

NEWSLETTER

REED RANCH

March 2022 | Established 1934

In the NEWS



After living for a year in the resident manager's house as a special favor for the Reed family, longtime family friends Terry & Verna Gillette moved out last October. We are very grateful for Terry's efforts to further improve our operations and assist Torrey in maintaining the property. Torrey Neff has now moved onto the property, taken on even more responsibility, and assumed the title of resident Ranch Manager. Dave Barve was hired on as his assistant last year, and they are both great individuals. Be sure to say hello to them during your visit.



We are having a cold, snowy winter at the Ranch, making our guests that enjoy cold weather activities like snowmobiling and ice fishing very happy! As a reminder, we've extended the winter rental season to include the first two weeks in March, so we are now open year-round with the exception of the four weeks from mid-March to mid-April, for those of you that want to get a little more ice fishing in before the thaw!

As part of our efforts to continually improve our guests experience, we have decided to make a significant investment to install whole-house, back-up generators for our three lodges. This will keep your vacation up and running even if a bad storm happens to pass through!

We replaced the furnace in Cooks Cabin, and installed a new furnace in South Line Cabin, so they are ready now for those chilly spring and autumn nights.

We had a number of guests take advantage of the convenience of paying by credit card since we first offered this option over the past year. This can be for any amounts due including rental of buildings, boat motors, pontoon boats, hunter access fees, etc. Credit card processors charge a fee based on a percent of the total cost, and this will be added to any card transactions. We continue to accept checks as well.

In 2021, guests and staff reported seeing more deer in the summer and fall than in the previous year, so we believe the population is increasing again. We still had very few deer harvested over the entire fall hunting season, but it was more than the year before, so things are trending in the right direction. The region around us seems to have had a similar experience. The Deer Management Committee's recommendation is to plan for only bowhunters to harvest antlerless deer in 2022, with a preference to self-restrict to only bucks. Last year, we tested a new seed mix and planting technique for the fields that were very successful, so we've decided to extend this to all the fields this year. Torrey has been researching when the best times are to plant, so we are excited that these changes will all help with nutritional improvement for the deer and, therefore, herd health and population.



Torrey Neff, Ranch Manager

FROM THE REEDS

The Reed family enjoyed a couple weeks at the Ranch last summer and again in November for the deer hunt. Some extended family were able to join us for a wonderful Thanksgiving holiday, as we were lucky enough to extend our vacation to include that weekend. Both trips were well attended and lots of fun. If you can at all swing it, we highly recommend staying for two weeks straight, the relaxation factor increases exponentially!

Of all the beautiful landscapes and fun activities to partake of at the Ranch, the best part is how it brings family and friends together, to help us stay connected. This is especially appreciated after all the extra precautions over the past two years to maintain social distancing for the health of ourselves and others.

So pack up your clothes and sunscreen, outdoor tools and toys, the kids and dogs, and head on up! We'll be ready and waiting to help you have the best week of the year!

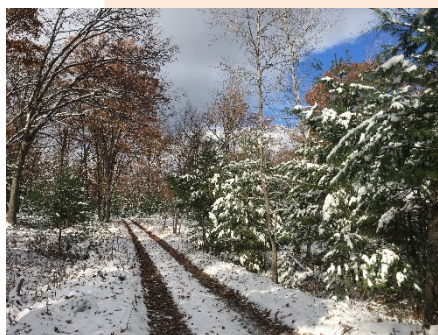
Best wishes for 2022 and good health to all of you.

- The Reed Family

A Few Words From The Ranch

Once again, the winter seems to be colder and windier than usual with lots of downed trees to contend with this year, but all in all the trails are in great shape. A few projects going on at the Ranch this spring will include a new docking system at the boat launch to ease the launch. Also a longer, more stable dock at Dog Trot will be installed. We are in the process of replacing all the old, faded road and hunting blind signage around the property. A new roof will be put on the rifle range shelter, along with improved target backboards for your plinking enjoyment. There will be many other improvements this year. Wildlife has been holding its own so far. Many deer, bobcats, grouse and other critters have been observed lately.

- 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 would like.

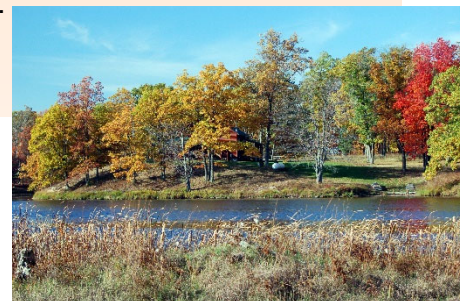
In appreciation of your efforts, we will be continuing to offer discounts for successful referrals. Be sure to tell your friends to let us know who told them about us!

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 as a first-time 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 4 times within 12 months, you'll earn a credit 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!

**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.

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 and their 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.

CHARLIE’S CORNER

[Editor: Charlie, like many others, have 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.]

Upgrade Needed

With today’s modern technology, when you hear that “my net needs an upgrade” you think of the Internet. You also hear the phrase “safety net,” which is sometimes thought as a backup plan or a plan to deal with a financial emergency.

In my world, a net is something I scoop a fish with out of the water. In my most recent visit to the Ranch on 6-24-2021, I required the Internet, a safety net and a better fishing net.

First the safety net, I discovered after unloading my boat, the trailer I’ve had for 26 years had a broken frame in the rear of one of the fenders (ouch). I shared my dilemma with Terry G whom shared my misfortune with Torrey on Thursday night.

I was going to be at the Ranch until Sunday. So, immediately I put a plan in motion with as many options as possible. My first thought, could it be welded at least temporarily. My second thought, could I find a new trailer and my third thought, could I leave it at the Ranch until I’d found a permanent solution.

Using the Internet, I researched a new trailer. There were none available within a 100 miles. After calls to several marine dealers, the reply was all the same, inventory depleted, not sure when we will receive more. The new “norm” in our lives is disappointing. Being financially stable had no advantage in this situation. The Internet had not supplied a solution at this point. My next step was to locate a welder. Terry G suggested a company near Mio called “Iron Works.” He said Torrey was also willing to take a look.

It’s Friday now, and I drove to Iron Works with my story and prayer. I pleaded my case and they agreed to interrupt their schedule at some point that day and try to find a solution. The Customer Service was outstanding. A great temporary fix was completed that afternoon. It was made possible because local people knew what services could be available to us foreigners.

Lastly, the fishing net. My net was old I admit, it is a nylon net attached to an aluminum frame. During a previous visit, a northern pike had attempted an escape, only to be lodged part way through. A gaping hole was repaired using a plastic cable tie. On this trip, a 30-inch northern figured he would finish the job. He created his own exit and made it through completely but still lost the battle. I did release it in the end, but the net required two additional cable ties. The two stooges with me finally convinced me it was time to retire the “Net”.

So far a Happy Ending? To be continued.....



- Charlie Walker