



MINAKI, ONTARIO, CANADA

BIRCH

THE EXPERIENCE OF A LIFETIME

REID'S BIRCH ISLAND RESORT



WELCOME

IN CASE YOU HAVEN'T HEARD, I WANT TO LET YOU KNOW PERSONALLY THAT THE REID FAMILY IS LAUNCHING A FABULOUS NEW FISHING RESORT IN NORTHWESTERN ONTARIO.

Liz-Ann and I have spent the last few years searching Canada from coast to coast, looking for the perfect site for our dream fishing lodge, and we've found it on the fabled Winnipeg River, near the village of Minaki. As you may know my family has been in the fishing lodge industry for three generations. My father Al Reid was one of the great pioneers of the Canadian north, a pilot, entrepreneur and outdoorsman who earned thousands of fans and friends across the continent. My involvement in the industry began cutting grass and doing chores at the age of six — by the time I was 12 years old I was guiding customers at our Stork Lake facility and at the age of 20 I purchased my first resort. During the past 70 years, beginning with my grandfather, we have owned and operated several Lodges and Resorts throughout Manitoba, NW Ontario and the Arctic — each bringing its own uniqueness and diversity for that period. Eventually we built Knee Lake Resort in Northern Manitoba, a first-class fly-in fishing resort that became known as one of the finest on the continent.

In recent years, the costs of running a remote lodge have become more challenging for both client and host. The logistics of delivering first-class accommodation and service at a manageable cost have become formidable. At the same time, anglers find themselves with less time on their hands. As the business environment becomes more competitive, executives and families are less able to take off for a week at a fly-in fishing lodge along with an additional three or four days in transit. Modern anglers want shorter trips, more efficient travel and high-level accommodation and service. (And great fishing of course.) This is all good news for the Reid family, because we've always excelled at five-star service and top-notch fishing. We raised the bar several notches at Knee Lake Resort,

and we intend to once again shake up the industry with superlative food, lodging, attentive service and guided fishing at Reid's Birch Island Resort.

The lodge itself is an elegant century-old building that for most of its life served as a private and corporate retreat for the T Eaton Company. Its immense pines, verdant grounds and stately boathouse would serve nicely as a movie set for *The Great Gatsby*. From the Resort, the Winnipeg River spreads out in all directions like an immense four-leaf clover, with hundreds of miles of shoreline and limitless fishing opportunities. Our intention is to combine the best aspects of both worlds — traditional old-time elegance with the very latest in cuisine, accommodation and service. Nearby airports, all weather paved road access and wireless communication means you can stay in touch while enjoying a corporate retreat or family vacation. Come in your necktie if you must; we supply everything from the moment you arrive. The fishing is excellent and our guides are serious professionals who might become lifelong friends. The beauty of the area will take your breath away, invigorate your spirit and strengthen bonds with friends, work partners and family.

I hope you'll consider coming to visit us. We look forward to giving you memories you'll cherish for the rest of your life.

Myself and Liz-Ann are looking forward to hosting you for your "Experience of a Lifetime" and combining the best of Roaring 20s elegance and modern five-star service.

Yours sincerely,

Phil Reid

THE FACILITY

NOT EXACTLY 'ROUGHING IT'

BIRCH ISLAND RESORT OFFERS 14 BEDROOMS, EACH WITH A PRIVATE BATHROOM. THERE ARE FOUR ROOMS IN THE MAIN LODGE, FOUR ON THE UPPER LEVEL OF THE BOATHOUSE AND SIX ROOMS OFF THE BACK DECK OF THE MAIN LODGE. WE CAN ACCOMMODATE FROM ONE TO 40 GUESTS, PROVIDING AN EXCELLENT ATMOSPHERE FOR FISHING VACATIONS, FAMILY GATHERINGS AND CORPORATE RETREATS.

FOR YOUR COMFORT

We have a cozy sitting room in the main lodge that looks onto the lake, a large lounge above the boathouse with wet bar, piano and plenty of seating. There is also a large deck off the main lodge that overlooks the water and many lake side decks to to enjoy the company of fellow fisherman or take in the colourful sunsets that Northwestern Ontario is famous for.

FINE DINING

At Birch Island Resort you will experience dining that rivals the finest restaurants. Coffee is delivered fresh to you each morning as you enjoy sunrise over the lake. Our executive chef will treat you to made-to-order breakfasts each day and at noon, lunch will be served on the water at one of our hand picked shore lunch spots where you will enjoy fresh-caught walleye and many side dishes. Dinners feature generous portions of your choice of steaks, chops and seafood, all artfully prepared. Top it off with desert and your appetite will be thoroughly satisfied.





