

The Bluefin Bay Calendar Contest in its 23rd Year

Tips for entering our context next year!

For the past 23 years, guests have been sharing their favorite North Shore images for us to highlight in our annual Bluefin Bay Family of Resorts calendar. It once started as a marketing tool to showcase what our guests were telling us they loved about visiting the area. But, over the years the Bluefin Bay calendar has evolved as a way to share the natural beauty we discover in our own backyard as a gift to our loyal guests.

"This calendar has become our way to say thank you to our loyal guests who enjoy coming here annually to discover the unsurpassed beauty we get to experience everyday. We're always amazed by the quality and quantity of the entries we receive that highlight what our visitors experience and we're excited to share these images with others," says owner Dennis Rysdahl.

Congratulations to this year's winners: GRAND PRIZE (October): Jonathan Mortenson, Coon Rapids. January: Andra Wheatley, St. Paul; February: John Finley, Bloomington; March: Jonathan Mortenson, Coon Rapids; April: Pam Hellman, Des Moines, IA; May: Allen Utzig, Bloomington; June: Lori Larson, Cottage Grove; July: Anton Davkov, Shumen, Bulgaria; August: John Kappler, Shoreview; September: John Finley, Bloomington; October: Jonathan Mortenson, Coon Rapids; November: Dan Chan, Rochester; December: Edee Conner, Isle. Honorable Mention winners are: Mikala Bringgold, Roberts, WI; Terry Kochaver, St. Louis Park; Paul Vargo, St. Paul; and Thomas Wilkins, Orono.

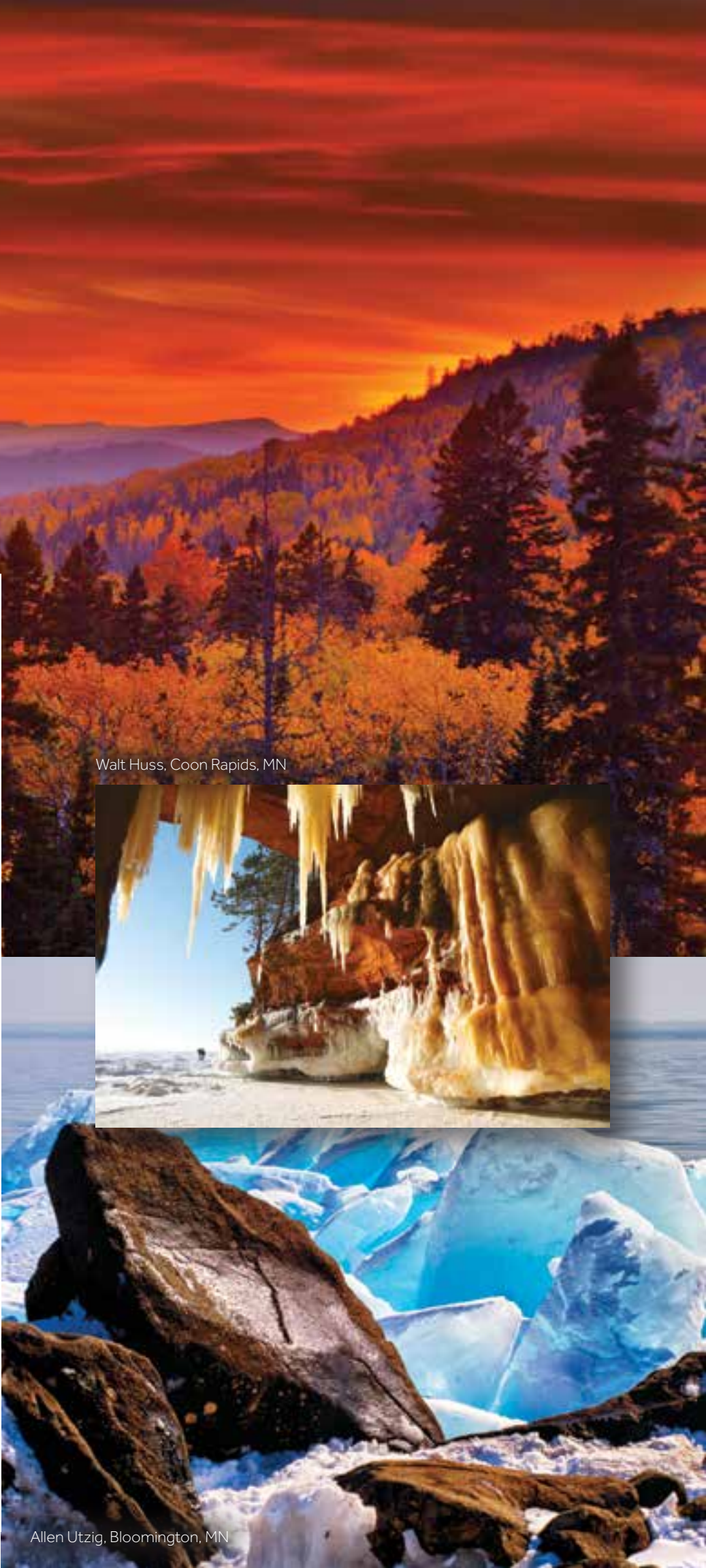
The 2018 contest is underway. If you have an image you'd like to share from any of the Bluefin Bay Family of resorts, we're accepting them until June 30, 2017. Now that we've expanded our calendar to include our family of resorts – Bluefin Bay, Surfside and Temperance Landing – we are particularly interested in shoreline and other shots from our two newest resorts. We're also interested in photos form our shoulder seasons – April, May, June and November.

