter Tracks, you can finally say you've met —and conquered — Winter. And we invite you to do it from the cozy confines of Bluefin Bay by offering some of the season's best deals.

F.Y.I.

Here's what's happening in and around Bluefin Bay.

Bluefin Bay was named the Best Honeymoon Resort for the sixth year in a row by MN Bride Magazine, reinforcing its title as the Most Romantic Resort in Minnesota. In late October, the Bluefin Bay Family of Resorts hosted NBC Biggest Loser Reality TV for the launch of Fitness North – a new live-in weight loss and fitness program

at Surfside on Lake Superior. We introduced Fitness North to the North Shore community at an Oct. 30 event with O'Neal and SunShine Hampton, Season 9 Biggest Loser Reality TV contestants from Richfield, MN. You can learn more about Fitness North at www.fitnessnorth.net.

On Nov. 5-6, the Bluefin Bay culinary team welcomed guest chef Kevin Kathman of Barbette in Uptown Minneapolis for Fall Food & Wine Lovers Weekend and the following weekend, we filled the resort for our third annual Girls Gone North Weekend with special guest Lorna Landvik – New York Times best selling author and humorist.

GIVE THE GIFT OF BLUEFIN BAY

Give the gift of...

...travel

...adventure

...romance

...relaxation

...family tradition

...lifelong memories

Give the gift of Bluefin Bay



This holiday give an incredible gift that will keep on giving long after it is unwrapped — the gift of a seaside getaway to Bluefin Bay. When you give the gift of Bluefin Bay, you're not only giving that special someone a trip to Minnesota's Favorite Resort, but also romance, relaxation, adventure, pampering, and memories that will last forever.

Bluefin Bay gift cards can be purchased in any dollar amount and used anywhere at the Bluefin Bay Family of Resorts (Bluefin Bay, Surfside and Temperance Landing) for lodging, restaurants, Waves of Superior Spa, gift shops and more.

Gift cards are mailed within a few days of placing your order, and each card comes in special holiday packaging with a place for a personal message — all making your job of giving even easier.

Call 1-800-BLUEFIN (258-3346) or 218-663-7296 locally to order your gift cards today.

Cherry Almond Cobbler

Compliments of Ed Douglass,
Executive Chef, Bluefin Grille



Ingredients:

4 cups frozen pitted cherries (thawed)	2 t spoons baking powder
½ cup blanched slivered almonds, chopped	¼ butter
1 cup AP flour	¼ t spoon almond extract
1 cup sugar	½ t spoon salt
¾ cup milk	

Directions:

Pre-heat oven to 350. Mix flour, sugar, salt, baking powder, milk and almond extract. Melt butter in a square Pyrex dish, pour in mix and top with cherries and chopped almonds. Bake for 25 min. or until golden and edges are chewy.

Serve warm with ice cream.