

HOT SUN, HOT DEALS!

Internet Savings Offer

Valid all year, some date restrictions apply. New reservations only. Cannot be combined with other specials.

Book your stay of 2 nights or more online and enjoy discounted lodging rates available exclusively through www.bluefinbay.com!

Extended Stay Special

Valid all year

The longer you stay, the greater the savings! 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!

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

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 1 or 2-day package (2 days/ nights required on Fridays & Saturdays), enjoy discounted lodging and greens fees (including cart and range) from \$43 per person per day. Call 800.BLUEFIN (258-3346) for more detailed information.

Senior Weeks

Valid Sunday-Thursday May 13-June 7 & August 26-September 13 (excluding holidays)

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



OUR WAVES, OUR DAYS

Featuring happenings in and around Bluefin Bay and our North Shore neighborhood.

WE'VE GONE MOBILE

In early June, we are launching a new mobile website to offer guests quick, easy access to their Bluefin Bay Family of Resorts travel information from mobile devices. The new site allows guests to book stays, research lodging options and view resort and area events and activities all while on the go. Check out our new mobile site at mobile.bluefinbay.com.

WELCOME NEW STAFF!

This summer, we welcome a crew of 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 help us welcome them to their new summer home.

BEACH BBQ

Beginning June 22, our summer 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 (yes, s'mores!).

FALL GETAWAYS

Get ready for two of autumn's most entertaining weekends! Grab your girlfriends, kiss the guys goodbye and join us for the 5th annual Girls Gone North Weekend November 9-11, 2012. Feeling more merlot than martini? November 2-3, 2012 for our biannual celebration of food, wine and waves during the Fall Food & Wine Lovers Weekend. Find more information at www.bluefinbay.com.

Bluefin Bay FAMILY OF RESORTS



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



Summer 2012

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

THE FISHWRAPPER



Bluefin Bay FAMILY OF RESORTS

Back from the Brink:
Minnesota's Gray Wolves

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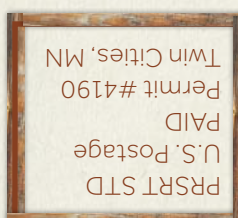
Your Guide to Summer
Fun on the North Shore

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New Looks, New Flavors at the
Bluefin Bay Family of Resorts

PAGE 6

Your Best Summer Memories are Waiting



Bluefin Bay FAMILY OF RESORTS
TOFTE, MN 55615



DEAR GUESTS,

Many years ago, the Fishwrapper began as a way of delivering news and updates from Bluefin Bay. While that aim still holds true, we believe it's time to expand our focus. In this and future issues, we'll be bringing you the latest and greatest from all of our resort properties – Bluefin Bay, Surfside and Temperance Landing – as the Bluefin Bay Family of Resorts. We hope you enjoy learning about our sister resorts that you may not have yet explored and maybe pick up something new about an old favorite along the way.

Thanks to resort-wide updates like our lobby renovation and new menu at the Bluefin Grille; exciting new summer programs like Wolf Ridge naturalist activities and on-site tennis lessons; and the return of favorite activities like kayaking, hiking, sailing and more, we have a great summer planned for our guests.

We look forward to welcoming you to the North Shore and the Bluefin Bay Family of Resorts.

Sincerely,
Dennis Rysdahl
General Manager

Back From the Brink

Once Threatened, the Gray Wolf Thrives The Great Gray Wolf Recovery



the state – in the Boundary Waters Canoe Area and Superior National Forest - and on nearby Isle Royale.

Now after nearly 40 years of protection under the Endangered Species Act, the gray wolf population has rebounded to an estimated 3,000, with one of the largest packs calling Cook County home. In January, the federal government officially removed Minnesota's gray wolves from the threatened species list and transitioned management to the state. The DNR is currently developing a limited hunting and trapping season for November 2012 to keep the wolf population at a healthy level.

Once threatened by extinction, the gray wolf is now assured a long-term home in Minnesota's great north woods. So next time you're watching the waves by moonlight, turn your ear toward the forest. You just may hear one of their haunting, beautiful howls.

