

# NEWSLETTER

REED RANCH

April 2021 | Established 1934

## In the NEWS



Nick Socia, Ranch Manager for the past three years, and handyman for the previous five, retired at the end of 2020. We thank him for his drive to improve the Ranch and wish him all the best in his retirement. Terry Gillette, a longtime family friend in Mio, has graciously taken on the role of resident caretaker, moving into the manager's house last

October. Torrey has stepped up and taken on more responsibility for the management of the buildings and property. They are both great individuals. Be sure to say hello to them during your visit.



Terry & Verna

We had a good, snowy winter at the Ranch, making our guests that enjoy cold weather activities like snowmobiling and ice fishing very happy! Not so wonderful was the wind blustering across Shamrock Lake, which kept Terry and Torrey busy plowing to keep Kings Highway passable. Kudos to them! We're extending the rental winter season to include the first two weeks in March next year, for those of you that want to get a little more ice fishing in before the thaw!



Torrey

We'd like to thank our guests for the kind compliments regarding the renovations completed so far on South Line Cabin. It was rented more last year than in several years previous and has encouraged us to proceed with some more work this year. Those of you that like to spend time on the Ranch but also want quick access to the M-72 main road to explore the surrounding area, should check it out with a rental this year!

Last year, we also worked on George's Cabin, installing a new shower surround and adding a kitchen sink and countertop. With the refrigerator, microwave and hot plate, it now has a functional little kitchen!

We decided to purchase the pontoon boat from Nick that he had been renting and motors for the rowboats. Rentals of this equipment will now be available directly from Reed Ranch instead of from an employee. This means you can now request to reserve them when reserving your building or with Terry upon your arrival.

In response to requests from our guests, we are adding the convenience of accepting payments by credit card starting this year, including for building rentals. Details will be included with the reservation confirmation letter. It will be possible to conduct credit card transactions in person at the Ranch, but this is intended for rentals of boat motors, the pontoon boat or hunting access fees that didn't happen at the time of your building reservation. Credit card processors charge a fee based on a percent of the total cost, and this will be added to any card transactions. We will continue to accept checks as well.

In 2020, we were seeing more deer in the summer and fall, but ended up having very few deer harvested over the entire fall hunting season. This was the experience for all the properties in the area, according to the several locals we spoke to. The Deer Management Committee's recommendation was to plan for no antlerless deer hunting in 2021, unless surveys this year suggest otherwise. Some ideas were put forth for short and long-term planning to improve the property for the deer population. We'll share some of that soon with those who hunt.

### IN MEMORIAM

First and foremost, it is with great sorrow that we share the news that our family matriarch, Astrid (Tinker) Reed, passed away suddenly this past July. She was a grand lady, ever the gracious host, and happy that so many were able to derive joy from visiting Reed Ranch. She was a devoted mother and grandmother and had a wonderfully mischievous sense of humor. She was an avid and successful deer hunter and had hunted the Ranch every year since her marriage to David Reed six decades ago. She will be remembered fondly and sorely missed by all who knew her.



## FROM THE REEDS

Last year in this space, we mentioned how nice it is to be able to escape “real life” by going to Reed Ranch. Within a couple weeks of writing that, “real life” got severely turned upside down for everyone in the entire world. We had to postpone the start of our rental season by two months; and even then, we didn’t know week-to-week if we would be allowed to stay open. “Getting away from it all” took on a whole new meaning.

Finally, it seems we may be getting close to a “new normal” that looks at least somewhat like the “old normal.” We sincerely hope that all of you have been able to stay healthy this past year and, like us, are really looking forward to the next 12 months being so much better!

We want to take a moment to express our gratitude to those who work at Reed Ranch for all the effort they took to provide extra cleaning and maintenance of the buildings, so that all of you that made the journey were able to enjoy their visit safely. Their hard work made it possible to keep things humming along.

The Reed family remains committed to the future of the Ranch and operations will carry on as normal, with Ellen and Randy continuing to manage the business as they have been for the past decade, just taking on a few more administrative tasks, with the support of Ellen’s siblings Jim and John.

Best wishes for 2021 and good health to all of you.

