

# REPORTER



*Coming to Ruttger's this summer...  
the Bay Lake Beach Bar!*

**Enjoy alfresco food and drinks while at the pool or beach. Stroll up to the Beach Bar in your flip flops or bare feet for beer, wine, summer cocktails, and the full bar menu. Be sure to check it out during your summer vacation at Ruttger's.**

**We almost called it the Tiki Bar, but it didn't sound very Minnesotan. However, if you know Ruttger's history in the Florida Keys, you might not think it's that crazy. Here's the story as told by Jack Ruttger...**

Four Ruttger boys were born to Joseph and Josephine Ruttger at Bay Lake between 1892 and 1901. By the 1930s, all of the brothers plus one son had their own Minnesota resorts. The boys jointly advertised "Ruttger's 5 Better Resorts" because they believed to say "Best" would have been bragging.

Summer seasons were short, and my father and his brother wished to have something to challenge them in the winters. In 1935, they leased a Florida Keys resort called Pirate's Cove from a lady in New Jersey and planned to operate it during the winter. Late that summer, my parents packed the car, loaded my sisters Mae and Jane and me, and headed for Florida. Mae was eight, Jane was two, and I was five.



*School bus on the Florida Keys (1935)  
Jack at far left; Mae at far right.*

We arrived in Miami after Labor Day, right after the now-infamous Labor Day Hurricane, one of the most intense hurricanes ever to hit the United States. There were 409 fatalities, most of them workers who were building Flagler's new "overseas railroad" from Palm Beach to Key West. They had no warning and no place for adequate shelter.

The bridges to the Keys had been knocked out, so we had to wait for ferries to run. While we waited, we stayed in a rooming house, and I can recall how hot, humid, and sticky it was.

We finally reached our haven, a place none of us had ever seen before. With no bridges and poor conditions, business was not good that winter. My mother said rattlesnakes seeking high ground were seen in the coral rock hedges all around the property. I attended my first year of school there in a one-room school house.

That was a one-winter adventure, but the appeal of the Florida Keys did not go away. Years later in 1956, my father and I bought a resort property on Key Colony Beach, Marathon, and we operated it until 1978. We spent many winters there operating that property, returning to operate Bay Lake in the summer. Our older children went to school there, and our son Chris was born there, which officially makes him a "conch."

So when you visit us this summer, stop at the new Bay Lake Beach Bar, and drink a toast to the Conch Republic and the history of Ruttger's in the Florida Keys.



*Jack and Alec, center, pictured with famous hotel and restaurant critic Duncan Hines on left. Ruttger's Sands Motel*



*Ruttger's Sands Motel, Key Colony Beach, Marathon (1956 to 1978)*

## IN THIS ISSUE...



**GOLF**



**SCRAPBOOK**



**WINE & JAZZ**



## Power Golf Package

Ruttger's 2011 Power 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](http://ruttgers.com) for rate information. 10% discount for weekday stays and seniors age 55+!