Spend enough time on any of the area's highways or back roads, and you'll likely lock eyes on a member of the lower 48 states' largest gray wolf population. But it wasn't always this way. Following decades of bountied hunting (a wolf pelt brought \$3 in 1849 and \$35 in 1965, when bounties ended), Minnesota was home to fewer than 750 of these powerful hunters in the 1950s. They were eradicated in Wisconsin, wiped out in Michigan and absent from the plains of southern and western Minnesota. By the 1960s, only 350 to 700 gray wolves were estimated to remain in our northeastern corner of

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 column is our way of introducing you to some of the faces behind the service at the Bluefin Bay Family of Resorts.



Anne M. Adams
**Manager and server at
Coho Café & Bakery**

Hometown: *St. Paul, MN*

I've been with Bluefin Bay...*13 years*

What brought you to the North Shore?
My husband came up here when he was young and he brought me here. I now love it as well.

My favorite spot at the Bluefin Bay Family of Resorts is...*the lakewalk.*

One thing I'd like readers to know is...*I enjoy working at Coho Cafe and love meeting new people. The summer and fall can get crazy, but that's good*



Cindi Maki
Housekeeping

Hometown: *Bemidji, MN*

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

What brought you to the North Shore?
My parents moved from Bemidji to Silver Bay in 1956 where my father worked for Reserve Mining Co.

My favorite spot at Bluefin Bay is...
My workday starts at 4:30 a.m. so I have the opportunity to enjoy the sunrises over the lake and the waves crashing against the shoreline.

One thing I'd like readers to know is...*Working at Bluefin Bay for so long has given me personal relationships with many of Bluefin Bay's repeat visitors and owners.*



Ed Maki
Housekeeping

Hometown: *Chisholm, MN*

I've been with Bluefin Bay for...*19 years, ever since my wife Cindy volunteered me to fill in for a night janitor.*

What brought you to the North Shore? *My family came to the North Shore from Chisholm, MN in 1951 when my grandmother opened a restaurant in Beaver Bay for the new Iaconite plant workers constructing Reserve Mining Co.*

In my free time, I like to...*Hike, walk, bike, swim, read and stay active in the local historical society. I also work as a lighthouse keeper at Split Rock Lighthouse.*

One thing I'd like readers to know is...*I like working with and visiting with Bluefin's many international students.*

Bluefin Bay Up Close

Get to know the Bluefin Bay Family of Resorts

Whether you're annual visitors to Bluefin Bay or North Shore newbies, chances are you've only scratched the surface of what makes the Bluefin Bay Family of Resorts so special. With three distinctive resorts – Bluefin Bay, Surfside and Temperance Landing - and the spectacular Waves of Superior Spa, each of our properties offers guests a unique North Shore experience.

Bluefin Bay on Lake Superior

Steps from Lake Superior's shore, Bluefin Bay's guest rooms, suites, studios, condos and townhomes offer upscale lakeside lodging with all the amenities of a high-end resort. With the award winning Bluefin Grille, outdoor and indoor pool and hot tub areas, a cobblestone beach and lakeside fire pit, on-site tennis court, children's play area and so much more, the original member of the Bluefin Bay Family has something for everyone.

Surfside on Lake Superior

The newest addition to the Bluefin Bay Family, Surfside is a collection of two and three-

bedroom luxury lakeside townhomes and suites. No comfort has been spared in the design - vaulted ceilings, floor-to-ceiling windows, whirlpool tubs, in-suite slate fireplaces, granite countertops, and four, five or even six decks or patios grace each townhome. Surfside also has an indoor pool, sauna, fitness center and full service Waves of Superior Spa.

Temperance Landing

Nestled along the wooded shores of Lake Superior, each of Temperance Landing's 3,000 square foot luxury log homes features three stories of spacious comfort, a huge lakeside porch, cobblestone shoreline and incredible views. Guests also have access to all the amenities of Surfside, as well as a classic Finnish sauna right on-site.

Waves of Superior Spa

Our full service spa – located at Surfside - is the only resort destination spa on Lake Superior's North Shore and features a complete range of spa services (e.g. massage, body wraps, skin care, waxing and manis and pedis) inspired by our spectacular natural surroundings. Massage services are also available at the Bluefin Bay Wellness Center.

