

The Fishwrapper



Bluefin Bay guests snowshoeing along the Cascade River.

Welcome back old man winter

Bluefin Bay and the Lutsen/Tofte area have been blessed with some of the best snow we've had in years! Starting in early December, we had a whopping 30" of snow in some areas. Lutsen Mountains currently has a 20-40" snow base and the entire shore is a white winter wonderland.

Whether it's downhill skiing, snowshoeing, snowboarding, cross country skiing, snowmobiling, or family friendly activities like dog sledding and sleigh rides, we've got it all. Bluefin offers free shuttles to nearby Lutsen Mountains and cross country ski trails, as well as complimentary cross country ski and snowshoe equipment.

If relaxation and pampering are your preference, let the mesmerizing views and crashing waves sooth your soul. Snuggle in front of a cozy fire with a good book. Relax and unwind in our year-round outdoor pool and hot tub or our indoor pool and spa. Let your stress melt away with a soothing massage at Superior Waters.

Great Deals: Now is the perfect time to plan your winter getaway to Bluefin Bay on Lake Superior. In the spirit of welcoming back Old Man Winter, we've created a special Welcome Back Winter Package. Check out our winter packages and book your stay today.

More Entertainment & Activities: Part of what makes Bluefin Bay and the Lutsen/Tofte area so special in the winter is the vast array of opportunities for recreation and fun. The area becomes an outdoor winter mecca. And when we have good snow, we love to play.

This year the Cook County Event and Visitors Bureau has launched a cooperative

effort to increase the range and variety of things to do, particularly during the midweek and at night after a day playing outdoors. Events include a strong line up of live music ranging from classical to nationally recognized touring bands, as well as naturalist programs, special events and festivals, and even fireworks!

A full calendar of events is listed on the Lutsen/Tofte website at www.americasnorthcoast.org.

Great Winter Deals

Welcome Back Winter Package

January - February 6, 2008

Receive 20 percent off a two-night stay OR Stay with us three nights and receive one of those nights FREE.

Add dinner at the Bluefin Grille and receive 10% off your meal.

January 3 for 2 Ski Package

January - February 1, 2008

Stay at Bluefin and Ski Lutsen. This package includes your third night of lodging AND a third day of skiing FREE. Free shuttles to and from the mountain.

February 4 for 3 Special

February 7 - 29, 2008

Stay at Bluefin Bay four nights and receive one of those nights FREE!

February Family Ski Weeks

Valid for arrivals 2/1 - 2/29/08

Purchase a 4+ day lift/lodging package, and get one night FREE.

Plus, kids ages 6 - 12 ski free, stay free and eat free.

March Weekends at Midweek Rates

March 1 - 31, 2008

Stay at Bluefin Bay three nights over a weekend and receive ALL nights at midweek rates.

To book your winter getaway at Bluefin Bay, call 1-800-BLUEFIN or visit our website at www.bluefinbay.com and make your reservation online.

Bluefin Bay on Lake Superior



Own a piece of your favorite resort

For more than a decade, Bluefin Bay condos and townhomes have been selling so quickly that potential buyers were often on a waiting list for months or even years to have the opportunity to purchase a unit. The number of people interested in buying Bluefin townhomes has far exceeded their availability for many reasons, including the incredible location, top of the line resort amenities and services, and the fact that Bluefin Bay rentals have consistently outperformed the competition. For these reasons, owning at Bluefin Bay remains a winning investment.

If there is a silver lining to the present national real estate market decline, it's that we now have several Bluefin Bay units listed for sale. Though we still have a waiting list of buyers, those on the list are waiting for smaller units than those currently available. This means that for the first time in years, the broader public has an opportunity to buy a Bluefin Bay condo or townhome!

If you'd like to learn more about Bluefin Bay real estate listings, please contact Cascade Property Sales in Tofte by calling **1-800-218-1724**. John Oberholtzer (REALTOR®) and Steve and Kate Surbaugh (Brokers/Owners) are knowledgeable about the details of Bluefin Bay ownership and would be happy to answer your questions. You can also learn more about the Bluefin Bay listings on their website at www.cascadepropertysales.com.

