

# Bluefin Bay

FAMILY OF RESORTS

Bluefin Bay | Surfside | Temperance Landing  
*On the shores of Lake Superior in Tofte, Minnesota*

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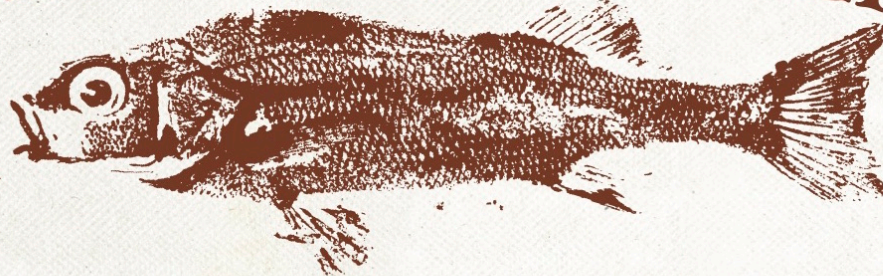
Bluefin Bay FAMILY OF RESORTS  
TOFTE, MN 55615

PRSRT STD  
U.S. Postage  
PAID  
Permit #4190  
Twin Cities, MN

Summer 2015

1-800-BLUEFIN  
(1-800-258-3346)

## THE FISHWRAPPER



Bluefin Bay FAMILY OF RESORTS





## Day Tripping

### Grand Marais – Art, culture, shopping, donuts, lake, beer and more!

Experience more of the North Shore with a day trip to Grand Marais, MN – one of our favorite day trip destinations.

This quaint, harbor town is a 30-minute drive from Bluefin Bay along Scenic Highway 61. Grand Marais is bursting with creative energy, natural beauty and one-of-a-kind events. This year, it won the title of "America's Coolest Small Town" from Budget Travel Magazine. Take a scenic drive to shop, explore and see discover why it's so "cool" for yourself.

We suggest skipping stones along harbor beach, exploring the rocky coastline along Artist's Point, checking out the art galleries and quaint shops for one-of-a-kind gifts. And for the "doers" in your group, don't miss the Grand Marais Art Colony or North House Folk School where you can take a hands-on class.



### Did we mention beer?

If you're a beer lover and micro-brew fan, you're in luck. This year, Grand Marais gained two new micro-breweries.

Located on Highway 61 and overlooking the harbor, is **Voyageur Brewing Company** — Grand Marais' first and only taproom. Voyageur embraces its Minnesota roots, using locally harvested wild rice and maple syrup in many of its recipes. Stop in for a seasonal craft beer only available in the new taproom, take a tour, indulge in a delicious small plate and enjoy the expansive Lake Superior views. You can also experience one of the local brews – Boundary Waters Brunette Brown Ale – right at the Bluefin Grille where it is always on tap. More information: [www.voyageurbrewing.com](http://www.voyageurbrewing.com).

**Gunflint Tavern**, nestled in the heart of downtown Grand Marais, offers stunning views of the harbor with delicious food and drink to match. While taking in the sites, sample anything from a light hummus appetizer to baby back ribs paired with a pint from their impressive tap list featuring beers crafted in-house, from other local breweries and microbrews from around the country. More information: [www.gunflinttavern.com](http://www.gunflinttavern.com).







Dear Guests,

We're excited to kick off another summer season at the Bluefin Bay Family of Resorts. While we work hard all year long to create great and memorable vacation experiences for our guests, we re-focus every spring to get the resorts in tip top shape for our busiest season.

In this issue of the Fishwrapper, we share some of what goes into keeping our upscale North Shore resorts constantly evolving to meet our guests' needs. We're excited to now offer HD TV with an expanded channel listing, and WIFI-equipped blu-ray DVD players in all our Bluefin Bay units.

This summer, in addition to guest favorites such as guided hikes, yoga, kids' activities, naturalist programs, and campfires, we've added evening guided kayak excursions and hikes.