- *The Reed Family*

## A Few Words From The Ranch

The winter seems to be winding down now and a lot of projects are in the works. The water safety zone at the outlet of Lake David has been redesigned and enlarged to keep our guests safe. We are also designing and working on an alternate docking area for Saltbox on the shoreline of Shamrock Lake directly in front of the lodge to accommodate our older guests.

We have rebuilt the refrigerator enclosure in Saltbox for installation of a larger and more modern refrigerator. Katy Lee is getting an overdue face lift to repair the porch area, including new screens and repairs to the front fascia. Dog Trot will get wood repairs and a new coat of stain on the west facing wall.

Trails around the Ranch are, for the most part, in pretty good shape; but the recent snow, ice and windy days have resulted in a lot of fallen trees and debris to be picked up to get the trails back to good condition.

The deer herd appears to have fared well throughout the winter, and we are hoping that the fawn survival rates will be high this spring when the does start dropping fawns in May. We have been monitoring the eagles all winter here and have spotted as many as 10 different eagles feeding in the area. The eagles appear to be thriving!

Overall, things are progressing well, and we are looking forward to a great summer.

- *Terry & Torrey*



**HELP US KEEP YOUR VACATION AFFORDABLE!!!**

You can help us keep rates affordable by promoting Reed Ranch with your friends and associates, so that we can increase our occupancy level, thereby helping to keep our rates low. Since our advertising is completely by word of mouth, our guests (that's you!) are our sales team.

If you know others that you feel will enjoy and respect the Ranch as you do, please share our contact information with them (phone number / email / website). We can provide you with our business cards to pass out if you like.

In appreciation of your efforts, we will be continuing to offer discounts for successful referrals. Be sure to tell your friends to let us know who told them about us!

**RENTAL DISCOUNT PROGRAM**

You can accumulate discounts two ways, and apply them 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 stays at the Ranch, you'll earn a discount equal to 20% of the first rental fee they paid.

**Frequent Renter:** If you rent 4 times within 12 months, you'll earn a discount equal to 20% of the fees you've paid for those rentals.

**DEAL OF THE WEEK**



We are continuing this promotion again this year, if you're the spontaneous type that can get away at the last moment, we offer discounts up to 30% off regular prices.

We'll be sending out e-mail blasts with offers on selected lodges and cabins if they are still open to rent two weeks prior to the arrival date. Contact us to book your choice, and you'll be in luxurious wilderness in a matter of days!!! What a great way to sneak in an extra trip to the Ranch this year!

**NOTE: This year, we will be using the e-mail marketing feature built into our redesigned website to send out these offers, so please visit the website and create your account to get your e-mail address into the mailing list. Thanks!!!**

**ARRIVAL TIMES  
& CHECK-IN**

We ask *all* of our guests to please comply with our arrival time rules. Arrival time is normally 6:00 PM. Arriving earlier than this can cause our employees to abandon their activities to deal with arriving guests, feel rushed to finish cleaning or building maintenance tasks, and is generally disruptive to their goal of preparing all the buildings so that when you arrive, everything is just how you expect. This is especially important now when we are doing extra deep cleaning between rentals, as this does take extra time.

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

**CHARLIE’S CORNER**

*[Editor: Charlie, like many others, has enjoyed visiting the Ranch for many years. If you have a Reed Ranch story you’d like to share with other guests in a future newsletter or on our website blog, please send it to [Ellen@reed-ranch.com](mailto:Ellen@reed-ranch.com).]*

**Remember When**

Here I go again. Recently, I took the chance to look back at the world before COVID-19. I’ve had a year to reflect on how differently we took life for granted. It is now 2021, and we understand more of how COVID has interrupted and impacted our daily routines.

I was extremely happy that the Reed family made the best of 2020 and allowed visits to the Ranch based on directives by the state’s government. I’m hopeful that all visitors to the Ranch have also reflected and acted in a conscientious effort to keep the spread of this virus at a minimum. With all of our combined efforts, we still have a place where social distancing is a privilege and our vacation traditions can continue. I’m looking forward to the 2021-2022 season at the Ranch with family and friends that appreciate this amazing property.

On your next visit, maybe you’ll take the time to “Remember When” and share stories of the past visits and share your COVID experiences, so that we all can learn from one another. Unfortunately, for the time being, we must live with the new normal in our lives, including helping the Reed Ranch be a safe haven to enjoy.

- Charlie Walker