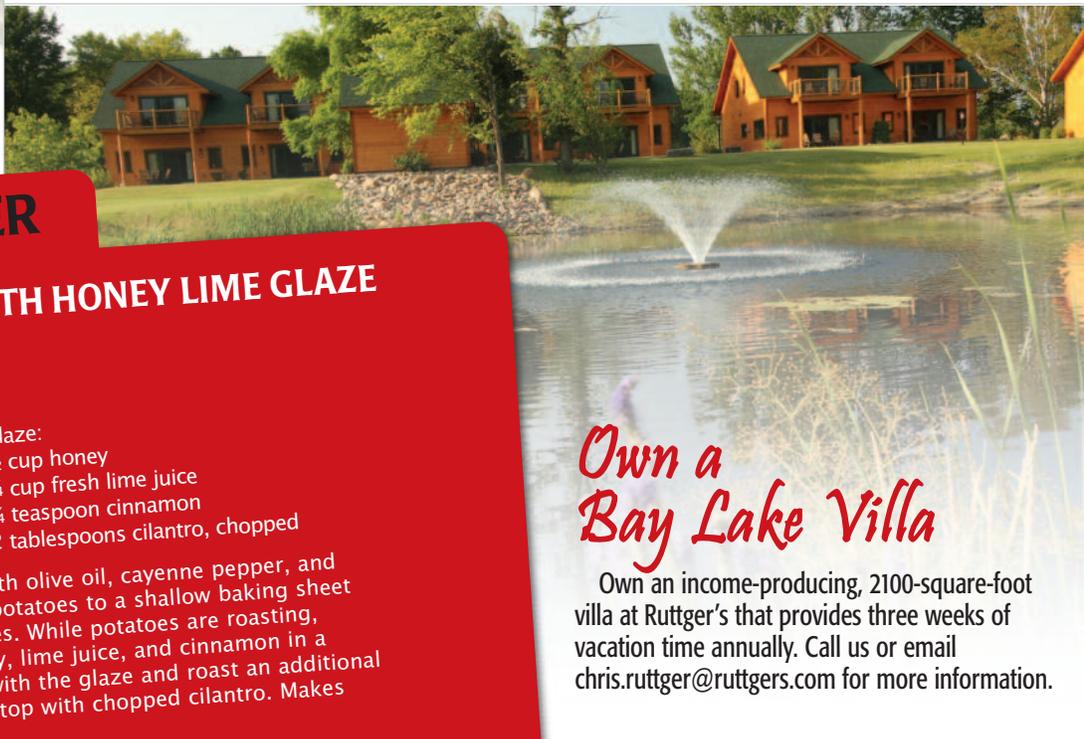


## New Head Golf Professional

Ruttger's is excited to introduce Jamie Alderman as our new head golf professional. As a Class A member of the PGA, Jamie's experience and knowledge of the golf business will certainly add to our team. Born and raised in Columbus, Ohio, his PGA career background includes stops in Ohio, Florida, North Carolina, and Maryland. Jamie moved to Minnesota in 2002 and served as the director of golf for Windsong Farm Golf Club in Independence. Jamie enjoys teaching the game of golf to all ages and abilities. He truly believes golf is the "sport of a lifetime" giving families and friends the opportunity to spend quality time together and providing many valuable life lessons taught through sportsmanship and etiquette.

Jamie recently married Jackie Beste from Sauk Centre, and they currently have a home in Blaine. Jackie graduated from the University of Nebraska - Lincoln with a masters in accounting. She is a CPA and works for Pine River Capital Management in Minnetonka.

Please welcome Jamie and Jackie to our family here at Ruttger's!



## RECIPE CORNER

### ROASTED SWEET POTATOES WITH HONEY LIME GLAZE

Recipe from Executive Chef Terry Dox

A perfect side dish for your summer barbecues

4 pounds sweet potatoes, peeled and cut into 1-inch chunks  
1/3 cup olive oil  
1/2 teaspoon cayenne pepper  
Salt to taste

Glaze:

1/2 cup honey  
1/4 cup fresh lime juice  
1/4 teaspoon cinnamon  
2 tablespoons cilantro, chopped

Preheat oven to 425°. Toss sweet potatoes with olive oil, cayenne pepper, and salt in large bowl until well coated. Transfer potatoes to a shallow baking sheet and roast until tender, about 20 to 25 minutes. While potatoes are roasting, prepare glaze by whisking together the honey, lime juice, and cinnamon in a small bowl. When potatoes are tender, coat with the glaze and roast an additional 5 to 7 minutes. Transfer to serving dish and top with chopped cilantro. Makes about 8 to 10 servings.

## Own a Bay Lake Villa

Own an income-producing, 2100-square-foot villa at Ruttger's that provides three weeks of vacation time annually. Call us or email [chris.ruttger@ruttgers.com](mailto:chris.ruttger@ruttgers.com) for more information.

# Vacation Packages

## Fishing Package

Now - October 20

## Summer Escape

June 26 - 30 and

July 5 - 10

KIDS STAY FREE!

## Fourth of July

July 1 - 5

## Family Value Days

July 10 - 17

KIDS STAY FREE!