Learn more about the amazing biking trails in our back yard, our favorite day trip, and meet our incredible Chefs and learn what they love most on the summer menus – all in this issue of the Fishwrapper.

As always, we're delighted to welcome you to the North Shore and the Bluefin Bay Family of Resorts. We look forward to welcoming you to the shore.

Warmly,  
Dennis Rysdahl  
Owner & General Manager

## One lake. One million things to do.

### Summer Fun at Bluefin Bay

We know it. Our guests know it. Summer days are simply better when they're spent on the shores of Lake Superior. And at the Bluefin Bay Family of Resorts, we have more than enough North Shore adventure, activity and fun to pack a lifetime of summer days!

#### What's New?

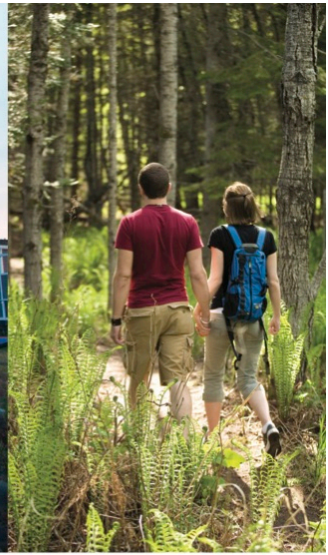
In addition to favorites like guided hikes, yoga, kids' activities, campfires, music, and more, we've added evening guided kayak excursions and hikes to this summer's roster of activities. Check out a sampling of our fun summer activities here and be sure to visit [www.bluefinbay.com](http://www.bluefinbay.com) for dates, times and more information!

- Daily guided kayaking on Lake Superior (ages 12 & up)
- Guided hikes to sites like Tettagouche, Shovel Point, Baptism River High Falls, Oberg Mountain, Carlton Peak, Caribou River, Lake Agnes, Poplar River/ Glove Overlook (daily)
- Complimentary shuttle service to local trailheads
- Yoga (Sun, Mon, Wed, Fri; ages 12 & up)
- Guided photography hikes
- Water fitness class (Tuesdays)
- Guided road and mountain bike tours
- Complimentary road and mountain bike rentals
- Wolf Ridge naturalist programs (wildlife photography, geocaching, adventure ropes course, and more!)
- Complimentary tennis racquets and on-site court
- Nightly campfires and s'mores
- Kids' activities (programming changes weekly; includes arts, crafts, games and naturalist programs)
- Charter Fishing with Tofte Charters (Mondays throughout the summer)

Guests are also invited to explore Lake Superior with a sailing excursion aboard the 42-foot yacht, Avanti (beginning July 1), discounted charter fishing cruises through Tofte Charters or a paddleboarding tour with Stone Harbor. These activities are available to guests for a fee and advance reservations are recommended.

*"I loved that we had the opportunity to go kayaking. My husband had done it before, but I never had. Our experience level didn't matter. We both had a great time seeing Lake Superior from a different perspective!" – Nicole L., Chicago, IL*





## Hit the Bike Trail

You've hiked the trails. Paddled the lakes. Seen the views and watched the waves. So you think you know the North Shore. But you haven't really experienced the shore until you've done it from atop two wheels. Powered by pedals, the rugged coastline and jagged mountaintops take on a whole new meaning. It's an intimate experience, and a trip unlike any other.

### Bike the Gitchi Gami

One of the most accessible biking experiences along the North Shore is the paved Gitchi Gami State Trail. Running through the backyard of Bluefin Bay parallel to the shores of Lake Superior, this recreational trail is planned to eventually extend 88 uninterrupted miles from Two Harbors to Grand Marais. As of this summer, more than 29 miles are complete.

From Bluefin Bay, the closest trail sections are the Temperance River and the Lutsen Ski Hill Road Segments. The Temperance River Segment runs 3 miles each way and travels from Tofte through the picturesque interior of Temperance River State Park to the town of Schroeder. The Lutsen Ski Hill Road Segment offers 7.3 miles (one way) of paved trails and stunning Lake Superior views.