The Way We See It

The Bluefin Bay Family of Resorts and the surrounding area are bursting with outdoor adventure and breathtaking sights. 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.



Favorite Summer Activity: Sea Kayaking

by Mark, Guest Activities
Kayaking is a must-do activity. Our Lake Superior kayaking tours provide a new perspective on the shore and breathtaking views. And on a calm day, the water is so clear you can see the bottom of the lake even at depths of over 25 feet!

Favorite Day Trip: Gunflint Trail and Chik-Wauk Museum

by Jeremy, Events Coordinator
The Gunflint Trail provides an unparalleled wilderness experience and offers one of the area's best chances to spot wildlife, including moose, white tailed deer, black bear and wolves. Along the trail, many different outfitters offer canoe and equipment rentals. At the trail's end, be sure to check out the Chik-Wauk Museum's interactive and interpretive displays about the history of the Gunflint Trail and surrounding area.

New Activity We're Excited About: Charter Fishing

by Lynn, Guest Services
Every Sunday morning June 17 – August 26, 2012 from 8-11 a.m. for \$75/ person, guests can troll the waters of Lake Superior for lake trout and salmon, guided by one of Tofte Charters' expert captains. Best of all, you keep your catch - filleted for you by Tofte Charter pros. Half day and full day charters are also available other days of the week.

Favorite Hike: Kadunce River

by Andrew, Guest Services Manager
Although a bit of a drive from our resorts, the Kadunce River hike is a true gem. Located about 8 miles northeast of Grand Marais on Highway 61, this river's edge trail features several waterfalls and "swirl caves." And at the end of this moderately easy 2-mile round trip hike, be sure to visit the gorgeous cobblestone beach where the river flows into Lake Superior.

Own a Piece of the Bluefin Bay Family of Resorts



Ownership has its privileges, especially at the Bluefin Bay Family of Resorts. In fact, there's never been a better time to become a part of the Bluefin Bay owner community. Rental income for Bluefin Bay owners is higher than it's ever been – surpassing even the best pre-recession year – and the prices of our condos and townhomes have decreased considerably. From one, two and three bedroom condos and townhomes at Bluefin Bay to Surfside's three story luxury townhomes and Temperance Landing's upscale, custom log homes, there's a style to meet everyone's vacation home needs. For those looking for the pleasures of lakeside luxury with a lower financial commitment, check out our quarter-share ownership plans at Surfside.

Learn more about owning your own piece of the Bluefin Bay Family of Resorts by visiting one of our upcoming open houses or by contacting Shawna at 218.663.6886 or Shawna@bluefinbay.com for more information.



We are proud to announce that Surfside was recently named one of the best resorts in Minnesota in the Star Tribune's inaugural Best of Minnesota awards, thanks to the resort's breathtaking views, modern architecture, luxurious amenities and Waves of Superior Spa.

Overheard on the Shore

We believe life is good here on the North Shore. But you don't have to take our word for it! Check out what some of our recent guests had to say about their time at the Bluefin Bay Family of Resorts.

Bluefin Bay

"This was our first visit to Minnesota, and I chose Bluefin Bay because of some good reviews on the Internet. They were so right! We chose the Romance Package, and between the rose petals, the tray of really classy snacks (which fed us for an evening), the champagne, the massage and the views, I just about melted!"

Surfside on Lake Superior

"Wow - the townhomes are fabulous! Beautifully designed, perfectly furnished and the views of Lake Superior are stunning! The amenities and service are also top notch."



Temperance Landing

"Our family gathered here for our parents' 50th wedding anniversary. The cabin was beautiful. We couldn't have been happier to find that it provided something for everyone from the ages of 8 to 72!! It was the perfect spot to watch the lake, sunrise, sunset, have a fire on the beach, go exploring, etc. The views were breathtaking!"

Surfside on Lake Superior

"We were blown away by the views! Our condo had two decks overlooking Lake Superior and another overlooking the resort area. We had a ton of fun going to the sauna and hot tub, but we had the most fun just relaxing in the living room with a wall made almost completely of glass overlooking Lake Superior."

