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Bluefin Bay FAMILY OF RESORTS  
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Twin Cities, MN



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Summer 2014



## Day Tripping

Experience more of the North Shore with these three fun day trips

### Paddle in (BWCAW)

Just 25 miles inland up the Sawbill Trail lies the nearest entry point into the Boundary Waters Canoe Area Wilderness (BWCAW), a 1.1 million acre paddler's paradise with more than 1,000 lakes and 1,500 miles of canoe routes. But don't let its size scare you off; with about 6 hours (and a little sun screen) you can get a taste of the backcountry in a single trip.

You could organize your own trip into the BWCAW, but it's far easier to let Sawbill Canoe Outfitters ([sawbill.com](http://sawbill.com)) do the work. Located at the end of the Sawbill Trail, they'll rent equipment, plan a route and hand over detailed maps to get you in, paddling and out of the lakes safely. In addition to partial outfitting, Sawbill offers fully guided tours for an extra layer of comfort and another pair of hands for portaging that canoe. Bill and Cindy Hanson and their crew will take great care of you.

### Grand Marais

If you're looking to leisurely amble through charming village streets and sample delicious local flavors, your best destination is Grand Marais ([www.visitcookcounty.com/communities/grand-marais](http://www.visitcookcounty.com/communities/grand-marais)). About 25 miles north of Bluefin Bay on Highway 61, this quaint cluster of eclectic art galleries, unique shops and one-of-a-kind restaurants is a must-see for artists, outdoor adventurers and folks just looking for a fun afternoon.

After exploring this quaint harbor town, you're unlikely to go home hungry. Check out Angry Trout, a waterside restaurant that highlights the beauty of local ingredients, or try the pizza pies at local legend Sven & Ole's. Before heading back to Bluefin Bay, top things off with a sweet treat from The Pie Place Café or World's Best Donuts.

### Grand Portage

The waterfalls dotting the North Shore landscape are at their roaring best this time of year. About an hour north of Bluefin Bay is the breathtaking Grand Portage State Park, you can witness the queen of them all – "High Falls," Minnesota's highest waterfall at 120 feet tall. Hike to the upper and lower falls.

Next, check out the area's unique Ojibwe history at the Grand Portage National Monument. While there, you can view archeological exhibits, an Ojibwe village and historic gardens, hike the Mount Rose Trail or Grand Portage footpath, or just relax and recharge with a picnic in the historic porkeater's (voyageurs who paddled in from Montreal) camp overlooking Lake Superior. Learn more at [www.visitcookcounty.com/communities/grand-portage](http://www.visitcookcounty.com/communities/grand-portage).





Dear Guests,

We love winter. In fact, we think it's pretty spectacular up here on the shore. But after one of the snowiest, coldest seasons on record, we're wholeheartedly welcoming the climbing temperatures, longer days and bright sun as another beautiful spring arrives on the North Shore. Now that the waterfalls are gushing and the trees are budding, we're planning one of our best summers yet!

We have a spectacular calendar of spring and summer events and activities planned – outdoor adventure and indoor relaxation alike – for all of our Bluefin Bay Family of Resorts guests. This year, we've added a day trip excursion to Eagle Mountain, Minnesota's highest point; a guided bike tour to Cross River; and twice weekly water fitness classes; on top of favorite activities like kayaking, hiking, Wolf Ridge naturalist programs, yoga and more.

Plus, our newly expanded wifi service will make accessing your favorite entertainment and information from the remote beauty of the North Shore easier than ever.

We look forward to welcoming you to the shore!

Warmly,

*Dennis Rysdahl*  
Dennis Rysdahl

Owner and General Manager

## A new season of summer fun at Bluefin Bay

It doesn't get any better than spending the warm summer days on the shores of Lake Superior. And at the Bluefin Bay Family of Resorts, we have more summer adventure, activity and fun to fill those days than ever before!

In addition to perennial guest favorites like guided hikes, yoga, kids activities, kayaking, and more, we've added a fun new day trip to Eagle Mountain, the highest point in Minnesota; a guided bike tour to Cross River; and a twice-weekly water fitness class.

Check out a sampling of our summer activities here and be sure to visit [www.bluefinbay.com](http://www.bluefinbay.com) for dates, times and more information!

