

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



IMPEACH THIS!

My last newsletter was all about:

1. Making Halibut Fishing Great Again! (MHFGA)
2. Issues I was having with the US Coast Guard's seemingly arbitrary enforcement of it own regulations keeping us from operating the Emerald Island as a mothership to two of our charter boats.
3. Generally more of my shameless self-promotion.

It has come to my attention that some individuals thought I had a political agenda and was promoting someone other than myself!

Seriously?

Clearly, in these days of such partisan politics... some people need to take a deep breath and grow a sense of humor. Perhaps a trip to the Highliner Lodge would be in order!



2019 WAS ANOTHER GREAT YEAR AT THE HIGHLINER LODGE!

While the coho (silver) salmon fishing was below par, we caught more and bigger halibut than we have in the last few years, which bodes well for future increases in daily bag limits!



Captain Dave & Robert Domes with a 255 Pound Halibut!

The acquisition and remodel of Rosie's Bar & Grill was completed and we have nearly full retention of perhaps the best Highliner Team ever assembled! (see more about the Highliner A Team below) Our meals at the Highliner have never been better, thanks to our chef Michael Gray and his sous chef Devon Cunningham! I have never had better feedback (no pun intended) from my guests regarding the meals at the Highliner! We have finished our new Annex building and will be adding artwork and more furnishings this winter. You will now have even more choices in accommodations as we have finished our renovation of the Hill House (Jill & my former home in Pelican) so that you can enjoy the million dollar view!



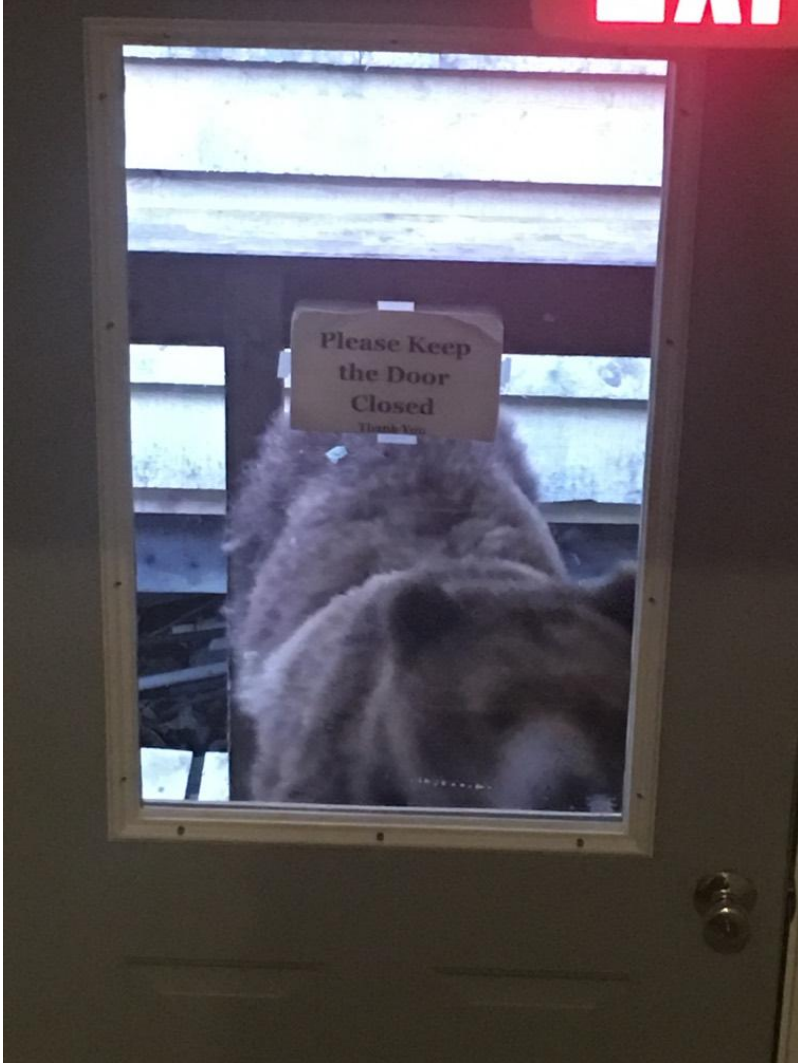
Another highlight for the Highliner was an uninvited visitor to our kitchen at dinner time!