Visit bluefinbay.com for additional information and the official rules. Click on I Love Bluefin, Calendar Contest.

Walt Huss, Coon Rapids, MN



Allen Utzig, Bloomington, MN





TAKE A RIDE ON **THE WILD SIDE**

Dear Guests,

After a gorgeous and unseasonably long summer and fall on the North Shore, we're looking forward to winter. Winter brings not just colder temps and more snow than anywhere in the state, but some of our favorite activities...and guests!

There's a reason why so many of you keep coming back winter after winter – actually there are a lot of reasons. And most of them are featured in this issue of our Winter Fishwrapper. From premier downhill skiing and snowboarding at Lutsen Mountains, to our incredible network of cross-country skiing and snowshoeing trails, to dog sledding adventures, fat tire biking, ice skating, s'mores around the campfire, and indulgent indoor pampering at Waves of Superior Spa – we've got it all here waiting for you.

We hope you'll take a closer look and get inspired to start planning your next great winter getaway to the Bluefin Bay Family of Resorts. Thank you for being our loyal guests. And, Happy New Year!

Warmly,
Dennis Rysdahl
Owner and General Manager



Fat tire biking comes to the North Shore

Avoid the winter blues by riding the rocky ridgeline of the Sawtooth Mountains this January 7th in the Inaugural Norpine Fat Bike Classic (norpinefatbikeclassic.com). The race, which is limited to just 200 participants in its first year, features a short 15-mile course and a longer 28.5-mile course for the more experienced fat tire rider.

This race is the latest addition to the world-class bike races that take place right in our backyard and the first to be held in winter. It is also part of the 45NORTH Great Lakes Fat Bike series, which is the largest fat tire bike race series in the United States!

"We're thrilled to promote the Norpine Fat Bike Classic event as it helps to elevate Cook County as a true biking destination," says Linda Jurek of Visit Cook County. "We not only have races in every season, we also have every discipline – Single Track/Sawtooth Mountain Bike Challenge, Winter Fatty – Norpine Fat Tire Classic, Mountain Bike – Lutsen 99er, and Gravel Rides – LeGrand du Nord. Now that's pretty cool right?"

President of the Cook County Visitors Bureau and local business owner Mike Larson agrees, saying this race confirms what he's known for a while. "One of the things we've learned over the years is we can be all things to all people when it comes to biking. We really can offer a special experience for anyone when it comes to biking."

This race is no exception. Held January 7th, cooler temperatures will create the perfect climate for a unique fat tire bike experience. "The colder the temperatures, the better the conditions for riders," explains race organizer Peter Spencer. "Bikers get to experience a different kind of ride on well groomed trails in colder temperatures. It is just a different experience than other conditions."

Factor in the northern snow-covered boreal forest, majestic Lake Superior backdrop and challenging hills and valleys Cook County has to offer and it will truly be a one-of-a-kind biking experience.

But, it isn't just the race that makes this a great time to visit the North Shore. "There is so much to do in the area this time of year," Spooner says. "This is an opportunity for bikers to share their passion with the family while making it a weekend vacation as well."