Own at Surfside on Lake Superior

Cascade Property Sales also has information about owning at Surfside on Lake Superior, our new sister development about a half a mile southwest of Bluefin Bay. Surfside is a new luxury townhome development on the lake offering quarter share ownership opportunities. If you're interested in learning more about owning at Surfside, call **1-800-218-1724**.

Calendar of Events

JANUARY 2008

- 21 Martin Luther King Jr. Day
- 24 “A taste of Italy” themed dinner & live music at the Coho Cafe
- 27 John Beargrease Sled Dog Marathon

FEBRUARY 2008

- 1 - 3 Mardi Gras Carnivale at Lutsen Mts.
- 2 Groundhog Day
- 2 Jack Brass Band playing at Lutsen Mts.
- 4 Dinner & live music with Tim Styles at the Bluefin Grille
- 7 Lunar new year stargazing hike at Bluefin Bay
- 8 - 10 Family Festival at Lutsen Mts.
- 8 - 10 Ten Minute Play Festival
- 9 Grand Marais Playhouse
- 9 Billy Johnson's Roadshow playing at Lutsen Mts.
- 11 Dinner & live music with Tim Styles at the Coho Cafe
- 14 Valentine's Day
- 16 “Wolves” a naturalist program at the Lutsen Nordic Center
- 18 President's Day
- 18 Dinner & live music with Tim Styles at the Bluefin Grille
- 21 Josh Schmidt - acoustic solo at the Bluefin Grille
- 23 Scotty Reed Blues Band playing at Lutsen Mts.
- 25 Dinner & live music with Tim Styles at the Coho Cafe

MARCH 2008

- 3 Dinner & live music with Tim Styles at the Bluefin Grille
- 7 & 8 The Gooney Birds & Mango Jam Family Reunion playing at Lutsen Mts.
- 8 & 29 “Wolves” a naturalist program at the Lutsen Nordic Center
- 9 Daylight savings begins
- 10 Dinner & live music with Tim Styles at the Coho Cafe
- 13 Dinner & live music with Tim Styles at the Bluefin Grille
- 17 St Patrick's Day
- 17 Dinner & live music with Tim Styles at the Bluefin Grille
- 20 “A taste of Italy” themed dinner & live music at the Coho Cafe
- 21 Little Feat playing at Lutsen Mts.
- 21 - 23 Easter Festival at Lutsen Mts.
- 23 Easter Sunday
- 24 Dinner & live music with Tim Styles at the Coho Cafe
- 29 Spring Carnival at Lutsen Mts.
- 30 Spring Fever Special and Spring Quiet Time Start at Bluefin Bay
- 31 Dinner & live music with Tim Styles at the Bluefin Grille

APRIL 2008

- 6, 1981 The Bluefin Vision Began
- 12 - 13 Mountain Meltdown Weekend at Lutsen Mts.

F.Y.I.

CARIBOU COFFEE AT BLUEFIN

In November, Bluefin Bay started providing Caribou Coffee at the resort. Most of our guests already know Caribou Coffee as a high end or gourmet coffee, and we are pleased to now provide it in the Bluefin Grille, Guest Services and in each of our guest units. Caribou coffee is the second largest gourmet coffee chain in the United States with over 420 stores across Minnesota. Caribou has the most stringent freshness policy in the coffee industry. Consumer Reports rates Caribou Coffee as #1 excellent. Please let us know what you think.

FOOD & WINE LOVERS A SUCCESS

Fall Food and Wine Lovers Weekend was a rousing success this past November. Chef Paul Lynch of the FireLake Grill House & Cocktail Bar at the Radisson Plaza Hotel wowed a full house on both Friday and Saturday nights. His exquisite wild game menus ranged from pheasant pot pie, to roast loin of rabbit, to roast fillet of bison. The creative menu of fresh homegrown food, along with Chef Paul's enthusiastic presentation, made this Wine Lovers Weekend one of the best ever. The wine pairings done by Johnson Brothers Company were also perfectly matched to the wild game menu.

If you haven't yet made your reservations for **Bluefin's Spring Food and Wine Lovers Weekend on May 2 and 3rd**, we encourage you to do so. Our guest chef will be announced soon and we're expecting another sell-out crowd. To make your reservations, call us at 1-800-BLUEFIN.