- NEW: Eagle Mountain day trip
- NEW: Water fitness class (Tuesdays, 8-9am Bluefin pool; Thursdays, 8-9am, Surfside pool)
- NEW: Guided bike tour to Cross River Heritage Center & Schroeder Baking Company
- Wolf Ridge naturalist programs & popular Adventure Ropes Course
- (New) Geocache program at Wolf Ridge Environmental Learning Center
- Daily guided kayaking on Lake Superior (ages 12 & up)
- Guided hikes and complimentary shuttle service to trailheads
- Guided morning photography hikes to sites of interest, with instruction on framing techniques and subject matter
- Complimentary road and mountain bike rentals
- Guided bike tours (paved and trail routes available)
- Complimentary tennis rackets and on-site court
- Rejuvenating yoga (ages 12 & up)
- Lake Superior Beach Geology Tours and Cross River Rock Picking Tours
- Nightly campfires and s'mores
- Kids' activities (programming changes weekly and includes arts, crafts, games and naturalist programs)
- Sailing excursions aboard our 42-foot yacht, the Avanti



## Take a Hike

### Experience the Superior Hiking Trail

Waterfalls, moose tracks, the deepest canyon in the state, a string of rivers spilling through multiple state parks, tranquil forests plus endless views of Lake Superior—the Superior Hiking Trail (SHT) has it all. At 296-miles, the footpath named as one of "10 Prime Trails That Leave All Others in the Dust" by Backpacker Magazine stretches from Duluth all the way up to the Canadian border.

For some, trekking the SHT from start to finish is a bucket list dream. But you don't have to quit your day job to see some of its finest chunks, most of which are located just minutes (by car or our complementary shuttle to trailheads) from Bluefin Bay.

One of the most easily accessible sections of the SHT runs from Temperance River State Park to Britton Peak, with an easy ascent up Carlton Peak. Capping off with incredible views at the top of the peak, this hike runs approximately 5 miles.

One of the easier sections of the SHT runs from Britton Peak to Oberg Mountain, following an approximately 6-mile rolling, forested path that crisscrosses the popular Sugarbush cross-country trail system.

With scenic overlooks to dense maple forests, the Oberg Mountain to Lutsen section offers a little bit of everything to the adventurous hiker. At 7 miles one way, this hike winds through lush boreal forests and emerges at the Poplar River gorge, challenging hikers with climbs and descents along the way.

Be sure to stop by Guest Services for an area trail map and trail condition information before heading out. Or join one of our many daily guided hiking excursions. Just remember that safe, smart hikers always bring water, pack sunscreen and let others know when and where they're headed. Happy hiking!

## 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.

*Alex Hansen*

**Sous Chef, Bluefin Grille**

**Hometown:** *Forest Lake, MN*

**I've been with Bluefin for...** *4 years*

**My favorite thing to do when I'm not working is...** *being outside as much as possible. I enjoy fishing and riding my motorcycle and discovering new places.*

**My favorite part about working at Bluefin...** *is the close-knit group of people I work with and that there's always something different to experience.*

**What brought you to the North Shore?** *Nature and cooking. I always wanted to move up north and I did my externship here for Le Cordon Bleu and then I was hired on!*

**I want readers to know...** *There are many awesome lakes to explore up here, not just Lake Superior!*



*Lynn Christensen*

**Guest Services Associate**

**Hometown:** *Schraeder, MN*

**I've been with Bluefin for...** *15 years*

**What brought you to the North Shore?** *I was born and raised about 5 minutes from Bluefin Bay.*

**My favorite part about working at Bluefin Bay is...** *all the wonderful people I get to work with and the guests, especially when they bring their pets!*

**My favorite thing to do when I'm not working is...** *camping or fishing with my family.*

**I want readers to know...** *Be sure to discover as much of the North Shore as you can while you're here! It's a beautiful place and there's always something new to see.*





# Bluefin Bay Turns 30



What we were drawn to then is the same now: the beauty of the lake, the location, the quality of the service. But every time we go there's something new to experience."

– Cathy Sleiter

## Celebrating three decades of romance, adventure & tradition on Minnesota's North Shore

In September 1984 a 9-unit resort on the wild northern shores of Lake Superior opened its doors to the world. Since that day 30 years ago, Bluefin Bay has gone through some tremendous changes: the size of the original resort, the facilities, the recreational activities, and even the addition of two sister properties, Surfside and Temperance Landing.