Whether you cross country ski, snowshoe, dog sled, or just enjoy good food and conversation, you can bet your time off the course will be just as exhilarating as your time in the woods.

For more information and to register visit: norpinefatbikeclassic.com



How much do you know about our Greatest of Lakes?

Did you know?

It is no secret that Lake Superior is the world's largest freshwater lake by surface area. At 440 trillion cubic feet of water, the greatest of the Great Lakes consists of 10 percent of the world's freshwater supply. In fact, there is enough water in Lake Superior to cover North and South America with one foot of water. But did you know these other fun facts that make this Great Lake so Superior?

- She rarely freezes over. But it happens! Depending on which "official" source you consult, in 2014 Lake Superior froze (or nearly froze over) for the first time since 1997. Generally, anywhere from 40 – 90% of the Lake freezes over.
- She once produced a 51-foot wave near Whitefish Bay.
- The deepest point in the Lake is 1,333 feet and 78 different types of fish call Lake Superior home.
- Michigan's Upper Peninsula is generally buried under six times more snow than the North Shore due to lake effect – a weather phenomenon created by the sheer size of Lake Superior which can modify weather dramatically.
- During the Gales of November, which happen as a result of low-pressure systems passing over the lake, wind speeds can easily reach 50 mph and gusts can exceed 100 mph.



Discover Unforgettable Winter Adventures at Bluefin Bay

When winter hits at the Bluefin Bay Family of Resorts, the opportunity for adventure is endless. Set against a backdrop of power-packed trails, snow-capped peaks and majestic views of Lake Superior, this winter wonderland is paradise for outdoor enthusiasts of all ages.

Here, at the Bluefin Bay Family of Resorts, we make it easy for you to get out and enjoy whatever winter activities most interest you. Our complimentary rental equipment, knowledgeable Guests Services and area attractions create the perfect trifecta of customized winter adventure on the North Shore.

Here's an overview of just a few of our most popular activities that take advantage of our winter wonderland. Learn more and see our winter schedule at bluefinbay.com, under Play, Resort Activities & Events.

- **SNOWSHOEING:** Explore our world-class regional trail system on our complementary snowshoes. Scared to head out alone? Sign up for one of our free guided tours.
- **DOWNHILL SKIING:** The new high speed Gondola gets you more time and a better experience on the hills at Lutsen Mountains. The biggest, tallest and best downhill ski resort in the Midwest boasts breathtaking views of Lake Superior and 95 different runs over 1,000 skiable acres. Take advantage of our complimentary shuttles to this popular resort from 9 am to 4:45 pm daily.
- **CROSS-COUNTY SKIING:** If cross-county skiing is more your style, explore the area trails on our complimentary ski equipment. The nearby Sugarbush Ski System gives skiers of all capabilities miles of trails to explore. Or, join one of our free, guided excursions to experience some of the area's best trails.
- **DOG SLEDDING:** Area mushers are happy to provide you a custom dog sledding adventure from a few hours to all-day excursions. Contact Guest Services for more information about area services that'll have you out mushing in no time.
- **ICE SKATING:** Our on-site rinks at Bluefin Bay and Surfside provide the perfect backdrop for leisure skating or a friendly hockey game. Complimentary ice skates, hockey net and equipment are available at Guest Services. End your skating time at one of our evening bonfires complete with smores!
- **NORTH SHORE WINERY SHUTTLES:** If trying a new wine is more your idea of an adventure, hop on a complimentary shuttle and head to Lutsen for a tour and tasting at the North Shore Winery. Shuttles available daily when the winery is open.
- **MUSIC AT THE BLUEFIN GRILLE:** Looking for a little night life at our resorts? Join us for acoustics by the fireplace every Monday, Thursday, and Friday night starting in December, and classical music on Sunday's in the Upper Grille beginning January 8.



Sip your cares away at the North Shore Winery

Guests at the Bluefin Bay Family of Resorts can savor the flavor of the area's first traditional grape winery and hard cidery. The Bluefin Bay Family of Resorts is excited to be the first resort to offer complimentary weekend shuttle rides and private wine and cheese tastings to North Shore Winery, which opened this past summer. The Winery also features hard cider made with Minnesota apples.

Owners Kim Schroeder and Chuck Corliss — a sommelier and winemaker — opened the winery as a way to contribute to the community they love, while complimenting the strong craft beer culture found on the North Shore. Add to this, a strong passion for making wine and it isn't surprising they chose this venture to pursue in semi-retirement. "We knew someday we would make wine and what better place to do it than Cook County," Chuck says.