Bluefin Bay Guest Services staff Kim Nelson, Misha Nelson, and Andrew Bilben show off the MLA 2007 Resort of the Year Award.

Bluefin wins another resort of the year award

2007 was a banner year for Bluefin Bay on Lake Superior. In October, the resort was named the Official Best Resort in Minnesota by the Official Best Of.com, and in December, the Minnesota Lodging Association (MLA) honored the resort with its Resort of the Year Award.

The MLA award is particularly important because Bluefin Bay was selected as the best by a panel of its peers. Properties of the Year are recognized by the MLA for providing outstanding customer service, continually exceeding guest expectations and distinguishing themselves as leaders in the industry. Bluefin Bay was honored in the "More than 50 Rooms" category. The AmericInn of Mt. Iron/Virginia won in the category of "Fewer than 50 Rooms."

Dennis Rysdahl, owner and general manager, accepted the award at the Minnesota Lodging Association holiday banquet on Dec. 14, along with senior managers, Paul Haugen, Carol Perkins, and Peter Mueller.

Over the years, Bluefin Bay has earned high marks from guests, the industry and its peers, winning numerous awards, including: "Minnesota's Favorite Resort" and "Favorite

Romantic Spot" by Minnesota Monthly Magazine, Best Romantic Resort by Lake Superior Magazine, and "Best Minnesota Resort" by Minnesota Bride Magazine.

According to owner Dennis Rysdahl, the awards and community accolades are important, but Bluefin Bay prides itself on going above and beyond for its guests. "Our guests are at the center of everything we do," Dennis said. "We make it our job to provide guests with a high quality and rewarding vacation experience, and although it may sound trite, it truly takes a team to be successful. We have a great team at Bluefin and I want to thank them."

At the very end of the year, Bluefin learned it was a finalist in the Best Resort category in the Best of 2007 Awards sponsored by Minnesota Meetings + Events Magazine. The resort will learn in February if it won this award.

On behalf of all of us at Bluefin Bay on Lake Superior, we'd like to thank you - our guests - for helping to make our progress possible and for continuing to trust us with your vacation experiences. We look forward to seeing you in 2008.

Bluefin featured in Star Tribune

The Star Tribune called Bluefin Bay "ideal and luxurious" in a front page story in the Sunday, December 13, 2007 Travel section.

"The distinctive row of gray-and-white condos rises from the rocky shore; most units have wall-sized windows that bring the mesmerizing view of Lake Superior

right into the room," wrote reporter Chris Welsch of the Star Tribune.

Welsch went on to say that Bluefin Bay handles "adventure-seekers and couch potatoes with equal aplomb." We do, and we invite you to join us this winter and experience a vacation of recreation or relaxation, or both.

2008 Bluefin Calendar Contest Winners

The much anticipated 2008 Bluefin Bay calendar is out and hanging on walls and bulletin boards all across Minnesota. The winners of the 2008 Bluefin Bay Calendar Contest are:

- | | |
|-----------|--------------------------------|
| January | Laurie Hernandez, Chanhassen |
| February | Jonathan Mortenson, Mpls |
| March | Mark Jensen, Hugo |
| April | Brian Henry, Silver Bay |
| May | John Katzenberger, Mpls |
| June | Jim Kruger, Mpls (GRAND PRIZE) |
| July | Kyle Underwood, Duluth |
| August | Robert Solfest, Minneapolis |
| September | Dan Baker, Plymouth |
| October | Jonathan Mortenson, Mpls |
| November | Wally Drohan, Thunder Bay, CA |
| December | Jeanne Zitzloff, Delano |

Congratulations to all our winners. You can check out their winning photographs on the

Bluefin Bay website at www.bluefinbay.com, just click on Information, and then Calendar Contest.

2009 Calendar contest underway

The 14th Annual Bluefin Bay Calendar Contest is underway to create the 2009 calendar. Contest rules have changed slightly, so please review the rules on our website carefully. Anyone is eligible to participate and each participant may submit up to a maximum of 10 images (so please select carefully).

All photos must be in color, horizontal format, and submitted in both print and electronic versions. Mail contest entries to: Bluefin Bay Calendar Contest, P.O. Box 2125, 7192 W. Hwy 61, Tofte, MN 55615. Entries for the 2009 calendar must be received no later than May 15, 2008.