

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



New Hip, New Boats, New Building... Same Attitude!

Those who have followed the Highliner Newsletter may have noticed a sharp reduction in my creative writing output these past two years.

This fall I did get a new hip (I'm recovering very well thank you) and my mother, who started me in the commercial fishing biz, became very ill and I confess that I have been using her condition as an excuse for falling behind on the things I am *supposed* to do. I did spend a lot of time with her. She is doing much better now (thank you for asking). I never really stopped doing what I *wanted* to do... playing chess and guitar and enjoying sunny Arizona.

Having said that, I love writing the newsletter, however because of the success of the Highliner Lodge, I haven't had the time to write at a level that I can be proud of. So I delegated that work to my daughter and domestic manager, Ali. Yep, Facebook too... that's not really me... that's mostly Ali.

My solution is to write shorter newsletters... more often.

In this Issue:

- *Best Year, Most Guests, Best Fishing, Best Value!
- *Sermon on the Seamount: Making Halibut Fishing Great Again!
- *GAF Simplified
- *Deadliest Catching Revisited

Next Newsletter:

- *New Boats
- *New Captains
- *New Building
- *Emerald Island Mothership Operation Refined and Growing
- *Value Added: Smoked Fish!

Merry Christmas and Happy New Year!

Steve Daniels

Book Online
Now!

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

Bookings Double for 2018 - Year to Date!

Our bookings are double what they were last year at this time. That doesn't necessarily mean that we will have twice as many guests this year, as we will stop making reservations well before we start to feel crowded or feel that we can't provide our guests with the service they are accustomed to. That said, we have two new boats being completed next month, our new Highliner Annex building will be ready for guests, and I have hired new captains and staff to more than meet the additional demand. The lodge won't be more crowded, as we will utilize the Emerald Island more this year than in years past, as well as fill out our entire schedule from mid May through August. We haven't promoted the Emerald Island Mothership Operation, but have only used word of mouth for a select few of our guests. Now is the time to ask Ali about transferring your reservation from the Highliner Lodge to the Emerald Island if you would like to eliminate 2-3 hours of transit time per day and use that time for more fishing! Click link below.

[Emerald Island Mothership Operation](#)

The website is still under construction

The important thing is: Highliner Lodge or Emerald Island... don't wait if you want to get particular dates in 2018!

2017: Best Fishing Ever!

2018 Bookings Double 2017 (year to date)

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



The Highliner Lodge is bursting at the seams...

Tinseltown celebs, world leaders, heros, iconoclasts, and of course... Steve... Steve, everywhere Steve! The real star of the show... the Fish! 2017 had more satisfied guests than ever and more fish than ever! We shipped over 53,000 pounds of top quality fillets from the Highliner Lodge. At \$25.00 a pound that is a dividend of \$1,325,000 for our guests!



Happy Guests at the Juneau Airport with their Fish



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



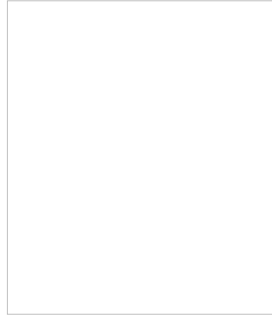
Halibut Fillets \$24.99 at Pike Place Market, Seattle

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

THE AMERICAN DREAM IS ALIVE AND WELL

Life isn't fair though, and some guests catch more than their share, while others have (relatively) bad luck. But this is America, the land of opportunity! It is still a meritocracy at the Highliner Lodge. No attempt to make every comrade-fisherman equal here! But even if you aren't in the top 1% (this is what a "Highliner" is by definition), if you haven't made it into the coveted "Highliner Lodge 100 Pounder with Cheese Club"... a rising tide does indeed lift all boats. If you happen to only be an average Highliner fisherman, chances are you will be bringing enough fish home to feed family and friends (and perhaps that homeless person holding a sign on the street corner) for a year and pay for your entire stay at the Highliner Lodge!

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 considered the impact of "Fake News" in the Alaska Charter Fishing Industry. Because of the complexity and the rapid change of fishing regulations, it left many people who wanted to fish in Alaska confused and subject to misinformation provided by many in the industry. Will anyone appreciate that I have reported facts from National Marine Fisheries Service and the Alaska Department of Fish & Game proving that we have a vastly superior catch rate (salmon and halibut) and that our average halibut is up to three times bigger than leading Alaskan fishing destinations?

While I have zero political clout to change bag or size limits, I can do a great service to fishermen by reminding them that some areas of Alaska have terrible fishing, some have great fishing and some are in between. If our halibut are 3 times bigger than Homer, Sitka, or Seward and our catch rate is better too... then that is the way to make halibut fishing great gain! Go to the Highliner Lodge.

Beyond going to the most productive fishing location, you must also go to the lodge that offers an opportunity to catch and keep halibut beyond normal bag limits and size restrictions. We were the first to have offered our guests guided angler fish (GAF). We provide more guided angler fish opportunities than any other lodge. We have two charter halibut licences so that our boats can fish in either area 2C or 3A providing additional opportunities to maximize your catch.

Lastly, if you really want to make halibut fishing great again, book your next trip on our Emerald Island Mothership Operation. In addition to all of the above advantages you can get an extra 2-3 hours of fishing time every day! The 91' Emerald Island is anchored in a sheltered cove 10 minutes from prime fishing grounds, saving you 2-3 hours transiting from the lodge to the fishing grounds and

back each day!

XYZ Lodge can spin, fake, mislead, equivocate... and leave out important information when presenting their own fantastic, stupendous fishing trip... but they can't replicate our location, our catch rate, our size of fish, our use of GAF, our ability to fish in two regulatory areas... or our new Mothership operation!