Your Headquarters for Summer Fun!

Looking to get out and get active in the great outdoors this summer? Then look no further than the Bluefin Bay Family of Resorts! We have more summer fun and activities than ever before, thanks to exciting new programs like our tennis lesson program and Wolf Ridge partnership as well as the return of long-time favorites. Check out some of our fun summer activities here and be sure to visit www.bluefinbay.com for dates, times and more information!



- Wolf Ridge Naturalist Programs (see inset for details)
- On-site adult and youth tennis lessons with a certified instructor, private and group lessons available
- Daily guided kayaking on Lake Superior (ages 14 & above)
- Guided hikes & complementary shuttle service to trailheads
- Complementary road & mountain bike rentals
- U.S. Forest Service Naturalist Programs (Wed. & Fri. evenings)
- Kids' activities (crafts, naturalist programs, etc. Programming changes weekly)
- Nightly campfires & s'mores
- Yoga
- And more!

The following activities are offered for a fee and advance reservations are recommended during busy summer months:

- Lake Superior sailing excursions aboard the Avanti, a 42-foot yacht (ages 8 & above)
- Charter fishing cruises on Lake Superior with Tofte Charters

These activities are available to guests of all three Bluefin Bay Family of Resorts properties – Bluefin Bay, Surfside and Temperance Landing.

Relaxation and romance more your speed? Unwind at the Waves of Superior Spa at Surfside or Bluefin Wellness Center, stroll along the lake walk, soak your stress away in one of our hot tubs, curl up with a good book next to the fireplace or simply enjoy watching the waves roll in from virtually anywhere on the resort grounds.



Wolf Ridge Comes to Bluefin Bay!

We're thrilled to partner with the Wolf Ridge Environmental Learning Center to bring our guests unparalleled opportunities to experience the wilder side of the North Shore. Located

in nearby Finland, MN, Wolf Ridge is a nationally recognized leader in environmental education and the nation's first accredited environmental learning center. Each year, more than 15,000 children take part in Wolf Ridge's life changing Northwoods experiences.

Beginning in June, two of Wolf Ridge's naturalists will be joining us on-site to bring guests an exciting series of programs inspired by the Bluefin Bay area. Here are just a few of our planned weekly programs:

Beavers: Nature's Great Landscaper

In this two-hour, all ages program, guests will learn about the fascinating life, adaptations, impact and site architecture of North America's largest rodent during a hike to a local beaver site.

The Changing Face of Temperance River

Guests of all ages will enjoy this two-hour introduction to the changing Temperance River terrain, from North Shore lava flows to glaciers to lumberjack logging of the red and white pine.

Half-day Rock Climbing Trip to Wolf Ridge

Take your vacation to new heights! Travel with one of the Wolf Ridge naturalists to the Wolf Ridge campus in Finland, MN for chance to scramble your way up the 30' high indoor rock wall while learning how to safely climb and belay another person.

Be sure to check www.bluefinbay.com for dates, times and more information on all our Wolf Ridge programs!

Resort Improvements Ready for Summer Guests

At each of the Bluefin Bay Family of Resorts, we strive to provide our guests with the very best amenities and vacation experience the North Shore has to offer. We're proud to announce several exciting renovations that we hope will make your time on the shore even more memorable.

Bluefin Bay Guest Services & Lobby

The Bluefin Bay Guest Services and Lobby area received a major facelift. While we didn't veer too far from the beloved warm, woodsy feel of our former welcoming area, guests will notice a more current style and colors similar to the recently updated Bluefin Grille, as well as an updated layout for improved, intimate interactions between guests and staff.

Bluefin Bay & Beach Area



One of summer guests' favorite places, the Bluefin Bay beach area is now even more inviting and fun. We've added a new cobblestone patio, BBQ and beautiful landscaping improvements, all of which will make our evening naturalist programs, nightly bonfires with s'mores, fireside music and weekly BBQ's even better.



