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March 24, 2024

Dear Guests,

In 1934, James and Nell Reed finished purchasing the land in Michigan's northern woods that has been known thereafter as Reed Ranch. Many of you have been visiting the property regularly for years, some all of your life, and maybe even followed traditions started by your parents or grandparents decades ago.

We appreciate your patronage and loyalty and want to let you know that the Reed family has recently sold the Ranch to Wilderness Ranch, LLC. We have always viewed ourselves as stewards of the Ranch, and we know that the Phillips family will continue that effort.

Over the past 90 years, the Reeds have thoroughly enjoyed spending time with family, friends and guests at the Ranch. It has been a pleasure listening to all the wonderful stories of adventure and escapades, friendships and camaraderie shared with us by you over the generations. These are the memories that we will carry with us always, and it truly has been an honor and a joy to be a small part of your lives.

The Phillips family impressed us with its friendly and sincere nature when we spent time with them a few months ago. They love the great outdoors and the history that makes Reed Ranch what it is today. We were very pleased to hear them voice a strong commitment to maintaining the tradition of hospitality toward guests of the Ranch and to conserving the land as we strove to do during our time of stewardship.

We look forward to getting to know the new owners and hope to see some of you when we visit Reed Ranch in the future.

All our best,

The Reed Family

NEWSLETTER

Reed Ranch March 2024 | Established 1934

In the **NEWS**. . .

NEW ADVENTURE AWAITS AT REED RANCH



Dear Valued Reed Ranch Friends and Patrons,



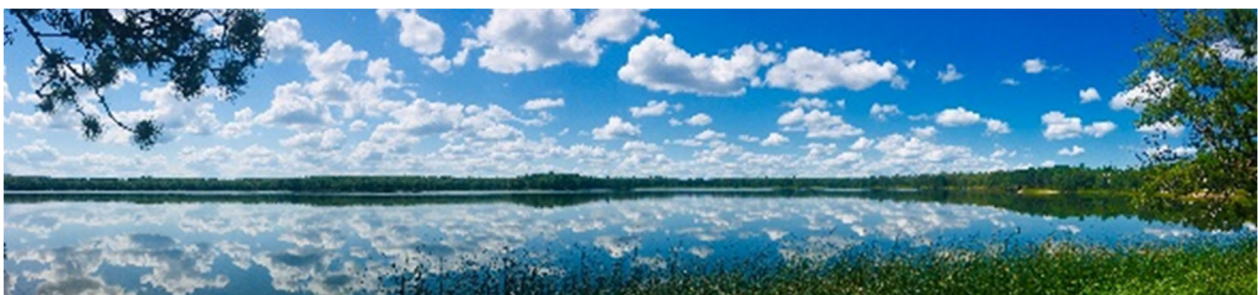
We hope this letter finds you well and thriving in your pursuits of outdoor adventure. It is with great pleasure and a deep sense of respect for the past that we share exciting news. Wilderness Ranch, LLC has recently acquired Reed Ranch and is eager to embark on this new journey with you. We want to express our sincere gratitude to the Reed family for its stewardship of this remarkable Michigan destination. Under Reed family care, Reed Ranch flourished into a haven for hunters, fishermen and outdoor enthusiasts leaving an indelible mark on the landscape and in the hearts of those who have experienced its charm.

As the new custodians of Reed Ranch, Wilderness Ranch is committed to preserving the rich history that the Reed family has cultivated. Its goal is to build upon established traditions and memories while introducing thoughtful enhancements to elevate your next overall experience. Wilderness Ranch understands the importance of continuity and pledges to maintain the high standards of service and conservation efforts that have defined Reed Ranch over the years. In this spirit, we welcome your insights and suggestions as we work collaboratively to ensure this incredible getaway continues to be a cherished destination for outdoor enthusiasts.



To keep you informed about our progress and upcoming plans, we invite you to subscribe to the Reed Ranch newsletter found on www.reed-ranch.com. Additionally, connect with us on social media for behind-the-scenes updates and announcements. We look forward to forging new memories and traditions together. Your continued support means the world to us, and we are excited to have you as part of this next chapter in the story of Reed Ranch.

If you have any questions or thoughts you'd like to share, please don't hesitate to reach out to us at contact-us@reed-ranch.com. We look forward to meeting with you!



NEWSLETTER

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ARRIVAL TIMES & CHECK-IN

We ask our guests to please comply with Reed Ranch arrival time rules. **Arrival time is normally 6:00 pm.** Arriving earlier than this can cause Ranch employees to abandon their activities to deal with arriving guests, feel rushed to finish cleaning lodges and cabins or building maintenance tasks, and is generally disruptive to the goal of preparing all the buildings so that when you arrive everything is just how you expect.

We also ask that you check in with Torrey at the Ranch Manager's house when you arrive and provide a list of all guests, vehicle descriptions and license plate numbers. This is used by Torrey to ensure we don't have trespassers on the property, which is for the safety of all.



A Few Words from The Manager's Desk

First off, let me start with the deer herd. It's been a very mild winter this year, and deer are looking healthy. As of writing this, there are a number of bucks that still have their headgear.

The weather has allowed us to start on some overdo projects early.

As far as the new ownership goes, I feel that guests will be happy about the changes coming to make the Ranch a better place. And as for the Reeds, you will be greatly missed by not only myself but all guests. Thank you for 90 years of giving your family to this great place and allowing all of us to be part of it. Hopefully, we will continue to make you proud.