Although half of our guests started to run out the front door, I managed to drive the 400 pound brown bear away by throwing several dinner plates at it! (note broken plates)



[See the video on our Highliner Lodge facebook page here!](#)



I hope I have piqued your interest in the Highliner Lodge and that you will consider a trip to the Highliner today!

Making Halibut Fishing Great Again!

Steve Daniels

In this Issue:

- * Why We DON'T Shoot Big Halibut
- * The Highliner Lodge "A Team"
- * Making Halibut Fishing Great Again!

Coming soon:

- * Emerald Island Expedition to Lituya Bay: testing the waters for future expeditions with our guests!
- * Rosie's Bar & Grill Remodel Complete! More news about transitioning our dinners to Rosie's Bar & Grill in the next newsletter.

Book Online
Now!

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

Why Now?

Even if you have the best product on the market, you will go bankrupt if people don't know that you exist... so we have spent an enormous amount of money on Google Adwords over the past ten years! This cost has to be factored into our prices. I've been thinking: we could lower our price to our guests if they can help us with our outreach rather than paying a multi-billion dollar worldwide conglomerate to bring us new customers?

We have had over 3500 guests fishing at the Highliner Lodge since 2006, many of these guests have been to the lodge multiple times... some over 10 times during this period!

We are proud of the fact that everyone pays the same price at the Highliner Lodge... we think that is only fair. I wouldn't give Larry Csonka, or Donald Trump, a free or discounted trip, even if it would make me famous(er)! The only discount we have is for a group of 4 or more. However, I'd like to try an experiment.

If you are a former guest, we will give you a credit for a future trip, equal to \$100 for every new person, someone who has never been to the Highliner Lodge, that you refer if they book a trip between now and New Years Day! You can use the credit for a reduced package price, GAF fish, your bar tab or anything at the lodge!

Call or email our operations manager Dylan, dylan@highlinerlodge.com, for details!

WHY WE DON'T SHOOT BIG HALIBUT

This summer someone in Kodiak caught a big halibut and the story made the Anchorage newspaper with this headline:

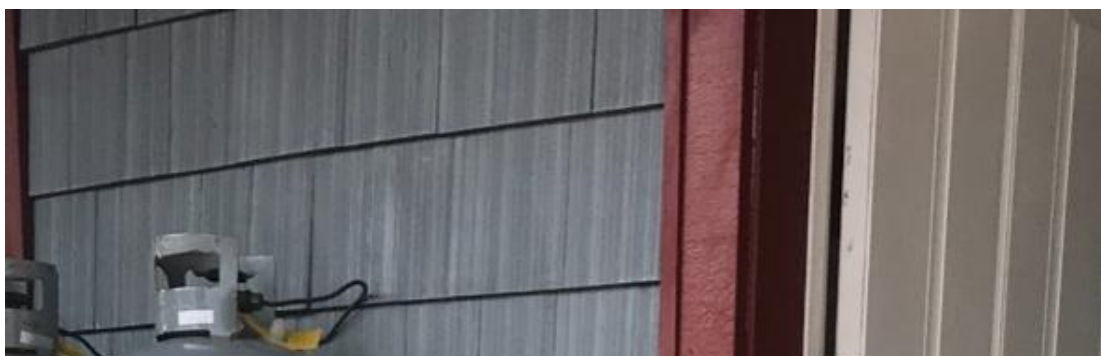
'Now I know why they shoot them': Texas fisherman lands 8-foot halibut near Kodiak Island"

This photo accompanied the story:



As you probably know, we catch lots of very big halibut and we don't shoot any of them!