THE FISHING IS FANTASTIC!

BY PROMOTING CATCH AND RELEASE, WE HELP TO ENSURE THAT SMALLMOUTH BASS, WALLEYE, NORTHERN PIKE AND MONSTER MUSKY ARE PLENTIFUL ON THIS LAKE AND RIVER SYSTEM.

OUR BOATS AND MOTORS ARE STATE-OF-THE-ART UNITS — ALL BOATS HAVE TROLLING MOTORS, GPS/FISHFINDERS, MARINE RADIOS, LIVE WELLS, SWIVEL SEATS AND CASTING DECKS.



GUIDED BY EXPERTS

Birch Island Resort guides are knowledgeable, enthusiastic and experienced. They are ready to assist and know where the hot spots are. They will take care of your catch and prepare a shore lunch that will be one of many highlights of your trip.

Each guide is boat safety certified, trained in CPR and first aid. As with our guests, our guides return year after year and some have been with us for over 20 years. They are adept at helping children, seniors and avid fisherman alike to ensure that your fishing experience is a memorable one.

TRADING POST

Located next to our dock and boathouse is a full-service trading post. Well equipped, the store offers a large selection of tackle, beverages, beer, snacks, tobacco products, toiletries, disposable cameras and a full line of Birch Island clothing.

SHORE LUNCHES

The Shore Lunches at Birch Island can only be described as one of the great highlights of your trip. Fresh Walleye done in a wide range of our own unique recipes — from the traditional pan-fried to sweet and sour, stir fried, baked or honey mustard — together with homemade fries and breads, vegetables, fruits and desserts, complete the Birch Island Shore Lunch experience.



GATHERINGS

BRING YOUR FRIENDS. HECK, BRING 30.

CORPORATE RETREATS

Birch Island Resort is the perfect location to hold your next corporate outing. The natural beauty of the island coupled with the incredible service we provide, makes for a very tranquil and productive setting. The boathouse lounge sets up for meetings or conferences for up to 32 people with full catering to your specific needs. Break-out rooms are also available as well as high-speed internet for you to check in with the world.

Call us for special corporate pricing.

FAMILY CELEBRATIONS

You don't have to be a corporation to enjoy the magic of Birch Island Resort. We have been host to numerous family reunions, important anniversaries and, of course, weddings.



GETTING HERE

A BIT OF LOCAL KNOWLEDGE NEVER HURTS

WHAT YOU SHOULD KNOW

The town of Minaki, Ontario is 150 miles east of the Winnipeg International Airport. From there, Birch Island Resort is happy to arrange any and all of your ground transportation needs and logistics.

BY PRIVATE AIRCRAFT

The town of Kenora Airport features a 6,000' commercial air strip. The 30 miles to Minaki can be made by rental car, limousine or chartered bus. Minaki also has its own unregistered, unmonitored 2,770 ft paved runway.

GETTING HERE BY CAR

After clearing Canadian Customs at Fort Frances, drive west on Hwy. 11 to Hwy. 71. Travel north on Hwy. 71 to the Trans-Canada Hwy. 17, then west on Hwy. 17 to 17A. Turn north on Hwy. 596, 25 miles of paved highway to Minaki. If you travel Interstate 29 to the Manitoba Border, go north on Hwy. 75. Take the Winnipeg by-pass east to Tans-Canada Hwy. 1. Follow east to 17A to Hwy. 596 (Minaki turn-off).

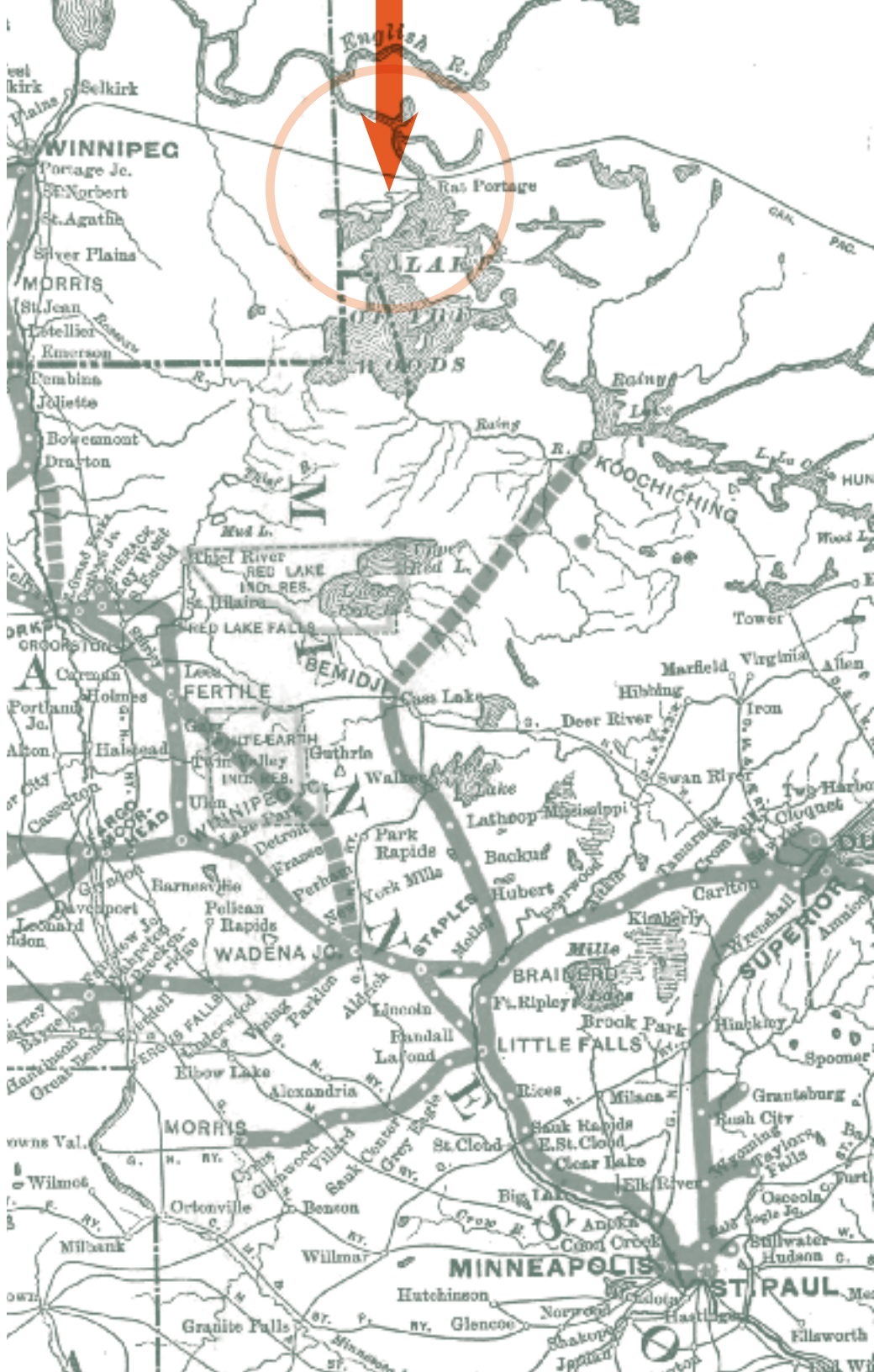
ONCE YOU ARRIVE IN MINAKI

Follow the signs for the Minaki Marina. This will be your arrival point for transportation to Birch Island Resort. There is ample and safe parking for your vehicle and fishing or hunting licenses can be obtained here.



"We are very excited about the Reids new venture at Birch Island – the facility is rich in history with its majestic main Lodge and Boathouse – and boasts a fabulous fishery, great accommodations and food, and of course the famous Reid service and hospitality. We look forward to many visits."

- Bob and Wayne Izumi



ACCOMMODATION WITH DAILY MAID SERVICE.
ALL MEALS — HEARTY BREAKFAST, PREPARED SHORELUNCH, GOURMET DINNER, PROFESSIONAL GUIDE, BOAT, MOTOR, GAS, BAIT. PACKAGES INCLUDE LODGING AND DINNER ON ARRIVAL AND BREAKFAST ON DEPARTURE

Required Deposit:
\$500 U.S. / person

6 DAY Package	\$2,325.00
5 DAY Package	\$2,225.00
4 DAY Package	\$1,925.00
3 DAY Package	\$1,725.00
2 DAY Package	\$1,425.00

Most trips are based on p.m. arrival and a.m. departure.

PLEASE INQUIRE ABOUT PRICING FOR CORPORATE, FAMILY AND SPECIAL EVENTS. WE WILL CUSTOMIZE A COMPLETE PACKAGE TO MEET ALL YOUR NEEDS.

ALL-INCLUSIVE PACKAGES QUOTED IN US FUNDS AND ARE BASED ON DOUBLE OCCUPANCY. RATES DO NOT INCLUDE:

- Taxes
- Fishing License
- Store and Bar Purchases
- Gratuities

PAYMENTS

All prices are in US dollars and all taxes will apply

ACCEPTABLE FORMS OF PAYMENTS

We accept checks, cash, MasterCard and Visa.

DEPOSITS

A \$500 per person deposit is required within 10 days of booking. A reservation is not considered confirmed until the deposit is received at the offices of Birch Island Resort. All deposits are non-refundable.

FINAL PAYMENT

All final payments are due 90 days prior to your arrival at the resort.

PLEASE NOTE THAT BIRCH ISLAND PRACTICES CATCH AND RELEASE



CANCELLATION POLICY

For cancellations made more than 90 days prior to the first day of your trip, your deposit will be carried over to the following season and all remaining monies will be refunded. For cancellations made less than 90 days prior to the first day of your trip, all monies will be carried over to the following season.

RESORTS PURCHASES

All resort purchases are in US funds. All payments may be made by cash, check or credit card.

CONTACT INFO

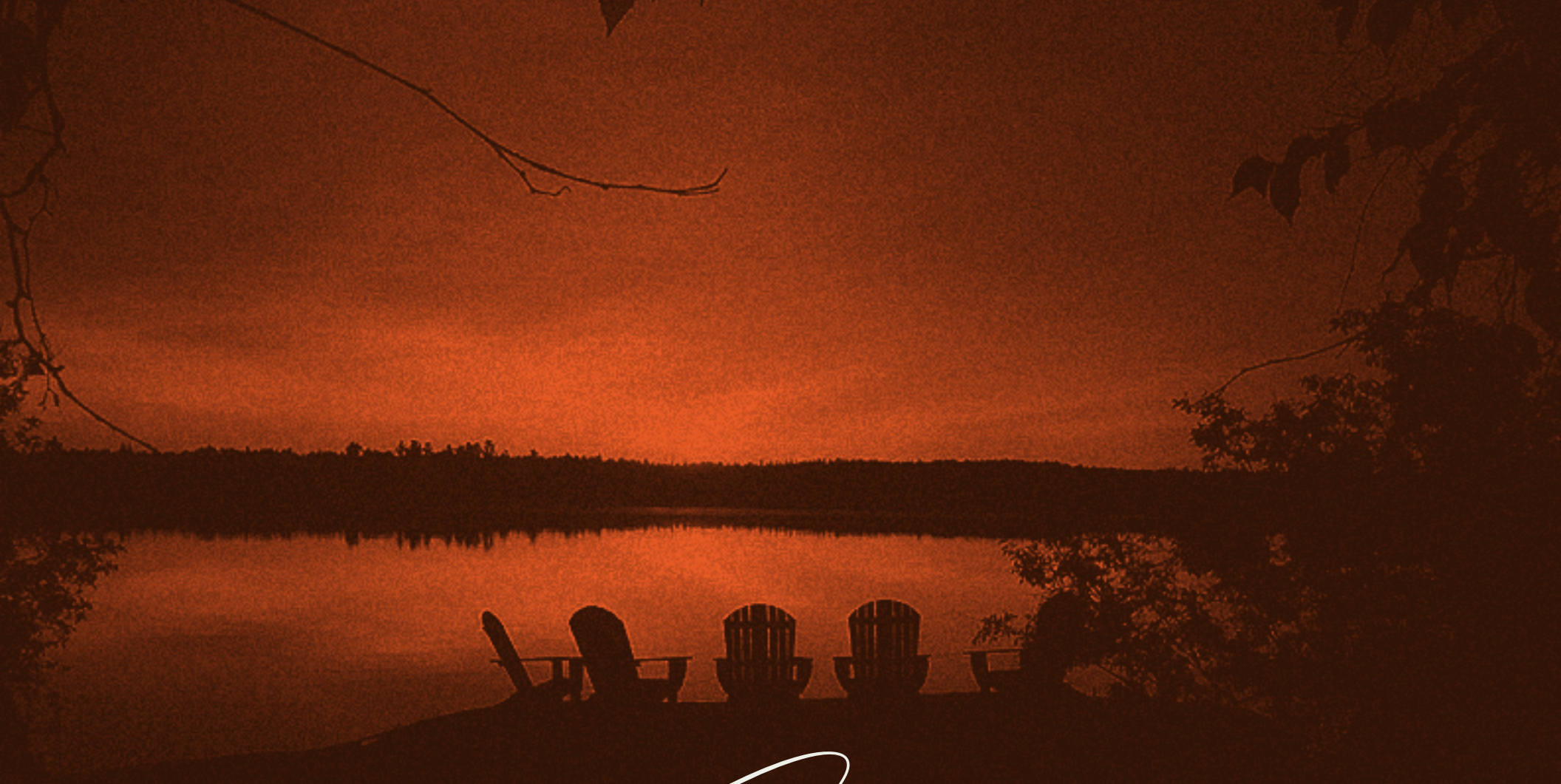
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