

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



SQUID PRO QUO!

I think that's fish-latin for "A deal you can't refuse"!

Happy Thanksgiving!

I hope you enjoyed the October newsletter, [Why We Don't Shoot Big Halibut](#), and learned that big halibut taste just as good as small halibut, if cared for properly. The truth is, unlike most lodges, the Highliner Lodge takes great care in handling your catch and that makes all the difference in taste and texture!

I have plenty to be thankful for: our bookings are up, almost all of our crew will be returning in 2020 and we finished our remodel of "World Famous" Rosie's Bar & Grill! The Highliner A team is stepping up with long term commitments to make the Highliner Lodge the best fishing lodge in Alaska, and our Highliner A Team went to Lituya Bay with my friend and owner of Alaska Seaplanes, Kent Craford, and his A Team and we had a GREAT time!! More on that in the next newsletter.

Some big changes at the Highliner Lodge!

We will incorporate the newly remodeled Rosie's Bar & Grill into our Highliner Lodge operation next year by having all of our guests' dinners at Rosie's! This will provide more seating so that our captains can have an opportunity to eat and relax with our guests at dinner. The meals will still be prepared to the same very high standard by our returning chef Michael Gray and Sous Chef Devon Cunningham. Acquiring Rosie's will also provide a venue for guests who arrive earlier in the day. Now that we have Rosie's, **you may choose to fly into Pelican earlier than the usual 5pm flight.** Many guests have wanted to do this in the past but we discouraged it because we are too busy turning over rooms from the previous guests and we weren't able to accommodate an early arrival. Although we still won't be able to check you into your room at the Highliner, we

can store your bags at the lodge and Rosie's can provide adult beverages, internet and cable TV, as well as lunch and snacks, until you are able to check into your accommodations at around 5 pm.

We are raising our rates but no longer charging bed and sales tax so as to provide you a more fully all-inclusive rate. We are raising our all-inclusive prices on January 1, 2020 by \$300, however we are going to include the bed and meal tax so the overall price increase is only \$220. With this change our prices have increased by only 1.5% per year since 2014.

I just wanted to reach out and let you know that if you are interested in booking a trip with us next summer, there is still time to lock in your trip at 2019 prices. **We are offering a substantial savings to our returning guests if we receive their deposits for 2020 on, or before, New Year's Day.** Not only will they get 2019 rates but they will also save an additional \$100 per guest! You can save \$320 per guest if you book your trip to the Highliner Lodge before New Year's Day 2020!! In the future, all returning guests will get an automatic additional \$100 discount if they book their trip before New Year's Day.

Another thing I am thankful for; Jill will be at the lodge with me next summer for one week a month! She will give many on our team a day off by taking on their responsibilities for the day.

Steve Daniels

In this Issue:

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- * Squid Pro Quo: Update on our new marketing strategy
- * Sermon on the Seamount: Blind Taste Test - Who says big halibut don't taste good?!

Coming soon(er or later): The Emerald Island Mothership Operation in Lituya Bay!

***Complaint Department
More Squid Pro Quo!***



Every once in a while we do get a "legitimate" complaint... IMHO, complaining about the lack of nightlife or cell phone service in Pelican... or that you don't really like my persona... isn't legit! You should know from reading my newsletters that I can't help myself! I really try to subjugate my A type personality from time to time and listen to reason. My wife, Jill, says I am sometimes a bit too intense, and I have to admit I may have short-man's syndrome, or bald-man's syndrome... and I do tend to "mansplain" to just about anyone.

Alas, every man has to know his limitations, so I have employed some public relations people to help me out.

If any of you snowflakes out there, have anything that is bothering you about the Highliner Lodge...

INTRODUCING OUR NEW UKRAINIAN FIXERS



Demetri and Igor have their green cards and were on work-release to the Highliner Lodge, pending some sort of federal investigation, when Pelican was declared Alaska's first sanctuary city. Now they plan to make Pelican their permanent home! Demetri says he likes to fish in his spare time... and indeed he can be found trolling the internet daily! Igor says his only fault is that he "loves Amerika too much!" You will find him volunteering at Pelican City Hall on election day... because... well, he just "loves Democracy too much!"

*Gotta problem with the Highliner, Snowflake? Want some Squid Pro Quo?
Call Demetri and Igor at 1-800- BIG-THUG*

"We fix you things good!"

*If you are a heartless xenophobic America First-er
call Dylan toll free at (877)-386-0397
he has had empathy training!*

Why Now?

Even if you have the proven best fishing in Alaska, you will go bankrupt if people don't know that you exist. We are determined to break the evil corporate Goliath (Google's) stranglehold monopoly on internet advertising!

Check out our Highliner Lodge SQUID PRO QUO!

If you are a former guest, we are going to simplify and sweeten the offer we made with our last newsletter: If you get your deposit in for a 2020 trip on or before New Year's Day we will give you 2019 pricing and an additional \$100 discount per guest. The total savings will be \$320 per guest!

Call toll free (877) 386-0397 or email our operations manager Dylan at dylan@highlinerlodge.com for details!

**Book Online
Now!**

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**

Speaking of Quality

TR read my last newsletter and says:

" By the way: Thanks for your insight on why Highliner Lodge does not shoot halibut. Explains fillets that did not meet expectation. Halibut (his) were from Icy Bay Lodge and shot. I appreciate your newsletters explanation how to better take care of halibut prior to bring them in the boat to ensure superior meat." He also said " Keep wearing that wig and you will never have to worry about bears coming back to Pelican... ;-D"

Also, Jill reminded me last month (after I got the newsletter out) that we actually had a blind taste test at the Highliner Lodge several years ago. Neither Stevie Wonder nor Ray Charles could taste the difference between large and small halibut!



Ok, Jill & I can't *really* remember if it was Stevie and Ray who took the test (that just seems like a no-brainer)... could it have been Brad Pitt and Angelina Jolie?

But seriously, we did have a "blind" taste test! Our chef prepared the test from a 200 pound halibut and a 20 pound halibut and no one could tell the difference!

If big halibut from other lodges don't taste good... it is because they don't take care of their guest's fish. Most lodges like to maintain the myth (Fake News?) that big halibut don't taste good, or that if you keep them you will be destroying the resource... it is only because they can't catch big halibut or they aren't allowed to keep big halibut and they don't want you to discover the Highliner Lodge!



