

THE FISHWRAPPER



Never miss a wave

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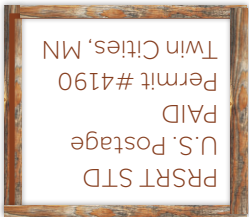
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TOFTE, MN 55116

Never miss a wave



WELCOME TO THE NEW FISHWRAPPER

Thanks to your thoughtful feedback in a recent online survey, the Fishwrapper received a much-needed makeover. The result? A redesigned newsletter featuring the best Bluefin Bay has to offer. We kept the parts you loved – historical articles, photos, deals and offers – and added new information you wanted most – activity recommendations, staff bios and resort happenings.

The new Fishwrapper will be published twice per year (summer and winter) and is available online at bluefinbay.com under the *I Love Bluefin* tab. Thanks again for helping us as we strive to bring you closer to the water – at Bluefin Bay and at home. And a special congratulations to Joanne Simons of Maple Grove, who won the survey drawing and will receive a Bluefin Bay hot cocoa gift set!

One boat, two northern shores



One visit to Minnesota's North Shore and the similarities to our country's northernmost state quickly become apparent. Alaska, like our Lake Superior, boasts rocky coasts, white-capped waves and remote tracts of wilderness. With these rich geographic similarities, it only makes sense that commercial likenesses might follow.

Though the daily catch of Tofte's commercial herring fisherman was quite different than the bigger ocean fish reeled in by Alaskan anglers, the boats used in both regions appear quite alike today. "There has long been an exchange of information between fishermen of the North Shore and Alaska," says Todd Miller, who spoke to the Tofte Historical Society Annual Meeting on May 1, 2011. "Considering the similar terrain and heritages, it's not surprising that fishermen in both regions have come to similar conclusions about what makes a good boat."

For fishermen here and further North, "the flared sides of [these boats] are important when hauling in heavy loads over the side of the boat," says Miller. "The semi flat-bottomed design is ideal for dragging the boat onto the shore or on skids, something that used to be important on the North Shore and is still important in Alaska where there are few marine facilities."

Only twenty-five miles from Bluefin Bay's doorstep, visitors can view two boats that reflect this unique design. Moored in Grand Marais' harbor, Harley Toftey's aluminum commercial fishing boat is reminiscent of Alaskan fishing boats. At the Grand Marais Boathouse, Todd Miller is building a similarly modeled 24-foot "Tolman Alaskan Skiff" to troll the shores of Lake Superior.

Special thanks to Todd Miller, a Grand Marais resident and boat builder, for his insight and background information for this article.



Bluefin Bay Up Close

A closer look at how Bluefin Bay has gone green

Here are just a few of the ways we're reducing our impact on the environment while strengthening your experience on the shore:

- Geothermal heat recovery systems for both our indoor and outdoor pools, saving over 22,000 gallons of propane per year
- An MPCA-award winning wastewater treatment facility
- Guest bathroom amenities that contain no sulfates, no parabens, no phthalates, no artificial colors and no animal testing
- Deck surfaces made from composited, recycled materials

- Towels made of bamboo fiber, providing softer, longer and stronger threads, an extended useful life and a 25% shorter drying time than cotton

- Condominium heating provided by off-peak storage heat (i.e., accesses the electrical grid only during times of the day when there is less demand than supply, requiring less fuel usage).

- Electrical utility vehicles powered by off-peak electricity

For more on our extensive roster of green initiatives, check out www.bluefinbay.com, green initiatives on the *I Love Bluefin* page.

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. This new column is our way of introducing you to some of the faces behind the service we provide our guests every day at Bluefin Bay.



Shirley Heinzen,
Guest Services, Shift Manager

Hometown: *Schroeder, MN*

I've been with Bluefin Bay for...
11 years.

In my free time, I like to...*Camp, hike and pick agates on the North Shore and spend time with my grandson and family.*

My favorite spot at Bluefin Bay is...
sitting at a table by the big windows overlooking the bay while enjoying the food at Bluefin Grille.

One thing I'd like readers to know is...
Bluefin Bay is like one big family and I can't wait to welcome our summer guests to the resort!



Bobbie Sajdak
Server at the Bluefin Grille

Hometown: *Schroeder, MN*

I've been with Bluefin Bay for... *40 years, including the Edgewater days before the resort became Bluefin Bay.*

My favorite spot at Bluefin Bay is...
the outdoor patio at the Bluefin Grille overlooking the bay.

When I'm not at Bluefin Bay, I'm...
walking, knitting, reading, bowling

One thing I'd like readers to know is...
I feel blessed to still be able to work, enjoy good health and have such a wonderful family & friends.



Sue Johnson
Bluefin Grille & Gift Shop Manager

Hometown: *Silver Bay, MN*

I've been with Bluefin Bay for...
23 years

When I'm not at Bluefin Bay I'm...
Camping, walking in the woods, and spending time with my family.

My favorite spot at Bluefin Bay is...
The beach area in front of the Grille- what a great view!

One thing I'd like readers to know is...
I feel I have a great job. It feels like a family here, not just a place to work.

