

THE FISHWRAPPER



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WINTER 2023-2024 EDITION


Bluefin Bay
FAMILY OF RESORTS

BLUEFIN BAY • SURFSIDE • TEMPERANCE LANDING

On the shores of Lake Superior in Tofte, Minnesota

CURE CABIN FEVER

One Wave at a Time

SOAK UP LAKE SUPERIOR'S HEALING NATURE ANY TIME OF YEAR

A recent study published in Scientific Reports found that people who frequently visit bodies of water, or what experts call "blue spaces", report less mental distress and better overall well-being. This likely comes as no surprise to many of you. We are all familiar with the initial calming feeling when seeing the vastness of Lake Superior, particularly if you've been away for a while. The sounds and sights of a body of water this large give us a sense of being near something greater than ourselves.

We are also all familiar with the many moods of Lake Superior. From calm, tranquil summer days to dark, stormy November gales, the lake is always changing. Focus on the Great Lake, rather than the news, or your to-do list, or anything else that might be troubling you. The waves are captivating and watching them can be meditative and restorative.

An added benefit of Lake Superior's vast size is that it rarely freezes over entirely, meaning the healing nature of this body of water can be experienced year-round. Moreover, winter is an exceptional season on Lake Superior. The ice formations and the incredible waves are fascinating to see, hear, and feel. Most rooms at Bluefin Bay, Surfside, and Temperance Landing feature large picture windows overlooking the lake with cozy seating options nearby, which provide ample opportunities to soak up the views. We hope you can visit us this winter and cure your cabin fever, one wave at a time.

LAKE SUPERIOR QUICK FACTS



Lake Superior contains 10% of the planet's fresh surface water



There have been around 350 shipwrecks recorded in Lake Superior



Lake Superior is, by surface area, the largest lake in the world



There is enough water in Lake Superior to cover all of North and South America with water one foot deep



The deepest point in the lake is 1,333 feet



There are 78 different species of fish that call the big lake home



The largest wave ever recorded on Lake Superior was 31 feet high



The average underwater visibility of Lake Superior is about 8 meters, or 27 feet, making it the cleanest and clearest of the Great Lakes. Underwater visibility in some spots reaches 30 meters



The average temperature of Lake Superior is 39 degrees Fahrenheit



New Winter Activities *and* Old Favorites

WHEN WAS THE LAST TIME YOU TRIED SOMETHING FOR THE FIRST TIME?

Cook County, Minnesota has over 400 kilometers of ski trails making it home to North America's largest ski system. We have 150 kilometers of trails in the immediate Lutsen-Tofte area, making it a true cross-country skier paradise!

As a guest at Bluefin Bay Resorts, you can sign-up for a Guided Cross-Country Ski trip with our experienced Activities Staff. We'll outfit you with skis, shuttle you to the ski trail access, and lead you on a leisurely ski on the beautiful Onion River Road trail. This is a perfect activity for novice skiers and families.





Winter Fun for the Non-Skier

If skiing isn't your thing, we provide an awesome variety of alternative activities.



Snowshoe or Winter Hikes. Hop in a shuttle and head to a local trail system for a guided hike through the winter forests of the North Shore. We offer many different hiking experiences each week, and there's even a Bonfire Hike complete with s'mores!



Yoga. If you want to continue with your regular yoga practice while on vacation or just want to give it a try, then you won't want to miss this class! During class, a yoga instructor will lead you through coordinated movement and breath to flow from pose to pose. All skill levels and ages 12+ are welcome.



Craft Classes. Feeling creative? Give your body a rest from the outdoor adventures and sign-up for one of our craft classes. For instance, try an Introduction to Wood Burning or Paint a Mini Canvas class. Roll up your sleeves and get crafty with us, we'll have all the supplies you need!



Ice Skating. Our outdoor ice rinks (lit at night) provide the opportunity to skate without even leaving the resort. We also offer free hockey and figure skate rentals, plus hockey sticks, nets and pucks.



Nightly Bonfire & S'mores. Unwind each night with a bonfire and s'mores. While here, view the beautiful night sky and gather with loved ones to plan the next day's adventures.

New Winter Activities



Our Activities Team has been hard at work thinking up new activities for our guests to enjoy this winter. We are excited to introduce two new craft classes: Ornament Making and Candle Making!

The Ornament Making Class will be available from late November through December and is similar to our well-loved Wood Burning Class. Candle Making will be available throughout the winter and will give guests an opportunity to pour their own candle with their choice of scent, color, and decorations.