### The Challenge of Off-Road

For bikers looking for a challenge, the North Shore offers no shortage of off-road experiences. Ranging from lung-busting, white knuckled single track to winding backcountry roads, the Bluefin Bay area is home to more than 2,000 miles of trails.

Perfect for families or those new to trail riding, the nearby Onion River Road trail is a 7-mile round trip ride featuring a gradual climb through scenic forest. Intermediate riders will want to check out Heartbreak Hill Loop. And Britton Peak offers a series of single-track adventures for everyone from beginner to advanced riders.

Of course, trails are available as far as the end of the Gunflint Trail and north of Grand Portage. To find your perfect trail, stop by Guest Services or visit [visitcookcounty.com/biking](http://visitcookcounty.com/biking).

### The Lutsen 99'er

Want to test your skills? You're in luck. Every June, the hugely popular Lutsen 99er draws mountain bikers from across the country ready to take on a 99, 39 or 19-mile course spread across the mountainous North Shore terrain.

### Complimentary Bike Rental

No matter your skill, age or trail preference, stop by Guest Services for an area trail map and trail condition information before heading out. No bike? No problem. Bluefin Bay Family of Resorts guests have access to complimentary road and mountain bike rental. All our bikes are brand new this season and ready for the trail. Happy pedaling!





## The indoors are as great as the outdoors...by design

### Renovations, upgrades and improvements ensure guests experience the very best at Bluefin Bay Resorts

As a four-season destination, it's hard to beat Minnesota's North Shore: Warm summer days and lapping waves, vibrant fall colors atop breathtaking mountains, great skiing and the deepest snow, and gushing spring waterfalls along pristine hiking trails.

The Bluefin Bay Family of Resorts' neighborhood is as unique a location as one could possibly find in MN. So it makes sense that we're constantly striving to match both lodging and guest experiences to this gorgeous locale. At Bluefin Bay Resorts, we strive to make the indoors as great as the outdoors. And, enhancing the guest experience is always our top priority.

#### The Evolution of Your Bluefin Bay

Since its opening in September of 1984, Bluefin Bay has gone through some tremendous changes: Expansion of the original resort, improvement and greening of the facilities, continual additions to recreational activities offered to guests, and perhaps the biggest changes of all – the addition of two sister properties on Lake Superior – Surfside (2008) and Temperance Landing (2006).

"What makes Bluefin Bay so unique is how close we are to this spectacular lake," says Dennis Rysdahl, owner of the Bluefin Bay Family of Resorts. "Just as the lake keeps changing day after day and wave after wave, so are we. Our goal is make the resorts themselves as wonderful on a guest's fifteenth summer here as it was on their first."

That commitment to staying current and updated means change is constantly afoot. Some of that change takes place as growth. Bluefin Bay recently finished construction on six new condo units damaged in the fire of 2014, and Surfside will open three new luxury townhomes by the end of the summer.

#### Upscale, comfortable interiors of the quality our guests expect

Other change occurs continually in the form of updates and upgrades to ensure that each lakeside condo and townhome stays both current and comfortable, living up to the resort's "upscale" reputation.

Carol Perkins, Bluefin Bay's Quality Interiors Director, and her team visit every unit at least twice a year, inspecting for wear and tear, needed updates and overall quality. These inspections result in not just regular replacement of carpets, wallpaper and appliances, but also major overhauls.

At Bluefin Bay, work was recently completed on rebuilding all fireplaces, including new surrounding stonework. Furniture has been replaced in nearly every unit within the past six years. Last year alone, Bluefin Bay remodeled 20 bathrooms, complete with custom tile, showers and new whirlpools. And, the resort is on pace to complete 12 additional bathroom remodels in 2015. Ten kitchens were completely remodeled in 2014 and upgrades of the remaining kitchens will take place in units throughout the Bluefin Bay resort in 2015 and 2016. And the resort's new designer and decorator, Jessica Carlson, will be designing a plan to unify the quality and look across all units.