Sincerely,

- Torrey Neff



RENTAL DISCOUNT PROGRAM

You can accumulate discounts two ways, to be applied to future regularly priced rentals however you wish. We just ask that you use them up within 18 months of issuance. Here's how to earn:

Successful Referrals:

Every time someone you referred as a first-time renter guest stays at the Ranch, you'll earn a credit equal to 20% of the first rental fee they paid.



Frequent Renter:

If you rent at least four times under the same name within one 12-month rental season (April to March), you'll earn a credit equal to 20% of the fees you've paid for all those rentals.

NEWSLETTER

Reed Ranch March 2024 | Established 1934



GUEST VOICES

Staying at

the Dog Trot this week was lots of fun! This is my family's first year here. We brought our ATVs up and explored, finding two paths that seem to go around the whole property. If you find it, have fun, it is pretty long. We also canoed and fished, and you can catch some really nice bass. One day as me and my cousin were fishing, what we believe to be a "creature" or a huge fish splashed towards the boat and then cousin reeled in with nothing on, as the "creature" had bit the line and taken the bobber and everything. Scary! LOL! Today we painted, which was nice since the landscape is very beautiful. So, anyone who hasn't painted up here, you should really try.

Love,

Michelle F.



[Editor: Charlie, like many others, have enjoyed visiting the Ranch for several years. If you have a Reed Ranch story you'd like to share with other guests in a future newsletter or on the Reed Ranch website blog, please send it to contact-us@reed-ranch.com.]

CHARLIE'S CORNER

Reed Ranch Blessed



Every story has a beginning and ending, but storybooks may contain a few or many chapters. The actual story is about when Reed Ranch came into existence around 1934, but this particular chapter of mine began in 1998. For years, I've been blessed to have the opportunity to enjoy many awesome Ranch adventures with my wife, Darline, our pets and several family and friends.

My story began when a previous guest invited me to experience a wilderness adventure. I am so blessed to have gotten that invitation. At first, I was skeptical, because that first visit was in the winter to do some ice fishing. What! I don't particularly like ice fishing. Oh, but you can snowmobile or ride your ATV. Really?

The first time I rode on the Ranch by myself was on a winter evening. I was sure I was lost, and so I followed my tracks back the way I came yet was still not sure where I was riding. I was blessed to find my way back. That adventure got me to thinking about a future trip to enjoy a summer day of fishing with a cold beer. That first ride would certainly not be the last.

That first invitation led me to send other invitations. Those invitees are part of the story too. Eventually, the group that first invited me disbanded for various reasons. I organized a new winter group and continued that tradition. I was blessed to have the opportunity to return year after year. Those visits created so many wonderful memories.

Some of my closest Ranch friends are able to laugh at ourselves when somebody does something corny or goofy. We developed a bond and called ourselves the Ranch Stooges. Carla became an honorary Stooge (bet most of you didn't know that), and we had fun signing off on communication using our respective number assigned when inducted into the Stooge Fraternity.

I began documenting and sending some stories to Randy, Ellen and Carla, who processed the rental agreements. Those stories described some Ranch and personal experiences. In fact, they developed this section in the reservation packet called "Charlies Corner," and a number of them were posted on the Ranch website. What an honor and blessing that has been.

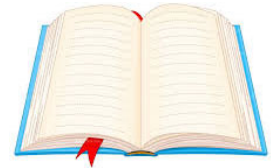
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CHARLIE'S CORNER

Reed Ranch Blessed (Continued)

My fishing experiences are something I'll never forget. I have fished every lake and actually saw a small trout in the North Lake. I had been told once upon a time that was more common. One fish in particular was a 13-inch sunfish that I had mounted. I had several northern pike and bass encounters, especially the ones I was able to catch after swallowing a panfish I was reeling in at the time.



I have seen many critters and waterfowl including game birds. A bobcat and badger aren't something you expect to see, but we were blessed to have such encounters. So many animals make themselves at home on the Ranch. The otters were fun to watch, and so were the beavers and porcupines. Some deer seemed oblivious to the guests while others were skittish. Yearly, fawns always put a smile on your face.

My bear encounters were numerous, and I was especially blessed with the opportunity to see three bear cubs exiting a tree. My first Ranch bear encounter was one for the ages.



Three friends and I were staying at South Line Cabin, so we had to drive to the Ranch to fish. It was very early morning on the first day of this particular trip. On Kings Highway, just past the old M72 trail head, stood a black object next to a dead tree. We drove past and started talking about the object, thinking the Ranch manager had placed a cut out of a bear as a prank. We decided to back up and investigate. We got out and started to approach the black object, but when the object got down on all fours, the hollering and retreating to our vehicle was definitely a Stooze memory. I was blessed not to be alone when feeling so intimidated.

Again, I could create several chapters of Ranch stories of just family and friends. I will never forget my first invitation, my conversations with members of the Reed family and employees, and the thanks I received for inviting others with me. I developed friendships with Ranch staffing, and all the Ranch managers were always cordial to me and my guests.

The Reed family and their administrative assistants have been good stewards of this property. It hasn't always been easy, as I witnessed the devastation of the tornados and the years when drought and disease impacted the lakes and forests, but also positives, like the building of the current Dogtrot. The most amazing thing I observed was the natural fish breeding success with the promotion of catch and release. I will never complain about my fishing experiences on Shamrock, David or Island lakes. Fishing and hunting are all about using good judgement to sustain any population or environment.

As my story chapter with the Reed's ownership of the Ranch ends, a new chapter begins; and I hope the Ranch will remain a place where others will appreciate the opportunities that they will be blessed with, to enjoy the benefits of what nature has to offer. You are about to experience what I call "Heaven on Earth."

Best Wishes,

Charlie, "Stooze 4"