Winter Offers

January 3 for 2

Valid January 1-31, 2024

Begin your winter with a Lake Superior adventure! Stay two nights during the month of January and we'll give you a third night FREE!

Winter Midweek

Valid January 1-February 28, 2024

Stay midweek and save! Book two or more nights midweek (Sunday-Thursday) and receive 20% off.

Winter 4 for 3 Special

Valid February 1- April 7, 2024 (excluding President's Day Weekend)

This is winter at its best! Stay four nights during winter peak and receive one of those nights completely FREE!

Sweetheart Package

Valid February 1-15, Select Room Styles

This one's for the sweethearts! The Sweetheart Package includes a third night free, \$30 gift card to the North Shore Winery, dinner one evening at the Bluefin Grille, and complimentary champagne or red wine.

Ski & Stay Packages

Valid All Winter

If you love to ski and stay lakeside at Bluefin Bay Resorts, these packages offer the best deal on lodging and skiing at Lutsen Mountains.

Spring Senior Weeks

Valid Sunday-Thursday
April 7-May 16, 2024

Are you over the age of 60 and in need of a vacation? This offer is for you! Stay Sunday-Thursday and receive 20% off.



Explore All Offers at
BluefinBay.com/Offers

Dear Guests,

I hope this message finds you well and filled with fond memories of your recent stay at the Bluefin Bay Family of Resorts. I wanted to take a moment to express our heartfelt thanks for choosing us as your home away from home.



Your experience at Bluefin Bay Resorts is shaped by the people you encounter, and our caring team of employees is what sets us apart from other lodging options in the area. We take pride in fostering an environment where everyone feels safe, welcomed, and valued. From our dedicated Housekeepers and Maintenance staff to our talented Food & Beverage team, each member plays a vital role in ensuring that your stay with us is nothing short of exceptional.

We truly appreciate your decision to stay at Bluefin Bay, Surfside, or Temperance Landing for your vacation. We understand the trust you place in us, and we take this privilege seriously. It is your continued support and trust in our team that inspires us to deliver the highest level of warm and friendly hospitality.

From the entire team here, happy holidays and best wishes for a relaxing new year.

James Taylor, General Manager



2023 Leadership Team Retreat to Sawbill Campground



Supercharging Station

We are proud to announce that Surfside Resort is now home to the area's first Tesla Supercharging Station! The Tesla Supercharger is the fastest charging option available, providing up to 200-miles driving range in 15 minutes. Currently, the nearest supercharging stations can be found in Two Harbors and Thunder Bay, Ontario.

The Surfside station features a total of 8 Tesla superchargers. It's located near Waves Café, which is open daily and offers freshly prepared salads, sandwiches, pizza, and more. We look forward to having this amenity available to guests of our resorts and all Tesla-driving visitors to the area.





L-R: Tessa Paquette, Food & Beverage Manager
Rafael Balaguer Almodovar, Coho Café Assistant Manager
Mike Esaman, Bluefin Grille Executive Chef

New Leadership for the Bluefin Bay Restaurants

If you've frequented the Bluefin Grille, you've likely met Tessa Paquette, formerly the Bluefin Grille & Events Manager. Tessa has been with Bluefin Bay since February 2020 and has proven to be an invaluable team member with strong leadership skills. We are thrilled to announce Tessa's new role as Food & Beverage Manager. She will now lead the teams at Coho Café and Waves Café, in addition to the Bluefin Grille.

We are also very excited to announce that the Bluefin Grille has a new Executive Chef, Mike Esaman. Mike has experience working at other North Shore restaurants including Papa Charlie's and Lutsen Resort's The Strand. He has a passion for creative comfort food and creating dishes that are familiar, but with unique twists. "I can't wait to see the reaction and hear the feedback from our repeat guests", he said about his new menu which went live in November.

Additionally, we are very happy to have Rafael Balaguer Almodovar join the Food & Beverage team as Assistant Manager at Coho Café & Bakery.

[Learn more about our three on-site restaurants at
BLUEFINBAY.COM/DINING](https://bluefinbay.com/dining)



LOCAL BUSINESS FEATURE

Angry Trout in Grand Marais

The Angry Trout Café was established in a special location on the Grand Marais harbor in 1985 by Barb LaVigne and George Wilkes. Throughout the last 35 years, the restaurant has become well known as one of the go-to places for freshly caught Lake Superior fish, locally grown organic produce, as well as their commitment to sustainability and supporting local vendors.