OUR WAVES, OUR DAYS

Featuring happenings in and around Bluefin Bay and our North Shore neighborhood, this new column is an updated version of the old FYI section.

WELCOME TO SUMMER EMPLOYEES

In May, we welcomed an excellent crew of enthusiastic international students from countries around the world –Turkey, Taiwan, Jamaica, Ukraine, Lithuania, Russia, Romania, Bulgaria, Macedonia – and the United States. We're thrilled to add these students to the Bluefin Bay family. As you see them around the resort, please say hi.

RESTAURANT REMODEL...LIVE MUSIC

The Bluefin Grille recently underwent a remodel to provide more casual seating in the bar, even better access to the shore's best views, and an improved venue for live entertainment. This summer, the Grille features live music on Monday, Wednesday and Friday nights. Joe Paulik will provide campfire music on the beach on Saturday nights.

BEACH BBQ

This summer, our Beach BBQ will take place from 5-8 pm every Friday night. Along with family fun and wave watching, we'll have traditional BBQ fare and a complementary marshmallow roast (s'mores!).

SUMMER EVENTS & TRIP PLANNER

Plan your vacation by checking out our many summer activities and area events and festivals. Visit bluefinbay.com/plan-your-stay and click on the calendar of events.

The Way We See It

Bluefin Bay and the surrounding area are bursting with outdoor adventure and breathtaking sights. To help plan your summer getaway, here are some favorite activities and tips from those in the know – the Bluefin Bay team. For more details on any of these suggestions, our Guest Services staff will be happy to help.



Take a leisurely stroll along our lakewalk to Tofte Town Park & Boat Launch, which recently added new lake viewing areas and offers the perfect stop for a picnic lunch, relaxation and wave watching.

Favorite Hike: Along the river to Caribou Falls
Recommended by Dennis Rysdahl, General Manager

This moderately difficult hike offers great views of one of the nicest waterfalls on the North Shore. From the wayside rest on Highway 61, hike along the river about 1/3 of a mile. Walk down 160 stairs to the base of the falls, take some time to enjoy the scenery then continue to the top of the falls for breathtaking views of Lake Superior.

Favorite Day Trip: Kelso Loop at Sawbill Lake
Recommended by Mark Hutchins, Guest Activities

The Kelso Loop provides all the adventure of a trek through the Boundary Waters Canoe Area

Wilderness in a single afternoon! Visit Sawbill Outfitters to get set up with canoes, paddles, permits, and anything else you need before setting off. The full three lake loop takes about four hours of leisurely paddling.

Favorite Dining Spot: Coho Café & Bakery
Recommended Andy Rysdahl, Guest Services

Coho Café & Bakery is known for its signature pizza – which won grand prize in the Minnesota Restaurant Association's statewide pizza contest. My favorite? The Call of the Wild, topped with locally made wild rice sausage, portabella, shiitake and button mushrooms, and four different cheeses.

SIZZLING SUMMER SPECIALS

Spring Fever Special

Valid March 27-June 16, 2011 (excluding holidays)

With one of our most popular offers, you can enjoy some spectacular adventures on us. That's right, stay three nights and receive one of those nights completely FREE.

Play & Stay Golf Packages

Valid May 1-Superior National Golf Course close date

This summer, enjoy great savings and views while you hit the links. With a minimum two-night stay and two rounds of golf at Superior National Golf Course, enjoy discounted lodging and greens fees (including cart and range) from \$81 per person per day.

Visit www.bluefinbay.com for more information on these and all our other unbeatable deals!

Extended Stay Package

Valid all summer on new reservations.

Cannot be combined with other specials.

The longer you stay, the greater the savings! 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!

Valid all year, excluding Christmas – New Years; good on new reservation only.

Senior Weeks

Valid Sunday-Thursday May 15-June 16 & August 21-September 15 (excluding holidays)

With a minimum two-night stay, guests ages 62 and older can enjoy 25% off lodging and discounted greens fees at the premier Superior National Golf Course.



Share your Bluefin Bay story, win a getaway!



www.youtube.com/bluefinbayresort

Over the years, we've shared some amazing vacation memories with our guests. From family reunions and girlfriend getaways to romantic lakeside weddings and special proposals, it's all taken place right here.

We're fortunate to be able to bring guests closer and we're always delighted to hear their vacation stories – like Bill and Alyssa in our latest Bluefin Bay YouTube video (www.youtube.com/bluefinbayresort). That's why we're kicking off the "Tell Us Your Bluefin Bay Story" contest and offering the chance to win a free vacation getaway to Bluefin Bay! Second and third place winners

will take home \$250 & \$100 Bluefin Bay gift cards.

The contest is simple. All you have to do is dig into your Bluefin Bay memories, pull out a favorite and tell us your story as creatively as possible. Submit photos, videos or visually combine the two. Then submit your entry by midnight on Labor Day, September 5, 2011. Our panel of judges will review all entries and pick an especially creative story for the grand prize. Visit bluefinbay.com/yourstory for full contest details.

So what are you waiting for? Tell us your Bluefin Bay story and your next vacation may be on us.



For more on Bluefin Bay events and specials check us out on:

