

REPORTER



Bay Lake Lodge

Going Green

What does it mean when you hear someone say, "We are going green"? Well, you can find many different interpretations if you research this topic. The overall consensus is that going green simply means that an individual, a community, or in this case, a resort, is taking steps to ensure that their impact on the planet is reduced. Some steps can reduce this impact in significant ways, and other steps may reduce it in much more subtle ways. This season we are making changes that we hope will contribute to a "greener" resort.

We are happy to report that the resort has contracted with a cleaning chemical supplier, Spartan, that carries the coveted "Green Seal Certification" and is a member of the U.S. Green Building Council. As a result, their products are healthier for our staff, our environment, and for you, our guest. In addition to using ingredients that are effective at cleaning and sanitizing rooms and linens, they contain no harsh solvents or toxic products, making it safer for all.

The resort has also replaced over half of our 5,326 light bulbs with compact fluorescent light (CFL) bulbs. CFL bulbs use about 70 percent less energy than incandescent bulbs. LED lighting is the next step up in energy savings, and the resort is exploring ways we can incorporate this lighting. We expect that as LED lighting technology advances, we will expand our use of this highly efficient and long-life light source.

As a way to decrease the amount of plastic going into landfills, we have eliminated plastic can and ice bucket liners in our guest rooms, excluding the kitchen wastebaskets. As we totaled up the number of garbage cans we have in each room, we figured we might, during our peak times, be throwing out more than 400 plastic liners each day from our guest rooms alone! That adds up very quickly. Of course, guests may request liners for their personal use. We just no longer stock them in the rooms.

In place of our daily room cleaning service, guests may also choose not to have room attendant services or to request towel exchange only during their stays. You will be asked which level of service you desire upon check-in. By choosing towel service or no service, you also contribute to a "greener" resort by reducing the use of extra water, cleaning chemicals, and electricity used during standard cleaning.

As the resort moves toward the future and as technology advances, we will explore the exciting possibilities of renewable energy. We hope this information has inspired you to consider "going green." Thank you for your ongoing support of our green, earth-friendly efforts!

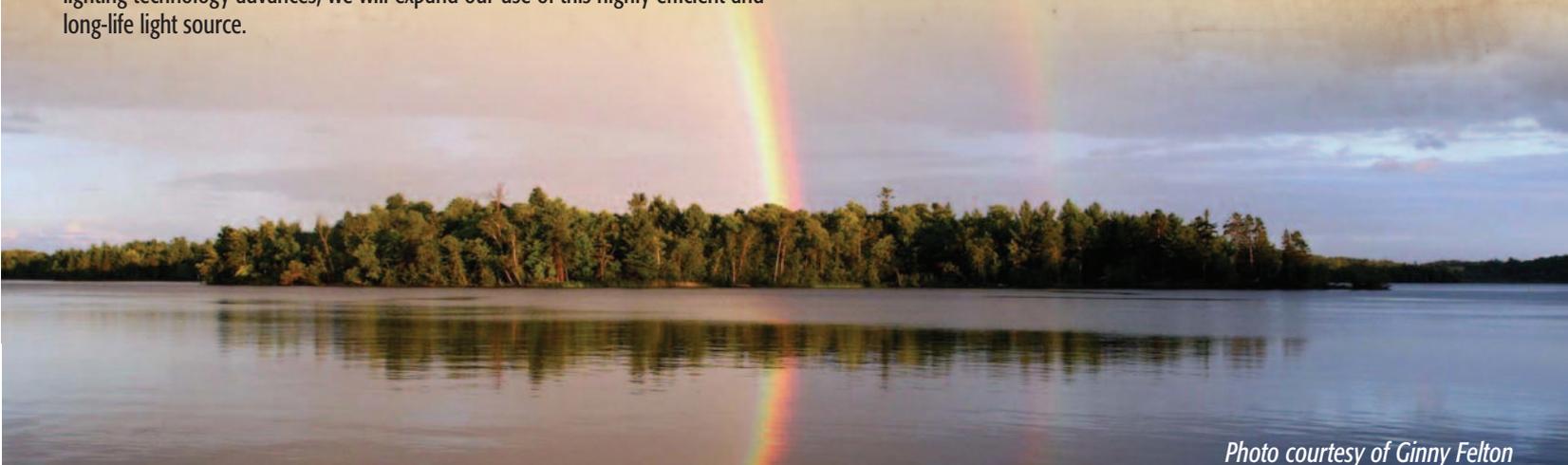


Photo courtesy of Ginny Felton

IN THIS ISSUE...



GOLF



SCRAPBOOK



WINE & JAZZ



Own a Bay Lake Villa

Own an income-producing, 2,100-square-foot villa at Ruttger's that provides six weeks of vacation time annually. New pricing and extended owner use make the Bay Lake Villas more attractive than ever. If you have considered owning a piece of Ruttger's, this may be the time to take another look. Visit ruttgers.com for more information.



2012 Golf Package

Ruttger's 2012 Golf Package includes unlimited golf on Alec's Nine and The Lakes 18-hole championship course. Package also includes cart, lodging, breakfast and dinner daily, range balls, and a complimentary drink coupon.

Rates are per adult (18 years of age and older), per night, double occupancy, plus tax. Single occupancy rates are available. Rates vary by season. Call 800.450.4545 or visit ruttgers.com for rate information. 10% discount for weekday stays and seniors age 55+.

Looking for ways to improve your game? Join Head Professional Jamie Alderman (PGA) and Assistant Professional Kristopher Boike (PGA Apprentice) for Tuesday adult clinics, Wednesday junior clinics, or Thursday junior play days. Private lessons are also available. For more information, check out the latest issue of *The Turn*. Go to ruttgers.com and click on Activities. Click on Golf and then click on Golf Newsletter.

Rüttger Wine

We are excited to announce the arrival of a new shipment of Rüttger wine from Germany. It's the first new shipment since I started, and I had no idea how much of a challenge it would be to get this wine delivered here. In the process, I have learned about federal and state label regulations, federal import procedures, and shipping and transportation across two continents and a large ocean. Thanks to our friends at Johnson Brothers Liquor Company and especially their Prestige Wine Division for all of their help. We couldn't have done it without them. And, of course, thanks to the Rüttger relatives back in Germany at Rudi Rüttger Wine Estate. OK, so what wines did you receive I hear you ask. There are four varietals, three white (Dry Riesling, Late Harvest Dry Gewürtztraminer, Late Harvest Rüländer) and one red (Dornfelder Dry). We will be sampling a selection of these at the Monday night "Wine with the Ruttgers" events. Come and taste, and let us know which one is your favorite. They are available at the Bear Pine Bar and Ruby's Dining

Room by the glass or bottle, and you can also get a bottle to take home with you at the Lobby Shop or Bear Pine Bar.

Cheers,
James Taylor
Food and Beverage Director

RECIPE CORNER

ALMOND CRUSTED COD FILET

Recipe from Executive Chef Terry Dox

4 cod filets or any fish you prefer (4 - 6 ounces each)
Salt and pepper
1/4 pound butter plus 1 tablespoon butter, divided
1 cup almonds, ground into crumbs in food processor
1 tablespoon vegetable oil

Lemon Sauce:
1/2 cup sour cream
1/2 cup mayonnaise
3 tablespoons fresh lemon juice.

Preheat oven to 350°. Combine lemon sauce ingredients and refrigerate. Rinse filets and pat dry. Season with salt and pepper. Melt 1/4 pound butter. Dredge fish in melted butter. Spread almond crumbs on plate and press fish into crumbs to coat. In oven-safe heavy skillet, heat oil and remaining 1 tablespoon butter until it sizzles. Sear the fish about 3 minutes per side. Place skillet with fish in oven for 5 to 7 minutes. Plate and garnish with lemon sauce. Makes 4 servings.



Vacation Packages

Fishing Package
Now – October 18

Wine & Jazz Weekend
August 24 – 26

Labor Day Weekend Blast
August 31 – September 3

KIDS STAY FREE!

Bird Watchers Special
September 3 – October 17

Girlfriends Getaway
September 3 – October 18

Oktoberfest
October 19 – 21

For more information on our vacation packages including the all new Bay Lake Plan, go to ruttgers.com. Can't find the vacation that's right for you? We can help! Our vacation specialists will help you plan your ideal vacation, family reunion, friends getaway, or group golf outing. Let them create the perfect package just for you!

ONLINE SPECIALS

Log on to ruttgers.com and click on Hot Deals.



IN THE NEWS

Chosen by *Minneapolis StarTribune* readers as one of their most beloved resorts.

Recommended on TripAdvisor: Ruttger's earned this distinction thanks to your reviews. If you haven't yet, please rate us on TripAdvisor.

Recently featured in *Generations in Business* magazine produced by the *Brainerd Dispatch*.

Visit ruttgers.com for links to the stories.



"Just a quick note to thank you so much for taking care of us. We felt like we had our own personal concierge. There was 100 percent agreement that we loved the place and will most likely return again. Everyone we dealt with in the whole resort was so gracious and helpful. You all made us feel like we were 'old friends.' Thanks again."

Shelly Heichert for the Stanbrook Hall High School 55th Reunion Medina, Minnesota

"Once again, we had a great time at our spring outing. We look forward to many more years at Ruttger's. Our group keeps getting new blood each year because of the word of mouth from all these old clothing representatives. They just never stop selling something they love to do. Our thanks to all who help us make this a memorable trip. A big thank you to Tami, Jamie, Chris, and all the staff who made our stay sooooo enjoyable. We may make you all honorary Rag Peddlers! The food was outstanding, too. See you next year!"

Rollie Winebrenner, Tom Diedrich, and the rest of the Rag Peddlers Twin Cities Area, Minnesota



"Here are my grandkids having fun on the beach! Thanks so much for your patience and help in planning our vacation and suggesting Jane's Cottage. It was perfect for my gang—great space, and we loved the big yard, fire pit, and the little dock where the kids had fun fishing, etc. It became 'our' cottage while we were there! When my sister and her family (the DeSchepper's) heard I'd made reservations, they decided they needed to be in on the fun and made a reservation to come for a few days, too. Even though we've all been to Ruttger's many times, we agreed that this was the best yet!"

Mary Anne Carter, Rob and Amy Libbey, Ben and Sara Stenzel Minnetonka, Minnesota

VISIT US AT ruttgers.com CALL



"We have been coming to Ruttger's for our family vacations since July, 1993—almost 20 years. Our granddaughter Laura will be three this summer, the same age our youngest was when we first visited Ruttger's! We are all looking forward to this year's stay."

Glenn and Barb Mason and Family
Eagan, Minnesota



"Our annual fun fall retreat at Ruttger's was the best ever. The weather was glorious. We spent time boating, kayaking, and just soaking in the sun. This year's winners of the third annual Coady Tennis Tournament were Sharon Engel and Sally Enstrom. Pictured left to right front row: Sally Enstrom, Sharon Engel, Joanne Schmid, and Jane Tischbein. Pictured left to right back row are Ginny Morse, Susan Rosenberger, Libby Hargrove, Linda Shermock, Erlene Herr, Rita Welch, Bonnie Bolton, and Joan Madden."

Linda Shermock
Chaska, Minnesota



"Our family had a great vacation at Ruttger's again this year! The villa was perfect for us and our son's and daughter's families. The staff was very accommodating and helped make our stay exceptional. (The chef even provided us with some flour to fry the bass and northerns we caught. Using the resort's fishing guide was a definite plus!) As our grandchildren grow, we add new experiences. This year, Luke was 7, Samuel was 5, Emerson was almost 6, and Audrey was 20 months. Tubing was a hit this year! Ruttger's is our destination for a perfect family vacation. Summers at Ruttger's have become a tradition, and we are already looking forward to our next vacation at the 'cabin.'"

Bev and Rick Freimuth
New Brighton, Minnesota



"Here is a picture of the Revare clan taken during our reunion in 2011. We have held reunions at Ruttger's in 2009 and 2011. Judy and I also spent several summers with you when our children were growing up."

Jack Revare
Leawood, Kansas

SEND YOUR VACATION PHOTO!

Mail to:
Joanne Ruttger
Ruttger's Bay Lake Lodge
P.O. Box 400
Deerwood, MN 56444
email to: joanne.ruttger@ruttgers.com

Thanks to all of you who have shared your photos with the Ruttger family and their guests. Watch for more family photos in the next *Reporter*.

Dear Guest,

The chance to visit with you while you're here is what makes this resort life fun. In those informal conversations we catch up, and we have a chance to talk about your Ruttger's experience and how we can improve it. I appreciate hearing all your feedback. We have also learned a great deal through the comment cards you pick up at the front desk. Now we have also started sending a survey to each guest by email after their visit. I read the responses, and I confess, I am still working on the process of following up. But the response so far has been fantastic. It's fun to share positive comments with the staff, and yes, the learning opportunities as well. The fact that so many people take the time to let us know how we did and give us their suggestions shows that they care, and that makes it fun. If you don't get the survey, it probably means we didn't have your email address on your reservation. So the next time you book, let us know, and we'll give you a chance to share your insights.

You may have seen on Facebook that the giant Norway Pine on the first fairway of Alec's Nine blew down this spring. It died about seven years ago, and we knew we would have to cut it down before it became a hazard, but Mother Nature took care of it for us. By counting the rings, we found that the tree stood there for over 159 years. It was a beautiful landmark, the bane of golfers, and in recent years, the daily perch for a pair of bald eagles. The eagles have found a new perch I'm sure, but we will miss this tall old tree that sprouted before Grandpa Joe came to America in the 1800s.

We had a wonderful time for our very first Wine & Jazz Weekend last year, and this year I am really excited with what we have lined up. If you like wine,

Greetings from the Spa

What is your favorite thing about summer? When I ask myself this question, the simplest things come to mind. My thoughts turn to sidewalk chalk, children running through sprinklers, water balloons, fishing poles, and the smell of suntan lotion in the air. These are a few of my favorite things. Summer is a time to slow down and enjoy family and friends and the traditions we all love so much. Childhood memories of packing the car to head to the lake come to mind as we prepare for familiar faces returning to Ruttger's for games of bingo and trips to the spa.

I remember the feeling as a child when the car turned onto the road that meant we were almost there and the way the air felt and even smelled different at the lake. It seems that today, we all tend to look for the next best thing—the latest and greatest ways to get there faster and do it better—when really, if you think about it, we all miss the good old days. That's what I love so much about Ruttger's. It feels like things used to be. Family is the most important thing, and tradition lives on.

As we plant flowers and add fresh coats of paint at the spa, we look so forward to familiar faces returning to relax with us. It's so fun to think of pretty toes and glasses of wine all lined up in the pedicure room. We have some fun new touches at The Fine Line and are excited to share them with you. So stop in, say hi, and please feel free to let us know how we can help your stay at Ruttger's be the best one yet.

We can't wait to see you at the lake!

*Kathy Bjork, Proprietor
Fine Line Salon and Spa at Ruttger's*

music, great food, and a fun and relaxing time at the lake, this is your weekend. Visit ruttgers.com for details.

Before I go, I want to thank the travel bloggers who visited us for Mother's Day Weekend and shared their experiences with their followers. If you haven't already, read their posts about Ruttger's at babylovingmomma.com, sellabitum.com and minnesotamamasmusthaves.com.

Look forward to seeing you at Bay Lake!



CONFERENCE CORNER

Memorable Meetings

As we think back to events or meetings we have attended throughout our careers, many of them seem to blend into a mix of faces and places. Although we would like you to have memories of the beautiful views of Bay Lake, the gorgeous greens on The Lakes golf course, and the perfect scarf that you found at The Country Store, we know that in today's world that may not be the most memorable part of your meeting. In fact it may be the Twitter chatter you had with fellow attendees, the YouTube video from the bonfire, or all of the jealous comments you receive once you update your status on Facebook to "Meeting at Ruttger's Bay Lake Lodge." With all of us so connected to our friends and family on social media, it seems as if we have become a society that is plugged in 24/7.

Our challenge as your host is to achieve the event's desired learning outcomes and make it so memorable that attendees will be talking about it on social media. How can we make that happen? One way is to start with a fresh theme and focus the entire meeting on this premise. A popular theme for the Summer of 2012 is the Olympics. So whether you focus your event around the sports of the Olympics, the nations who compete in the Olympics, or everything related to London, it is sure to be a success. Start with YouTube videos to allow attendees to get excited about the theme and introduce agenda ideas or your meeting goals. On site, use decorations and gifts that enhance this theme further and help to create the ambience you are hoping to achieve. Not all of us are Michael Phelps, so put together some fun events where even the sports challenged can succeed. These events can also make some great videos to share with the group or photos to add to Facebook. Please look to our conference planning team to assist you in making your vision and theme come alive with Olympic themed drinks, specialty menus from Executive Chef Terry Dox, or room deliveries from the Country Store.

We would love to help you create your most memorable meeting yet. Let us put together a customized plan for you. Contact Group Sales by calling 800.450.4545 or by visiting ruttgers.com.

Sue Maroney-Smith, Director of Sales

"We are SO GLAD we chose Ruttger's. Renee was an invaluable help for us, starting two years before the event. Every effort was made to accommodate all our needs, and the convention delegates were lavish in their praise."

**Doris Anderson, American Association of University Women
Eagan, Minnesota**

The logo for Ruttger's Bay Lake Lodge, featuring the name "Ruttger's" in a white, cursive font inside a red oval.

Bay Lake Lodge

*2nd Annual
Wine & Jazz Weekend
August 24-26, 2012*

Join us for a great weekend of jazz, wine, and food. Listen to evening jazz performances by the Clearwater Hot Club and the Maud Hixson Trio. Enjoy wine and hors d'oeuvres by the lake on Friday evening and a four-course wine dinner on Saturday. Other events include a Laphroaig Scotch tasting, shopping happy hour, wine blending seminar, cruises on beautiful Bay Lake, golf, and more. For complete details, visit ruttgers.com.

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