The Angry Trout sold to long-time employees, Jessy Goble and Elliot Doherty Noyce, in April of 2023. The new owners intend to run the café very similarly to the prior owners, which includes being an important and generous part of the Grand Marais business community. The Angry Trout is now open during the winter months and is a superb option for lunch or dinner when visiting Grand Marais. It's a favorite for many Bluefin Bay guests and employees, and we encourage you to give it a try.



FEATURED EVENT

Candlelit Ski & Snowshoe

February 17, 6-8pm

Hosted by the Sugarbush Trail Association

Head up to the Oberg Mountain parking lot on the Onion River Road for a memorable evening of cross-country skiing, snowshoeing, or hiking along the candlelit trails. This event is a great way to enjoy the quiet beauty of the north woods after dark by the flickering lights of candles in the snow. Be sure to stop by the bonfire for a cup of cocoa, a cookie, and a little conversation with other winter enthusiasts.





THE WAY WE SEE IT Favorite Room Styles

We asked a few members of our Management Team what their favorite room styles are at Bluefin Bay Family of Resorts.

3 Bedroom Townhome at Surfside

Eric Frost, Director of Operations & Real Estate

2 Bedroom Townhome Style A at Bluefin Bay

Katie Krantz, Marketing Manager

3 Bedroom Log Home at Temperance Landing

Jessica Carlson, Interior Design & Quality Control Manager

Grand Superior One Bedroom Condo at Bluefin Bay

John Holtzman, Facilities Director

Grand Superior Master Suite at Bluefin Bay

James Taylor, General Manager

2 Bedroom Log Home at Temperance Landing

Ana Koch, Human Resources Director

2 Bedroom Townhome at Surfside

Adam Sushoreba, Systems Manager

Grand Superior Master Suite at Bluefin Bay

Nikki Fiske, Human Resources Manager

Grand Superior One Bedroom Condo at Bluefin Bay

Ross Sherman, Lodging Director

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 features some of the faces behind the great service at the Bluefin Bay Family of Resorts.



Heather Wait // Executive Housekeeping Manager

Hometown: Finland, MN

How long have you worked for Bluefin Bay Family of Resorts?

Off and on for 10 years with two moves. Since returning the last time, I have been here 4 consecutive years.

What brought you here? When I was younger, the opportunity to ride the employee shuttle to work was what grabbed me. But, this is

home to me now so even after moving away I know where my heart is at.

My favorite thing about working at Bluefin Bay Family of Resorts is... I share so many great moments with friends that have turned into family. I also have to add that there are so many opportunities for growth, both personally and professionally. I wouldn't be who I am today without the opportunity.

What is your favorite spot at the Bluefin Bay Family of Resorts? The memorial bench along the lake side of unit 46. It's such a beautiful, relaxing and tranquil spot.

My favorite thing to do when I am not working is... Spending time with my family and friends!

I want readers to know... I have formed so many great relationships with guests, owners and employees. It's really fun and special to see how things have evolved over the years here at Bluefin Bay Family of Resorts. I am truly grateful to be a part of something so amazing!



Jodi Krech // Front Desk Manager

Hometown: Finland, MN

How long have you worked for Bluefin Bay Family of Resorts?

1.5 years

What brought you here? Bluefin Bay Family of Resorts has a great reputation as both an excellent employer and a great resort. I have worked in the North Shore area my whole life in many different

areas of the Hospitality field. When I heard that Bluefin Bay was hiring, I was excited to give it a try and I have never once regretted it. Coming to this company has been one of the best moves I have ever made.

My favorite thing about working at Bluefin Bay Family of Resorts is... My favorite thing about working here is the true sense of belonging. We are all coworkers, but most importantly, we are friends that genuinely care about each other. I like to say that we are our own "little family."

What is your favorite spot at the Bluefin Bay Family of Resorts? My favorite spot is the Lake Walk. It has the best view ever. The sense of calming it inspires is beyond words.

My favorite thing to do when I am not working is... In my free time I love hanging out with my husband, kids, and grandchildren as well as my "fur" and "feather" kids.

I want readers to know... The resort is one of the most beautiful spots that you will ever encounter, and I feel very lucky to have a job that allows me to enjoy it each day. The opportunities to meet new people, create new friendships and learn about new cultures are priceless. It's great to take pride in where you work!