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# THE SPRING NEWSLETTER

## REALLY?



To be perfectly honest, spring is not my favorite season. It's tough to say goodbye to the beauty of a North Shore winter. Then I start thinking about the new season's merchandise in our store. And the steelhead in our streams. And the summer staff training. And then I start getting excited about spring.

It turns out that Susan shares my ambivalence when it comes to spring and I enjoy her perspective on the shoulder season. You should read that. And Jackson has insider tips on tracking spring here on the North Shore. Then check out Colleen's advice for protecting yourself from the elements with UPF clothing. I complain about millennials and their acronyms but this is one you want to

remember. And of course, no spring newsletter is complete without James' unique perspective on our steelhead runs. We have always known he's a great angler but it turns out he's a bit of a poet as well.

Before you delve into those pieces, let me give you an insider look at what we are doing to make your visit more enjoyable this summer. Right now, we are in the process of hiring guides and store help for the summer. We are discerning when it comes to hiring because these are the people who guide and wait on you and we want your experience to be first class. Once we get them hired, we have Wilderness First Aid training. (By the way, we have room for anyone who is interested in joining us.) Then in May, as the ice leaves the inland lakes, we have kayak training for our guides. That is three days of intensity but loads of fun. We also are getting in our new merchandise and we think you are going to like the spring and summer fashions Colleen has picked out. On the gear side, we are getting all of our summer equipment pulled out of the warehouse. As I keep saying, we want your experience this summer to be top notch.

So, hang in there, the Grand Marais spring is right around the corner. The weather is up and down but we know it will be here soon. Make your plans and stop in when you get to town. We are ready for you.



## TRUE SPRING

Do you know the difference between Fake Spring and True Spring? Jackson breaks it down for you in a way only a True Minnesotan can.

[\*Read more\*](#)



## THE 411 ON UPF AND THE SUN

Yes, it's another acronym but UPF is one you want to know about and Colleen has the deets.

[\*Read more\*](#)



## THE STEELHEAD RUN

Poets write with longing for their fair-haired loves. James writes with longing for fish. James wins.

[\*Read more\*](#)

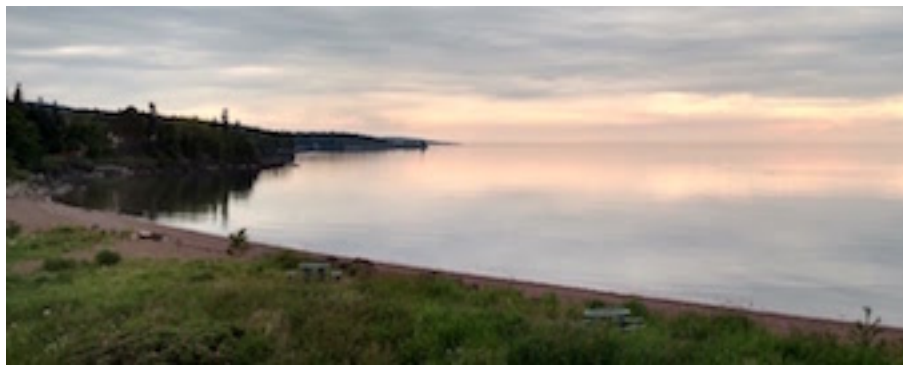


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## THE SHOULDER SEASON

If you are a little melancholic as winter leaves us one more time, Susan can relate. And she has some words of consolation.

[Read more](#)



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## SHOW GRAND MARAIS SOME LOVE

Please show Grand Marais some love and vote for us to win Best Midwestern Small Town! We know some people want to keep Grand Marais a secret but our wonderful restaurants, shops and artist venues can only stay open if we continue to get tourists in town. This is a great way to support your local businesses here in Grand Marais. You can vote once per day.

[Vote here](#)