#### Getting Wired: Entertainment and technology upgrades

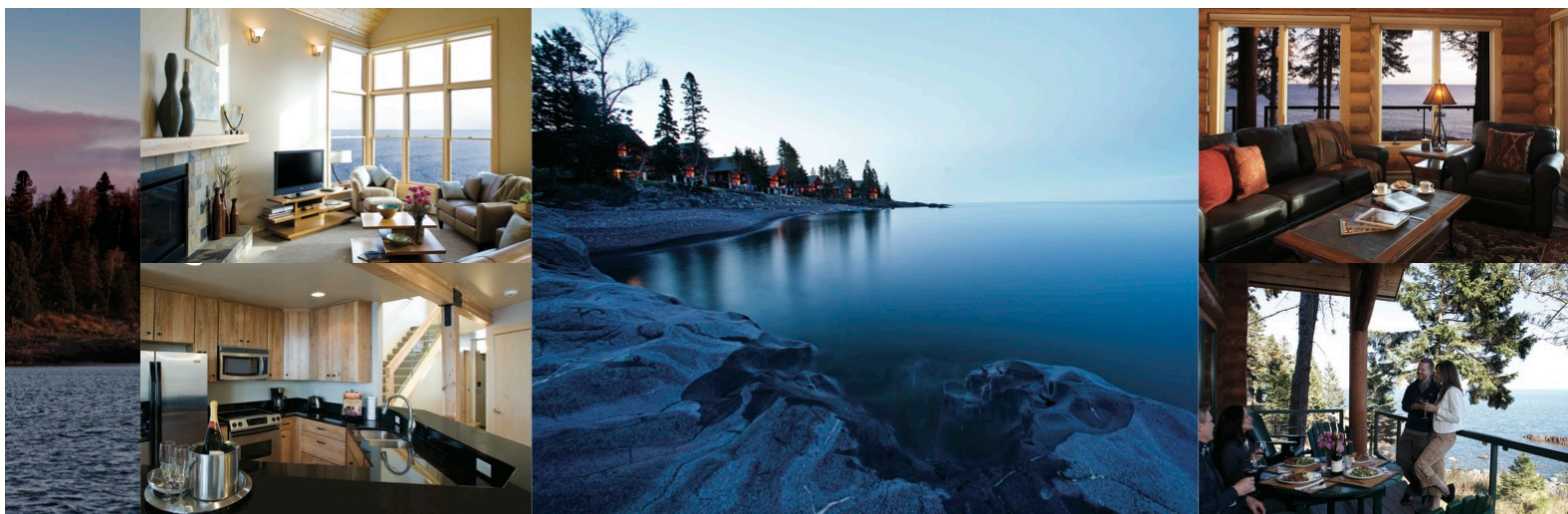
From an entertainment perspective, all TVs throughout Bluefin Bay have been upgraded and are now receiving HD signal and an expanded channel listing. Rooms also received brand new WIFI-equipped blu-ray DVD players, offering guests the chance to watch Netflix, Hulu and more right on their in-room TV.

Cell phone service throughout the area also received a boost when a new 150-foot tower was activated in January, with many carriers operating off the new service.

#### Outside grounds and property improvements

The Bluefin Bay Family of Resorts is continually working to match the beauty of the grounds with the beauty of our natural surroundings. In addition to new cedar roofs, repainted exteriors and replaced lakeside decking at Bluefin Bay, our landscaping crew works tirelessly to ensure every inch of the resort meets even the most exacting standards of our valued guests.