Compare the halibut fillet in the above photo with the one pictured below that Dylan filleted at the Highliner Lodge this summer.





Click here to see a video of Dylan [professionally filleting a](#)

The difference is the blood! It is soaked into the fillet and most of it can't be washed out!

This is why that bloody halibut fillet in the first photo is ruined! Shooting a halibut is a terrible thing to do... that is if you want to eat the halibut! At the Highliner Lodge we harpoon our halibut, then stick a big shark hook into its mouth just to be sure we don't lose it, then we cut a major artery and let the halibut calmly bleed out in the water before we bring it aboard the boat. When we bring it onboard (after about 5-10 minutes) it doesn't flop around bruising itself, building up lactic acid in its flesh and possibly hurting someone. If you shoot the fish the heart stops beating and all of the blood is trapped in the halibut and it can't be bleed out properly, resulting in a bloody... and soon to be... stinky non-edible halibut.



Properly cared for halibut fillets have no blood

Most people are unaware of the how to properly handle any fish, let alone a large halibut. At the Highliner Lodge we do everything possible to make sure your fish tastes as good as it possibly can! Most lodges either don't know any better... or don't really care to take the time and make the extra effort to make sure that the fish you take home are of the very highest quality. Having commercially fished for halibut and salmon for over 30 years, I know how to properly care for your fish and what a difference that will make in how it smells and tastes when you get it home!

It is terrible to see halibut (any fish really) treated so poorly as to make them taste bad. That is why many people think big halibut don't taste as good as smaller halibut. Big halibut are much more difficult to properly care for owing to their size. Big halibut are sold into the commercial seafood market and it is virtually impossible to tell the difference between a small and a large halibut based on taste... unless they aren't cared for properly.

If you want bring home the very highest quality seafood, book a trip at the Highliner Lodge! If you have to go somewhere else... insist that that lodge care for your fish properly. If they need some instruction, tell them to watch some of the Highliner Lodge videos. I don't mind teaching anyone in the industry the correct way to care for your fish!

Speaking of Quality

We have completed the installation of 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 than our previous product... and that was at a very high standard!

The big halibut from Kodiak (and a lot of the fish at other lodges) isn't frozen professionally and the quality isn't at all comparable to our standard. If you want top quality fillets the fish must be stunned, bled, carefully cleaned and properly handled on the boat, chilled in ice on the boat, vacuum packed professionally with 5 mil plastic bags... AND frozen as quickly as possible. If ANY of these steps are not taken the quality of your fish will be noticeably inferior to the Highliner Lodge! If none of these steps are taken... the fish is sure to taste terrible.

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**

THE HIGHLINER A TEAM IS MAKING HALIBUT FISHING GREAT AGAIN!

This is the Highliner Lodge "A Team" on the Emerald Island in Lituya Bay in September: Rick, Jacob, Steve, Abbie and Dylan. The A Team is the Highliner crew that works nearly year round, and some of them behind the scenes, to make sure you have the greatest possible Alaskan fishing experience. We have all chosen to make the Highliner Lodge our career. We are confident that more of our Highliner crew will join us in our long term commitment.

After taking a break in September and October, we are all heading back up to Pelican to continue a construction project, winterize the lodge and take care of the boats. While we are there, we will also be working on our five and ten year plans for the Highliner Lodge. We will be looking at plans to develop 800 feet of gorgeous waterfront just outside of Pelican, redeployment and refining the Emerald Island Mothership Operation, integrating Rosie's Bar & Grill into the Highliner operation, and perhaps most importantly, building on

a program to provide a path to ownership in all of these endeavors for the Highliner Lodge A Team. The success of these projects will be directly related to their commitment and hard work!

Yes I know, that sounds a lot like a succession plan.



2019 Highliner Lodge A Team

Team Highliner Needs Your Help!

EMPLOYMENT OPPORTUNITIES

The Highliner Lodge continues to grow dramatically... we must be doing something right!

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!