Their love for the area and wine show through in their product. "People are surprised at just how much they enjoy the product," Kim explains. "The response has been overwhelmingly positive."

The winery currently offers several white and red wines with their most popular being a dry but sweet red wine called Boundary Waters. On the white side, guests are responding well to both the Cascade and Artist Point blend. For cider lovers, there are two ciders including Herbie's Blend, which is an apple cider that is sweetened with Caribou Cream maple syrup made right here in Lutsen. Herbie's Blend is also available at Bluefin Bay.

This winter, North Shore Winery anticipates two new items including an apple, maple port that should be out in December and a sparkling Rosé just in time for New Year's.

Bluefin Bay Family of Resorts now offers complimentary shuttles to and from North Shore Winery. Check out our resort activities calendar at bluefinbay.com for more information.

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.

Dan Hinton Guest Services MOD

Hometown
Wayzata, MN



What brought you to the North Shore?

I grew up in the Twin Cities and have been visiting the North Shore area since I was a child. When the opportunity arose to work here, I responded. I'm excited to bring my customer service, sales, publishing, and direct-marketing experience to the Bluefin Bay Family of Resorts.

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

The employees are like a family. It's great fun to team up to provide our special "Bluefin Bay Family of Resorts" experience to guests.

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

Fishing, hunting, canoeing, hiking, scuba diving, gardening, tree farming, but I also enjoy cooking and restoring 60's & 70's muscle cars.

I want readers to know...

Each day, I wake up looking forward to working for, and with, our guests. I enjoy doing everything possible to provide them with the best possible experience. They are all like family to me and I look forward to their next visit with us.

Mario Zamfir "Jack of all Trades"

Hometown
Piatra Neamt, Romania



What brought you to the North Shore?

I've always wanted to come to America and one day I decided to throw a dart at the US map and travel to wherever it lands with my J-1 (work and travel) Visa.

I've been working with Bluefin Bay Resorts for...

Six summers.

My favorite part about working at Bluefin is...

The guests! You get to meet and to know people, and after you go beyond first impressions, you get an appreciation for the culture, become more comfortable, and start to see America in a whole new way.

My favorite things to do when I am not working are...

Fishing, hunting and four-wheeling.

I want readers to know...

I love American muscle cars. I am still very confused about baseball. And, I am a big PACKERS fan!



Cure the winter blues in Cook County

We celebrate snow!

On the North Shore, we celebrate dropping temperatures, miles and miles of groomed trails, and Lake effect snow. Check out the fun we have in store for you in our winter festivals, events and activities. The Bluefin Bay Family of Resorts not only brings you closer to Lake Superior but also to bigger, better, winter adventure. For more details, check visitcookcounty.com.

■ NORTH SHORE HOLIDAY & OH OLE NIGHT PARADE, GRAND MARAIS — Nov. 25 – Dec. 25, 2016

Celebrate the holidays with family-friendly activities and one-of-a-kind shopping during themed weekends from Thanksgiving to Christmas. Weekend activities feature live music, skiing, art, shopping and more. Our favorite: The Thanksgiving weekend quirky Christmas parade complete with its Scandinavian heritage on full display. The 'Oh Ole Night' Christmas Parade and tree lighting is in Grand Marais on Friday, Nov. 25.

■ LAKE EFFECT MUSIC & SKI FESTIVAL, LUTSEN — Jan. 6-7, 2017

Join us at Lutsen Mountains and Papa Charlie's for our annual Lake Effect Music & Ski Festival. Enjoy incredible downhill skiing by day and live music at night. Check out the weekend music line-up and more at lutsen.com.

■ BEARGREASE SLED DOG MARATHON, COUNTYWIDE

The 2017 Beargrease Sled Dog Marathon is set for Jan. 27 beginning in Two Harbors. Established in 1980, the John Beargrease is the longest sled dog race in the lower 48 states. World class mushers compete in the nearly 400-mile event – facing off against other seasoned competitors, as well as the extremes of northern Minnesota weather and the rugged terrain of the trail. All check points and crossings are easily accessible to the public and provide opportunities to enjoy hot chocolate and the thrill of seeing the amazing canine athletes in action. Learn more at beargrease.com.