## Calling all foodies and lovers of the lake

### Introducing our chefs and new summer menus

At Bluefin Bay Family of Resorts, we believe that good food is a big part of making a vacation more memorable. So we're proud to offer guests three unique and award-winning restaurants. From the contemporary spa cuisine and local flavors of Waves of Superior Café and the regionally inspired menu of Bluefin Grille to the casual bistro fare of Coho Café & Bakery, these are truly the most delicious flavors the North Shore of Lake Superior has to offer.



**Judi Barsness**

Executive Chef, Waves of Superior Café



#### What do you love most about your job?

I love the creative aspects of being a Chef. For me, it's not only the craft of cooking but also bringing together all of the season's fresh ingredients, the colors, the flavors and the final presentation on the plate. Creating a "double wow" for the guest. The first wow being the visual presentation and the second being their first bite of the dish.

#### What new menu item are you most excited about?

I'm excited about having fresh, seasonal ingredients. We often think of the harvest as just coming from the earth, but on the North Shore it also comes from the waters. I'm excited about the fresh Lake Superior fish, as well as the fresh offerings from our partner growers & ranchers.

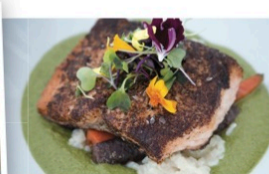
#### What makes Waves of Superior Cafe unique?

How our menus reflects the freshest offerings of the Minnesota seasons and our commitment to regionally grown, organic, sustainably raised, harvested and wild caught ingredients. We define what it as "Minnsine" -- contemporary Minnesota cuisine.



**Kevin Ilenda**

Executive Chef, Bluefin Grille



#### What do you love most about your job?

I love working with so many people from different walks of life. There is always something to learn at Bluefin Bay. It's been close to my heart, and I'll work to make it close to your heart as well.

#### What new menu item would you recommend?

Wild Caught Atlantic Salmon is already a new favorite among those who've had a chance to try it. It's plated with a great mix of seasonal ingredients that complement each other very well.

#### What makes Bluefin Grille unique?

The view and ambiance is second to none. We're about as close to Lake Superior as can be. What makes it most unique is the great mix of people we have working for us. We really have a talented, close-knit team in the kitchen and front of the house, and we all work together to create a lasting impression with guests both in our service and by making sure they love our food.



**Allison Reedy**

Kitchen Manager, Coho Café & Bakery



#### What do you love most about your job?

I love meeting all of the international students that come to join our Bluefin Bay staff. It's wonderful getting to know the different cultures and the different types of food they have and we might not.

#### What regional or new menu items would you recommend?

For breakfast, I recommend the Apple Walnut French Toast with locally made wild rice sausage served with local maple syrup. If you're looking for pizza, the award-winning "Call Of The Wild" is made on our house made crust with local wild rice sausage, and then topped with button, shitake and portabella mushrooms and finished with a blend of four types of cheese.

#### What makes Coho Café & Bakery unique?

Almost everything on the menu is made in-house or locally. We have a full menu for dining in, and offer ready-to-go-sandwiches and other items in our deli case. Our pastries are made fresh every day and they go fast. Yum! All of our sandwiches are made on freshly baked bread.



## Great Waves, Great People

We're thrilled to provide our guests with warm and friendly hospitality, something we couldn't do without an exceptional staff. Here are some of the faces behind the great service at the Bluefin Bay Family of Resorts.



### Mitch Travis

Activities Director

Hometown: Willmar, MN

#### What brought you to the North Shore?

I've been coming to the North Shore since I was a kid on family camping trips. I've always found Lake Superior magnetic, and that's why I chose to go to college in Duluth. During college, I worked for a Boundary Waters Canoe Area outfitter on the Gunflint Trail and,

after I graduated, found a career in environmental science with the Grand Portage Band of Lake Superior Chippewa. I spent 8 years working on projects ranging from wildlife studies to water quality assessments before joining Bluefin Bay.