**NEW!**

## Wine & Jazz Weekend

August 19 - 21

## Labor Day

September 2 - 5

KIDS STAY FREE!

## Bird Watchers Special

September 5 - October 20

## Girlfriends Getaway

September 5 - October 20

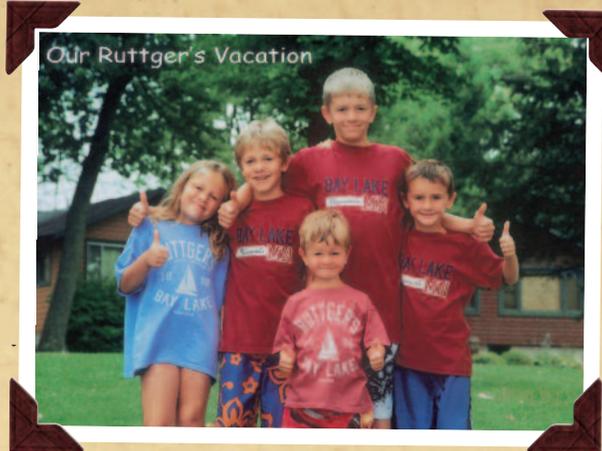
## Oktoberfest

October 20 - 23

For more information on our vacation packages, go to [ruttgers.com](http://ruttgers.com). Can't find the vacation that's right for you? We can help! Our vacation specialists can assist in planning your ideal vacation, family reunion, friends getaway, or group golf outing. They'll help you create the perfect package made just for you!

## ONLINE SPECIALS

Go to [ruttgers.com](http://ruttgers.com) for the latest deals and to sign up for email news and updates.



"We again had a wonderful time at Ruttger's in August. We've got all of our pictures back from our mini vacation at Bay Lake. When the grandkids look at them, they always say, 'We love Ruttger's and can't wait to go again!'"

**Wendy and Gary Eilers**  
Clear Lake, Minnesota



"Our Christmas letter told of how much fun we had at Ruttger's last August. We celebrated our 50th wedding anniversary with our whole family and could not have had a nicer time. It was our second year at Ruttger's, and we hope we can come for many more years. You folks made our celebration exceptional!"  
**Barbara and Bob Hjort**  
Duluth, Minnesota



"I just wanted to send you this picture from our summer gathering. It shows 25 McGuires celebrating our 25th summer at Ruttger's. We have been coming to Ruttger's every year since 1986 when our dad purchased the golf course condo. We have had many wonderful times and lots of family fun over the years. Thanks so much for always accommodating our large (and sometimes rambunctious) group. We all love it at the resort and look forward to many more years to come. Thanks for all the great memories!"

**Maureen Franek**  
Montgomery, Minnesota



"What a great time we had at Ruttger's celebrating our 50th wedding anniversary. Our family can't quit talking about the great food, golf, accommodations, and staff."

**Marilyn and Dalles Krause**  
Hazen, North Dakota



"I have brought my family to Oktoberfest numerous times. The grandsons and grandma always have a great time as do the parents of the boys. This year, Peter Ciernia, family friend, enjoyed playing Alec's Nine at age 99! He was also dancing at the Saturday night dance. Grandson Ryan took first place in the pedal tractor pull (in the ten-year-old age group). This was the second time he had a first place finish at Oktoberfest!"

**Rachel Pritchard**  
Inver Grove Heights, Minnesota



"My cousin Sue and I had a wonderful time at your resort bird watching with Judd Brink. Ron Windingstad from Audubon Minnesota recommended Ruttger's for just that reason, and I am glad we took his advice. Judd knew where the birds were that we wanted to see, and we had a wonderful morning listening to and identifying our feathered friends. I hope you will continue to attract bird watchers to your vacation resort by having experts like Judd do presentations and lead field trips. Thanks again!"

**Nancy C. Azzam**  
Golden Valley, MN

"We have been vacationing at Ruttger's since 2004. Our kids (16 and 13) just LOVE IT. They look forward to it starting when Christmas is done! This is one of our favorite photos from last year—our 12-year-old son, Harrison, with his big catch! We're looking forward to our seventh year at Ruttger's this July!"