But even after three decades, Bluefin Bay's focus remains the same: bringing you closer. Closer to the majestic waters of Lake Superior, closer to the unforgettable beauty and adventure of the North Shore, and of course, closer to each other.

"We've traveled a lot but keep coming back to Bluefin Bay," says Cathy Sleiter, a 25-year veteran condominium owner at Bluefin Bay. "It's a special place for us where we've made memories throughout the years, when our kids were little and now that they're grown. We're all spread out these days but this is where we all come back together as a family. We feel like we own a little piece of heaven right here at Bluefin Bay."



A lot of what makes Bluefin Bay so special is the people who work there. They're all so warm and welcoming."

– Judy Straub

back as married couples, then as young families and eventually as parents of children old enough to marry and have their own children."

Judy Straub, who has enjoyed an annual vacation at Bluefin Bay for the past 22 years, is one of those guests. "We had our first getaway when we were dating at Bluefin Bay. We got engaged there. Our children have been going there since they were born," says Straub. "Every time we go, it's so comfortable and welcoming. It's like going home without the responsibilities of home. We get to have a week together—all of us, including our dogs—of doing all the activities and just being together. And even after all these years, no trip is ever the same. The lake changes, the seasons change, and they've just really added a lot to be desirable to people at different stages of their lives."

Those changes haven't occurred by chance. "We've watched people's interests evolve over the years and we've listened to what guests want from their time at Bluefin Bay," says Rysdahl. "In response, we've changed and grown our offerings while keeping what makes this place so special the same. It's really been a joy to help guests explore all that we have to offer and watch this special place become a part of their lives too."

Dennis Rysdahl, owner of the Bluefin Bay Family of Resorts, recognizes that a big part of what makes Bluefin Bay so special to guests and owners like Sleiter is Bluefin's unique proximity to the great lake. "This is a special place that people just really respond to. There's a magic to the lake that keeps people coming back. We have a lot of guests that spend their honeymoons here and come



## The Evolution of Bluefin Bay

Staying true to our vision of providing an amazing lakeside experience for all Bluefin Bay Family of Resorts guests means that the resort must evolve year after year. From adding eco-friendly geothermal heating systems and refurbished outdoor pool facilities to upgraded wifi access and developing plans for an expanded fitness facility, "we're constantly upgrading things throughout the resort," says Dennis Rysdahl, owner of the Bluefin Bay Family of Resorts.

Lodging interiors are no exception. In fact, keeping the condo and townhome interiors up to date is the sole focus of Carol Perkins, Bluefin Bay's Quality Interiors Director. "I visit every unit at least once a year for a complete quality inspection," states Perkins. "Along with our housekeeping staff and maintenance team, we have many critical eyes on everything from the upholstery to the windows to ensure that our guests have great experiences."

In 2014 alone, Bluefin Bay will remodel 20 bathrooms, complete with custom tile, showers, and new whirlpools; 10 kitchens; and 20-25 fireplaces, including new surrounding stonework.

Meanwhile, unit components like carpets, blinds, furniture and décor are continually being assessed for needed updates and upgrades in Perkins' quality inspections.

"Over the past 20 years, I've been through almost two complete cycles of refurbishing, remodeling or replacing nearly everything," says Perkins. "We're always going to be evolving and changing to meet our guests' high expectations for Bluefin Bay." And that's a good thing.



1983  
Closing on Olsen's Motel and Bluefin Bay construction begins



1984  
Units 1-9 completed, open for rental

1985-88  
Units 10-53, indoor pool and tennis court open

2006  
Temperance Landing opens



1984  
Units 1-9 completed, open for rental

2007  
Again named Resort Property of the year MN Lodging Association

1985-88  
Units 10-53, indoor pool and tennis court open

2008  
Investment into futuristic energy conservation – geothermal installed



2008  
Surfside on Lake Superior and Waves of Superior Spa opens

1994-96  
Construction of units 55-72, Coho Café, lakewalk, outdoor pool and hot tub.

2009  
25 years of romance, family and tradition; Bluefin Bay Family of Resorts brand introduced.

