

Striving to be recognized as the best fishing lodge in Alaska and...
as always... Closest to the Fish!



I Lied!!

High (liner) Crimes and Misdemeanors

About a year ago I promised to write shorter newsletters... more often. I lied...

Was it a white lie? "Fake News?" Or just wishful thinking? Or is there something more sinister going on here? Was the "Deep State" resenting *my* fantastic success (after all It's all about me!) and trying to thwart my plans to "Make Halibut Fishing Great Again!"

[Get your "MHFGA" hat here](#)

As I said last January, there has been a sharp reduction in Highliner Newsletter output these past two years. I had various excuses: a new hip, medical emergencies in the family... and as outrageous as it may seem, I even used the extraordinary success of the Highliner Lodge as an excuse for *not* writing!

I wonder what your response would be if I tried to use the ongoing "Witch Hunt" against me by *federal agents* as an excuse?

Consider this:

They stopped me from operating the Emerald Island last season because I didn't have the proper licensing! The Deep State is now slow walking this.

Last June, *they* forbid my transporting fuel for our boats in our new 10,000 gallon double walled tank from Juneau to Pelican! *They* would never do this to Hillary!

They forbid our boats from fishing for salmon in Area 2C after having caught halibut in Area 3A! I have been fully exonerated, I expect the obviously biased federal agent who did this to be fired any day!

I want you to know that I may be mixing political metaphors but...

I am am NOT a crook!

And NO... I did NOT have sex with *that* woman...

Stormy *Daniels*?!

Have you no decency, sir?

In this Issue:

- * 2018 Record 500 Guests!
- * Employment Opportunities
- * Highliner Lodge Saves the World
- * Making Halibut Fishing Great Again!

Coming soon:

- * New Boats
- * New Captains
- * New Building
- * Emerald Island Mothership Operation Refined and Growing?

Merry Christmas and Happy New Year!

Steve Daniels

Book Online
Now!

Or call us toll free at (877)-386-0397

500 Guests in 2018!

How did we get here?

We grew by about 150 guests last season to reach a new record of 500 Highliner fishermen! Our previous best was 344 in 2017.

We started charter fishing "unofficially" in 2006 with 12 guests! 2007 brought the Great Recession and caused many lodges to go under, but the Highliner Lodge had jumped to 61 guests that year and continued to grow an average of 22% a year over the next decade! Through last season we had grown by over 800%! We shipped out nearly 67,000 pounds of fish last year with a value of over \$1,687,500 (at \$25/b). That is one hell of a dividend to pass on to our guests!

Back in the "good old days" of 2006 and 2007, we had a chef, a housekeeper and a fish-cutter. Jill baked treats to go out with our guests on the boats everyday. I was everyone's favorite captain... I was the only captain. Jill and I both sat down to dinner every night and really got to know most of our guests. Ali says those were the "good old days", when we could go fishing, whale watching, kayaking, and beachcombing as much as we liked! Ali was 12 years old. Although I had help, I was essentially a one man band. My accountant thought I was throwing my retirement away on the Highliner Lodge! I think everyone in Pelican thought I would fail. I'm sure many of them hoped I would fail.

What a difference a decade can make! We now have 20 dedicated Team Highliner members working at an extraordinarily high level to bring you the very best Alaska fishing trip possible. In spite of the difficult overall economic backdrop, our very remote location, being completely unknown, and a difficult political and cultural environment in Pelican, Alaska... together we were able to create a great business, provide opportunities for our crew to pursue their own dreams and strengthen the local economy... while giving our guests the very best fishing opportunity possible!

This past season we added two new 30' North River boats, completed our new Highliner Annex building, and purchased Rosie's Bar & Grill. We will complete an extensive renovation of Pelican's only bar and grill this spring. We are adding a new \$75,000 plate freezer to flash freeze your fish, taking the fillets from 50 degrees above to 50 degrees below in 40 minutes! Your fish will last much longer in the freezer and the quality will be noticeably better!

We have been as busy as ever... perhaps *that* is the real reason I haven't reached out with Highliner Newsletters as often as I should.

2018: Best Fishing Ever... and how the Highliner Lodge Saved the World!

Yes, it was inevitable... we have been discovered!



The Highliner Lodge is busting at the seams...

Tinseltown celebs, world leaders, heroes, iconoclasts, and of course... Steve... Steve... everywhere Steve!
Whatever... the real star of the show... the Fish! 2018 had more satisfied guests than ever and more fish than ever!



Happy Guests at the Juneau Airport with their Fish



King salmon Fillets \$37.99 - Silver salmon Fillets \$19.99 at Pike Place Market, Seattle



Halibut Fillets \$24.99 at Pike Place Market, Seattle

The fact is, if you take the cost of transportation to the Highliner Lodge out of the equation... many of our our guests' trips are completely paid for by the fish that they take home!

THE HIGHLINER LODGE SAVES THE WORLD!



We have an illustrious clientele: they exemplify beauty, charm, intelligence, leadership, morality... and sometimes this all on the same boat! But every once in a while, we *do* get a knucklehead! If you have a group of three, it's probably better for you to find your own knuckleheaded fourth and get the group discount!

Sometimes we put singles together and great things happen. They become friends and make annual trips to the Highliner Lodge. Sometimes... the Highliner magic changes people.

BTW, who needs Dennis Rodman or Donald Trump? Who do you think really stared down this dictator and pulled the world back from the brink of nuclear war?

And, yes we do book singles.

Sermon on the Seamount



Is this a face that you can trust?

**...of all the liars among mankind, the fisherman is the most trustworthy.
~William Sherwood Fox**

MAKING HALIBUT FISHING GREAT AGAIN!

About a year ago I wrote about the impact of "Fake News" in the Alaska Charter Fishing Industry... hmmm, I wonder if *that* triggered an investigation by the Feds?

But enough about my narcissistic paranoid delusions... what I really need to continue to Make Halibut Fishing Great Again, is to develop our Highliner Lodge team! After investing in boats, licenses and buildings for over 15 years, my focus now is on investing in people. I know that investment won't always pay off, but if I can invest in the right people, if I can motivate and mentor them, they will have a great opportunity and be challenged to take the Highliner Lodge and it's many offshoots (Rosie's Bar & Grill, the Emerald Island Mothership, Deadliest Catching, Mad Max Suzuki Marine... and new lodges?) to the next level. I turned 65 last week and I need to be thinking about an exit strategy and my legacy. It is also time to start giving back.

That said, I don't plan on leaving the Highliner... I just want to focus on the bigger picture and develop a team that can manage the day to day operation of the lodge while focusing on added value for our guests. Together, we will be looking for opportunities to diversify and... Make Pelican Great Again!



Blast from the past: The 2012 Highliner Lodge Team

Team Highliner Needs Your Help!

EMPLOYMENT OPPORTUNITIES

Do you know of anyone who would like to spend the summer working at the Highliner Lodge in Pelican? This is a great way to work your way through college or to accumulate enough capital to start your own business! Perhaps you know someone with carpentry or mechanical skills who has a few weeks to trade labor for fishing?

We have a very high standard so wimps need not apply.

If you know someone who fits this description and is interested, please encourage them to email steve@highlinerlodge.com with a cover letter, resume and recent photo asap!