**Carol Trowbridge**  
Minnetonka, Minnesota



"Frank and I enjoyed your Christmas letter, and we thought that you might enjoy a photo of our family—Susan, Sarah, Thomas and Mike—as they model their new Ruttger's clothes which we bought for them last summer. We all had a great time at your beautiful resort."

**Ginny and Frank McGoldrick**  
Edina, Minnesota



**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,

As always, there's a lot going on this spring. The Bay Lake villas have a new exterior paint job, and the cottages are being painted in their new color scheme. Complete exterior renovation of the golf course condominiums is nearing completion with all new siding, decks, and porches done on all but one building. The last building will be finished next spring. Also, as you may have read in a previous letter, the resort now has all new roofs, which is very exciting in a property with so many buildings of varying shapes and sizes.

Crews are progressing on other projects as well. The lodge and front decks have

a new ramp system, making them accessible to everyone from the west lawn and west side guest rooms. The new Beach Bar is taking shape adjacent to the outdoor pool and beach, and many other repairs and improvements are in the works. You're going to enjoy all the improvements we are making. I can't wait to see you this season!

Yours for a Ruttger's vacation,

## From the Fine Line

Here comes the sun at Ruttger's on Bay Lake! Once again, the resort is waking up, and it is a beautiful sight. The gardeners and groundskeepers are very busy uncovering the flower beds and putting greens. There is nothing better than the smell of fresh cut grass or the sight of the lake shining in the sun.

We love the opportunity to work with the Ruttger family and the friendly, familiar staff year after year. Truly, it is such a treat to pick up the phone, and the next thing you know, a friendly face is delivering black dirt for our window boxes and gardens. Everyone is always happy to help us get ready for the fun to begin.

Shelly, Nancy, and the stylists at the spa are anxiously awaiting the return of summer guests. We look forward to families returning to add to the memories and celebrate the joys of summer. Moms and daughters, husbands and wives, best friends, cousins, aunts and uncles—these are a few of our very favorite things at The Fine Line Salon and Spa. Please call for a reservation, or just stop in and say hi while you're here.

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

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



THE FINE LINE HAIR DESIGN  
SALON AND SPA  
at Ruttger's



## CONFERENCE CORNER



### IF YOU'RE HAPPY AND YOU KNOW IT TELL YOUR FRIENDS

They say the best advertising is a good product, and we certainly find that to be true. Personal referrals bring more new guests to our doors by far than all the advertising and marketing we can do. Many guests who have enjoyed family vacations at the resort refer us to their employers, churches, associations or civic organizations for meetings or events. Likewise, many satisfied meeting clients return to the resort with their families and friends.

One of the greatest compliments we can receive is a referral. As a fan of Ruttger's, we hope you'll tell others about your stay with us and tell them why Ruttger's is the perfect place for their business retreat or vacation getaway. They'll have a great time and have you to thank for it! Please let our sales team know the referral came from you so we can thank you, too! Contact Group Sales or Vacation Sales by calling 800.450.4545 or by visiting [ruttgers.com](http://ruttgers.com).



Bay Lake Lodge

*Wine & Jazz Weekend  
August 19-21, 2011*

# Wine & Jazz Weekend

Join us August 19 through 21 for the first ever Ruttger's Wine and Jazz Weekend. Ruttger's, with the help of the Dakota Jazz Club in Minneapolis, is bringing you a weekend of great jazz, wine, and food. Evening jazz performances featuring the the Sam Miltich Trio with Charmin Michelle and the Benny Weinbeck Trio will be combined with a wine tasting and hors d'oeuvres on Friday night and a four-course wine dinner on Saturday night. Other activities included in this fabulous package are wine and food tastings, wine and spirits seminars, special retail discounts, and golf, plus all of the other great Ruttger's amenities.

Space is limited. Please see our website for a complete weekend schedule and package details and rates.

RETURN SERVICE REQUESTED



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