#### My favorite part about working at Bluefin Bay is...

I truly enjoy getting to meet new and interesting people from all over the world. I love introducing our guests to the incredible scenery of the area and find it rewarding to provide people with outdoor experiences that they will not soon forget. I'm in the business of making memories.

#### My favorite thing to do when I'm not working is...

I love to travel. Exploring new places in search of natural beauty is my favorite pastime. I enjoy archery and like to spend time hunting in the fall.

#### I want readers to know...

I'm not the most formal person in the world. I don't take myself too seriously. So, if you come on a tour with me, be prepared to laugh and have fun. I'm going to do my best to put a smile on your face.



### Jeremy Matthys

Marketing & Event Manager

Hometown: Waseca, MN

#### What brought you to the North Shore?

When I was younger, my family vacationed on the North Shore every summer and a few of those times we stayed at Bluefin. I fell in love with the North Shore and decided that one day I wanted to move here. Bluefin Bay was the first place I called.

#### I've been with Bluefin for...

5 years

#### My favorite part about working at Bluefin Bay is...

We have a great group of people that work here. The view every day isn't bad either.

#### My favorite thing to do when I'm not working is...

Exploring and hiking different areas of the North Shore with my wife. We also enjoy driving the back roads looking for moose and other wildlife.

#### I want readers to know...

Moose do exist. You just need to know where to look and have a little luck on your side.

## Hot Days, Hot Deals

### Spring Fever Special

Valid now-June 18, 2015

Breathtaking views and crashing waves against the rugged north shore of Lake Superior are even better when they're free! Now through June 18, enjoy a FREE night when you purchase two nights. Midweek night is free. New reservations only.

### Summer Adventure Special

Valid May 7 - June 18, 2015

Nothing beats a summer vacation on the North Shore, except when those vacations come with a great deal! This summer, stay two nights in select one bedrooms or suites for \$399 (midweek) or \$449 (weekend). Or stay two nights in select two bedrooms for \$499 (midweek) or \$549 (weekend). New reservations only. Enter promo code "SUMMER" for online reservations.

### Extended Stay Special

Valid all year

The longer you stay, the more you save! With this progressive savings deal, stays of 5 nights receive 10% off, stays of 6 nights receive 15% off and stays of 7 nights receive 20% off! Cannot be combined with other offers.

### Play & Stay Golf Packages

Valid June 1 - End of Golf Season

Enjoy great views and great savings while you hit the links at one of *Golf Digest's* Best Places to Play! With a one or two-day package, enjoy discounted lodging and greens fees (including cart and range) from \$47 per person per day. Some restrictions apply. Call 800.BLUEFIN (258-3346) for more details.

### Senior Weeks

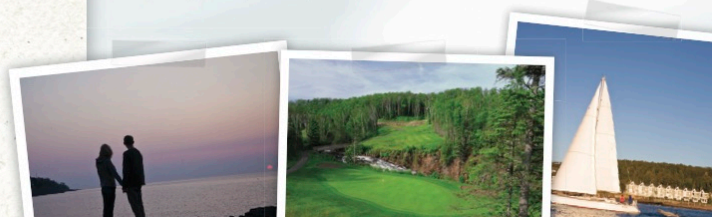
Valid Sunday - Thursday, May 10 - June 4, August 16 - September 10 (excluding holidays)

With a minimum two-night stay, guests age 62 and older enjoy 20% off lodging and discounted greens fees at the premier Superior National Golf Course.