Hmmm, wonder if that is why we are being investigated by the Feds? It wouldn't be the first time movers and shakers in the Charter Industry tried to turn the attention of the US Coast Guard on us... and that is not Fake News!! No worries, we have nothing to hide from law enforcement. If you've fished with us you know we strictly follow the fishing regs.



*The Highliner Lodge has invested in 2 charter halibut permits per boat so that we can fish in both regulatory areas and we have made a major investment in GAF so that you have the option of keeping two halibut of any size each day.
We are truly making halibut fishing great again!*

GAF SIMPLIFIED

Guided Angler Fish Explained

A year ago I promised you more info on Guided Angler Fish (GAF). In reading my last newsletter, I think I've already given you too much information! The more I explain it, the more your head starts to spin...

Let me break it down into two easily understood story books.

Story Book #1

THREE FRIENDS PLAN HALIBUT FISHING TRIP TO ALASKA

See Moe, Shemp and Larry plan an Alaska halibut fishing trip in the days before Google search.



See Shemp, Joe and Larry travel to XYZ fishing lodge... they eventually get there.



See Moe, yell at Curly and Shemp, "Halibut in water, Knuckleheads!"



See the halibut is too big... over 44".

See the halibut too little... under 80".

See the halibut go bye bye! :(

See Shep, Moe and Curly fight over their little halibut, the only ones they could keep at XYZ Lodge!



These sport fishers proudly display their catch in Homer, AK. Photo by Tracee Geernaert.

Note: This was an actual "trophy shot" from Homer, Alaska, the self-proclaimed "Halibut Capital of the World". Most of those halibut weigh less than 10 pounds, yielding less than 5 pounds of fillets!

Story Book #2

HONEST ABE, LONGTIME HIGHLINER FISHERMAN HAS DONE HIS HOMEWORK!

See smart, handsome, Honest Abe, a Highliner fisherman!



See Honest Abe go fishing with the Highliner Lodge with his buddies.

See the halibut in the water! See the halibut is BIG! :)



See the GAF Permit on Highliner Lodge charter boat.



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GAF

DANIELS, JAMES S

Below are the remaining GAF (Guided Angler Fishing) fish that can be landed on each permit in each area for the current year. The remaining balance will be affected by landings and by transfers in and out of the account.

GAF Account Balance

NMFS Id: 1523

Date: 01/06/2018

Account Year: (Results: 7)

GAF Permit	Permit Holder	CHP Permit	IFQ Permit	Area Code	Transfers in (Pounds)	Transfers in (Fish)	Transfers out (Pounds)	Transfers out (Fish)	Fish Caught	Remaining Balance (Fish)
430	DANIELS, JAMES S	4804	154010	2C	391				0	
348	DANIELS, JAMES S	4804	143409	2C	456		261		3	
347	DANIELS, JAMES S	4738	143409	2C	456		66		6	
245	DANIELS, JAMES S	4738	143417	2C	651		651		0	
355	DANIELS, JAMES S	4669	154010	3A	434		325		3	
357	DANIELS, JAMES S	4838	154010	3A	361		253		3	
356	DANIELS, JAMES S	5510	154010	3A	434		289		4	

See Honest Abe and friends weighing options on a hundred pound halibut:

Option 1:

"\$150 for a hundred pound halibut in area 3A? Hmmm, I already have a 150 pounder from yesterday, and it didn't cost me anything additional... I'll let it go... wait... yeah, we all have other nice big fish that we kept without having to buy a GAF, yeah let it go. It sure is great to have the choice though!"

Option 2:

"Hmmm, that's at least 50 pounds of halibut fillets @ \$25 a pound... that's worth \$1250! For a \$150 its a steal... kill it!!"

Option 3:

"I'm in Area 2C today and that fish will cost me \$500... to keep a halibut in this area I have to catch a fish under 44" or over 80". There isn't much time left to fish today... It's worth \$1250! That's a no brainer, I'll buy it."

Option 4:

"I'm in Area 2C and that fish will cost me \$500. Hey, we can all chip in and split the fish 4 ways... that's only \$125 apiece! Lets do it!" Honest Abe says, "A real Highliner has perceived his liberty (to go where the fish are) and is dedicated to the proposition that all fishing lodges are *not* created equal." Smart man!

See the Halibut in boat!



See two new Highliner Lodge Hundred Pounder with Cheese Club members!



See Highliner fisherman go "Yeah baby!" all the way home!



Deadliest Catching aka Dude Fishing Essential Information

As a Highliner Guest, you may spend a day or two Deadliest Catching, previously known as Dude Fishing. When Deadliest Catching (nothing "deadly" about it... it just sounds so macho!) you can catch and keep an *unlimited* number of

salmon because we are now *commercial* fishing, not sport fishing. You must purchase a commercial fishing license (\$30) and you must also pay an additional fee of \$150 - \$300 depending on how many are in your group.



Why would anyone pay extra to go Deadliest Catching? "Why would I pay Steve to *work* on his commercial fishing boat?!" Having taken hundreds of folks out to do this, almost everyone says it was a great experience! Many felt it was the best part of their trip!

There is another compelling reason...



... an unbelievable catch of king and silver salmon, all caught in about 6 hours of fishing! We fish with up to 40 lures at a time, the action is most often non-stop!

Deadliest Catching starts when the commercial fishing season opens, usually on July 1 and continues until the Highliner Lodge closes at the end of August.

From time to time there may be a commercial closure that will change this schedule.

See our [Deadliest Catching](#) webpage for more details!