Bluefin Bay Interior Unit Upgrades

For the third year in a row, Bluefin Bay condo owners will invest nearly half a million dollars to complete a multi-year, phased interior renovation and redecoration of our accommodations. This revamp is leaving no aesthetic stone unturned – complete with flat screen TVs, granite countertops and a complete refurnishing of each unit – and will result in a fresh, modern North Shore look.

A Scandinavian Flair at Bluefin Grille

Along with the many renovations taking place around the Bluefin Bay Family, we're introducing some exciting revisions to the Bluefin Grille. Beginning this summer, guests will be treated to a new menu that highlights both our waterside location and Scandinavian heritage. These tasty revisions will elevate the quality, flavors and presentation of our food and are being guided by Chef Scott Graden of Duluth's renowned New Scenic Café along with Bluefin Grille's own culinary team.

Featuring dishes rooted in the natural bounty of the North Shore – fresh fish from Lake Superior and nearby rivers and streams, wild game from our forests, and seasonal fruits and vegetables – this Nordic cuisine showcases distinctive, clean flavors and the area's regional heritage.



Menu sneak peek

Breakfast

- Smoked Salmon Omelette with Jarlsberg, roasted red bell pepper, scallion and fried capers
- Swedish Pancakes with lingonberries and whipped mascarpone cream

Starters

- Beet-cured Gravlox with rye toast points, arugula, mustard and citrus
- Elk Carpaccio with sesame, lemon, maldon sea salt, raspberry, rhubarb, asparagus and scallions

Entrees

- Venison Loin with tart cherry jus, cipollini onion, carrot and marble potato
- Swedish Meatballs with green peas, marble potato, carrots, milk gravy and dill

Dessert

- Plum Cake with whipped mascarpone cream and tart cherry sauce
- Swedish Almond Mocha Tart with meringue, butter cream and ganache

Summer Fun on Minnesota's North Shore

Summer on the shore is all about sunshine, waves and endless adventure. And with our lakeside locations and unbeatable amenities, any one of our resorts – Bluefin Bay, Surfside or Temperance Landing – is the ideal home base for your North Shore summer getaway.

Wooden Boat Show & Summer Solstice Festival June 22-24, 2012 www.northhouse.org

Celebrate summer's official arrival while diving into the area's rich tradition of wooden boat building. Hosted by the North House Folk School, the family-friendly roster of events includes a harborside wooden boat display, boats-to-tools auction, speaker series, and traditional crafts.

Lifetime Fitness Lutsen 99er June 23, 2012 www.lutsen99er.com

Make no mistake, this is no leisurely pedal. The second annual Lutsen 99er - the midwest's premier ultra mountain bike race – is an adrenaline-fueled, heart-pumping race from the base of Lutsen Ski Resort to the summit of the Sawtooth Mountains. This is one event you won't want to miss!

Tofte 4th of July Celebration July 4th, 2012 www.cookcountymnevents.com

Kicking off with the 33rd annual Tofte Trek 10k run/ walk (kids and 1 mile events also available) and continuing with a festival at the Tofte Town Park, beer garden, parade and fireworks over Lake Superior at dusk, the Tofte 4th of July celebration is chock full of fun for the whole family.

22nd Annual Grand Marais Arts Festival July 14-15, 2012 www.grandmaraisartcolony.com

This July, more than 70 local and regional artists will take over the streets of Grand Marais with their unique handcrafted art. The festival also features live artist demonstrations, family and kids' activities and live music all weekend long.

9th Annual North Shore Dragon Boat Festival July 27-29, 2012 www.northshoredragonboat.com

It's the most fun thing to happen to a paddle in 2000 years! Try your hand at this ancient Chinese boating tradition or sit back, watch the races and enjoy the festival's live music, pancake breakfast, sunrise yoga and other fun events held in Grand Marais.

Fisherman's Picnic August 2-5, 2012 www.cookcountymnevents.com

The first weekend in August, downtown Grand Marais hosts the annual Fisherman's Picnic, four days of family fun and North Shore-inspired activities. From log rolling, lumberjack contests and pickled herring eating contests to live music, a trail run and fireworks, there's something for everyone!

For North Shore adventures big and small, indoors and out, be sure to visit www.bluefinbay.com for detailed information on activities, events and entertainment!