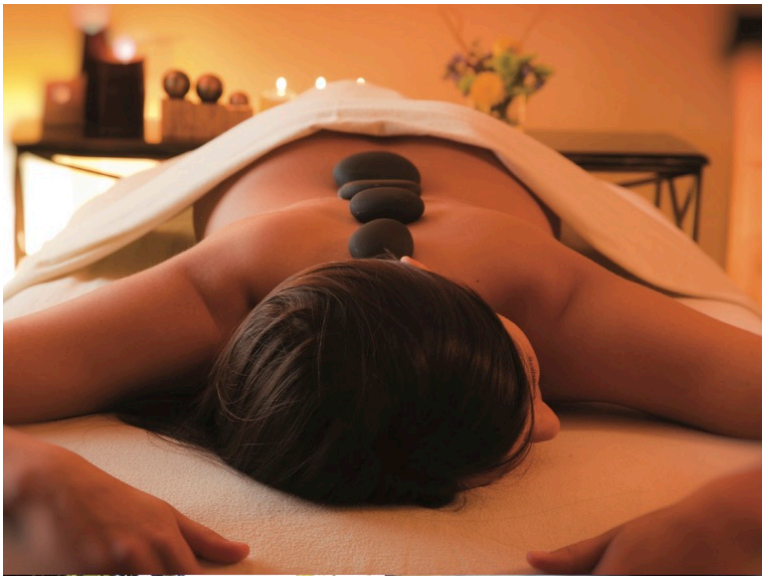
### Romance Packages

Valid all year

Come experience why Bluefin Bay is consistently named Minnesota's Most Romantic Resort with our exclusive Honeymoon, Romantic Retreat and Couple's Spa packages. Visit [bluefinbay.com](http://bluefinbay.com) for package details and special add-ons to make your getaway as unique as your love.







## The Way We See It

The Bluefin Bay Family of Resorts and the surrounding area are bursting with outdoor summer adventure and breathtaking sights. Here are some favorite activities and times from those in the know – the Bluefin Bay team. For more details on these suggestions or additional activities, our knowledgeable Guest Services staff will be happy to help.

### Favorite Spa Service: Waves Signature Massage

"The signature massage combines warm oil blended with aromatherapy, hot towel hydrating wraps for the hands and feet, warm stone placement and lavender eye pillow for the ultimate in relaxation and restoration."

*Recommended by Emily VanDoren, Maintenance Administrator*

### Recommended Hike: Crosby Manitou Falls

"Crosby Manitou State Park is about a 25-minute drive from Bluefin Bay, but it's well worth the trip! There are generally very few people on the trails and the cascading series of waterfalls are absolutely breathtaking."

*Recommended by Tom Fagin, Activities*

### Favorite Bite to Eat: Scallops & Pork Belly Appetizer at Bluefin Grille

"The Bluefin Grille recently introduced this mouthwatering item to their menu as an appetizer. It's also great for a late night snack at the bar."

*Recommended by Dan Hinton, Guest Services*



## Own a Piece of the Bluefin Bay Family of Resorts

Ownership has its privileges, especially at the Bluefin Bay Family of Resorts. This year, we're adding what many boast is the most spectacular of Surfside's three story luxury townhomes. Construction began this spring on Units 18-20, and all are to be completed by late summer.

The spectacular VIEWS – in addition to shared ownership opportunities – are the reason pre-sales are going strong. If you're interested in ownership opportunities at the Bluefin Bay Family of Resorts, contact Eric Frost – Bluefin Bay Family of Resorts Executive Sales Agent – for more information 218-663-6886 or [eric@bluefinbay.com](mailto:eric@bluefinbay.com).

## Annual Calendar contest deadline

The 21st annual Bluefin Bay Calendar Contest is underway for the 2016 calendar. Haven't entered your photograph yet? There's still time! Submit your original color photo featuring the breathtaking beauty of Bluefin Bay or the North Shore no later than June 30, 2015 to Bluefin Bay Calendar Contest, PO Box 2125, 7192 W Hwy 61, Tofte, MN 55615. Additional rules and details may be found at [bluefinbay.com](http://bluefinbay.com).

## Let's get social

Miss the sound of waves crashing on the shore? Or the sight of wild lupines in the spring? Now you don't need to miss a wave! Stay connected with the happenings of the North Shore and Bluefin Bay Family of Resorts by connecting with us on Twitter, Facebook, Instagram and YouTube. We love sharing our pictures and stories and want to hear from you too!

