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As we bid farewell to yet another season and reflect on all the magnificent trophies harvested, I come to the realization that more than being in the Sports Fishing Industry, we are in the industry of building memories—memories that will last a lifetime and experiences that will be told to your friends, your children, and your grandchildren for years to come.

I have come to the realization that no matter how much gusto you put into your stories of the adventure, you and only you will truly know what you went through to get your trophies. The uniqueness of the area—the Wall with its challenge of kelp beds and floating sea weed; the wide open inlet with its many productive spots; and some special spots that only you may know about.

Perhaps you managed to hook into a giant Tyee and had to watch as your line was disappearing at a rather alarming rate. Or had the experience of being in an area filled with the wild fighting Coho, suddenly facing action that was so fast you could hardly keep up until, at the end of the bite, you look around your boat and say, "It looks like a bomb went off in here."

Perhaps you were sitting in the calm waters of Calf Island watching an eagle working the sea looking for a meal, when your Halibut line starts walking away from the boat, indicating that something is leaving with your bait. "Wait," you say, "not too fast. Let him eat the bait." When he does, all hell breaks loose. An hour later you can see the monster from the deep. The first "up close" sighting can take your breath away.

Perhaps you felt your adrenalin surge at the uncertainty of facing off against a super-sized Tyee you've just seen surface for the first time, but then he heads toward Japan with you in tow. "Hang on," you say, "he'll stop." Hopefully you have a little line left and can regain some for the upcoming fight; this monster may fight for an hour or more.

Black Gold Lodge is a place for making memories. Many of your memories are captured in photographs, and every year we share some of your memories on Facebook and on our web site. We invite you to visit <u>www.blackgoldlodge.com/trophy/</u> to see some great moments from the 2014 season.

Thank you for your support, as areas like this would cease to exist if not for the continued support of our Sports Fishing Lodges and their conservation and enhancement programs.

Thank You for being part of building the richness of our own memories.

We would like to wish you and your loved ones a Happy Holiday Season and a Safe and Prosperous New Year.

Jim, Brenda, Michael & Tanya

Please have a look at our Trophy Room for the 2014 Trip Winners.