1997  
Named resort property of the year by MN Innkeepers Association

2010  
Website makeover



2000  
Full time activities director added, Lake Superior kayaking tours added

2011  
New fishwrapper introduced



2001  
Tofte Homestead built, affordable housing for area employees

2012  
Beach BBQ area remodeled; Guest Services gets facelift

2003  
Six mile section of Gitchi-Gami Trail completed through Tofte

2012  
Bluefin bay partners with Wolf Ridge to expand summer activities offerings

2005  
Bluefin Grille and Tofte Room are remodeled; Superior Waters Wellness Center opens and wireless internet in rooms

2013  
Bluefin teams with Chef Judi Barsness for Waves of Superior Cafe



2006  
Bluefin Bay featured in "On the Road with Jason Davis"

2014  
Broadband comes to the North Shore, improved wifi; virtual store and mobile reservation system added to website





# 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: Reiki

The ultimate in stress relief and whole system restoration, Reiki is one of Waves of Superior Spa's newest therapies. Performed while clothed, this meditative and gentle treatment uses subtle touch to access universal life force energy in order to restore balance and harmony, soothe pain, and support the body's natural ability to heal. Available in 60 and 90-minute sessions.

Recommended by Christine Ordemann, Massage Therapist & Yoga Instructor

## Favorite Hike: Devil's Kettle

Located in Judge C.R. Magney State Park just north of Grand Marais, this moderate to difficult hike running along the Brule River is one of the North Shore's hidden treasures. Half of this mystical waterfall plunges 50 feet into the earth never to be seen again, the rest flows down the Brule River and eventually into Lake Superior.

Recommended by Jay Ernst, Guest Services Associate & Bartender

## Favorite Waves Café Meal

The perfect way to refuel after a morning of North Shore adventure is with a satisfying, healthy meal at the Waves Café. My current favorite is the Bison Burger, topped with wild rice Gouda cheese, lettuce, tomato, red onion, kosher pickle, mustard aioli, and chimichurri; and served with fresh seasonal fruit & a choice of baby red potato salad or cole slaw.

Recommended by Chef Judi Barsness

# Own a Piece of the Bluefin Bay Family of Resorts

Ownership has its privileges, especially at the Bluefin Bay Family of Resorts. And there's never been a better time to become part of the Bluefin Bay owner community. Interest rates are still historically low, prices are as competitive as ever and unit sales are picking up after these few years of real estate uncertainty.

Plus, with Bluefin Bay's best-on-the-shore rental program, the rental income owners earn can significantly offset the expenses that typically come with owning a second home. From one, two and three bedroom condos and townhomes at Bluefin Bay to Surfside's three-story luxury townhomes to Temperance Landing's custom log homes, there's a style to meet everyone's vacation lake home needs.

So what are you waiting for? Discover a better way to play, stay and explore while making a lifetime of memories at your home away from home at the Bluefin Bay Family of Resorts.



## Meet Eric Frost

Interested in learning more about owning your own piece of the North Shore? Look no further than Eric Frost, Bluefin Bay Family of Resort's executive sales agent. Whether you're looking for a quick, informative phone call or a full fledged tour, Eric can provide details about each available property and guide you through the process, start to finish. Reach Eric at 218.663.6886 or eric@bluefinbay.com today!

# Warm Day's Deals!

## Internet Savings Offer

*Valid all year*

Book your stay of two nights or more online and enjoy discounted lodging rates available exclusively through bluefinbay.com! Applies to new reservations only. Some date restrictions apply. Cannot be combined with other offers.

## Extended Stay Special

*Valid all year*

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

## Play & Stay Golf Packages

*Valid May 15 - 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

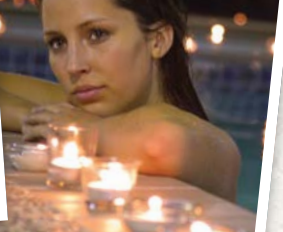
*Valid Sunday-Thursday May 11, June 5, August 18, September 11 (excluding holidays)*

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 for package details and special add-ons to make your getaway as unique as your love.



# Improved Broadband Access Arriving This Summer

Get ready to stream. Our new and improved broadband service is on track to arrive this summer! Long awaited by guests and staff, our upgraded wifi access will allow all of our guests to easily stream movies, seamlessly access the Internet and connect with the information they need (frustration free) while staying in the remote beauty of the North Shore. Thanks to a new cell tower that will be operational in July, guests will also have improved mobile and data services throughout the North Shore area.

The new wifi service will be available to Temperance Landing guests in mid-May, with Surfside and Bluefin Bay guests enjoying faster speeds by mid-summer.



For more on Bluefin Bay events and specials check us out on:  
**800-BLUEFIN (258-3346)**