■ SUGARBUSH CANDELIGHT SKI AND SNOWSHOE, LUTSEN

The Annual Candlelight Ski and Snowshoe Hike beings on the Sugarbush Trail in Tofte (right in our back yard) on Sat., Feb. 18 from 6 p.m. – 8 p.m. The event is free and open to the public.

Visitors meet at the Oberg Mountain Trailhead to ski the 2 km (1.5 mile) trail or snowshoe hike on a shorter 1 km (.6 mile) Superior Hiking Trail lit with candle luminaries in the Superior National Forest. After skiing and hiking, participants are invited to enjoy a bonfire with hot chocolate and treats from area resorts. Check visitcookcounty.com or ask Bluefin Bay Guest Services for more information.

Give the gift of Bluefin Bay

This holiday give a gift that will keep on giving long after it is unwrapped — the gift of a lakeside vacation getaway to the Bluefin Bay Family of Resorts. Gift cards can be purchased in any dollar amount and used for lodging, restaurants, gift shops and the Waves of Superior Spa. Gift cards are mailed within a few days of placing your order and each card comes in special 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.**



The Way We See It

The Bluefin Bay Family of Resorts and the surrounding area are bursting with winter 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 Experience: Reiki

Reiki is a hands-on technique that promotes deep relaxation, eases stress and anxiety, and promotes healing. This powerful yet gentle healing art restores harmony, balances body, mind and spirit, and accelerates the body's ability to recover from trauma. Reiki uses subtle touch and may be performed while clothed.

Recommended by Mary Kate Weyrens, Waves of Superior Spa Director.

Favorite Winter Activity: Snowshoeing at George Washington Pines on the Gunflint Trail

Guests looking for a unique winter wonderland experience should look no further than snowshoeing in the George Washington Memorial Pines Trail which is located about 8 miles up the famed Gunflint Trail. The 2 mile excursion winds through snow covered pine trees of the Superior National Forest.

Recommended by Hannah Kelling, Activities



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

This item has been a hit on the menu since it was introduced two years ago. The generous portion of scallops is positioned on top of a potato puree and topped with micro greens, then drizzled in balsamic reduction. Mmmmm!

Recommended by Alex Truax, Activities Director

Hot Winter Deals

Connect with us for more on Bluefin Bay events and specials check us out on:



800.BLUEFIN (258-3346)

Gales of November and December

Valid October 24 – December 24, 2016

Stay three nights for the price of two and get a front row seat to nature's most spectacular show – the gales of November and December. Guests must stay four nights over the Thanksgiving holiday to qualify for this offer.

January 3 for 2 Special

Valid Jan. 2-31, 2017

Stay three nights for the price of two nights (receive one night FREE).

Winter 4 for 3 Special

Valid February 1 – April 10, 2017

Stay four nights for the price of three (receive one night FREE).

March Weekends at Midweek Rates

Valid March 10 – 27, 2017

Stay three or more nights and receive weekends at the reduced midweek rate.

Extended Stay Package

Valid all year

With this progressive savings deal, stays of five nights receive 10% off, six nights, 15% and seven nights 20% off. Cannot be combined with any other offers.

Romance and Honeymoon Packages

Crashing waves, a moonlit lake, romantic suites, no wonder Bluefin Bay is consistently named "Minnesota's Most Romantic Resort." For the ultimate romantic winter getaway, check out our Romance and Honeymoon packages at bluefinbay.com/offers or ask your reservationist for details.

Spa Packages

It doesn't get much better than combining a stay at Bluefin Bay Family of Resorts with the relaxation of Waves of Superior Spa. Our Couples Spa Package includes two or more nights in a Grand Superior Master Suite, a 60-minute side-by-side massage and endless winter romance. Visit bluefinbay.com/offers or ask your reservationist for details.

Internet Savings Deal

Book your stay at bluefinbay.com and receive discounted lodging rates on stays of two nights or longer. Good for online reservations only and some date restrictions apply. Cannot be combined with any other offer.

Ski & Stay Packages

For those who love to downhill ski and stay at Bluefin Bay Resorts, Ski and Stay Packages are available with most of our winter deals — including our most popular special, the 3 for 2. Save on lodging AND discounted lift tickets to Lutsen Mountains. Visit bluefinbay.com/offers and sort by packages for more details. Or, call Guest Services at 1-800-BLUEFIN (258-3346).



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THE FISHWRAPPER

