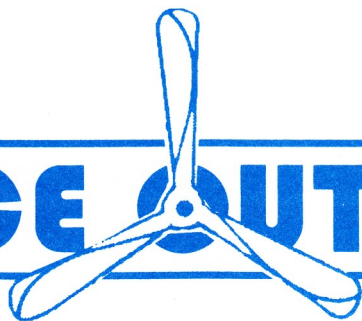


# IGNACE OUTPOSTS LTD.



December 2010

## 2010 year in review

Wow! 25 years completed and still enjoying it. Karen and Brad celebrated a quarter century in Ignace last August. On behalf of Randy, John, Joe, Rob and Joey, THANK YOU for another great year of fishing and hunting. As this is written, the aircraft are parked for the winter and are preparing for snow and cold... lots of snow!

The 2010 season began early with ice out in early April. All things pointed to a great opener. As is normal around here, weather seemed great on quiet days and managed to turn nasty when we had guests to move. Opening weekend was hurry up and wait time. But as the summer progressed we fell into a great summer of fishing weather.

## Fishing

Many large fish were caught and a regular comment around Ignace Outposts was something to the effect of "That was the best fishing ever!"

Many long time guests concurred that it was actually better than 25 years ago. To say the fishing was better now than years ago says much about our conservation policies and the care with which you, our guests, handle the priceless resource in our lakes. Thank you for being sportsmen and women. Be sure to practice catch and release for the benefit of our/ your children. It is always a pleasure to see the increasing number of guys bringing their kids and grand kids fishing in Canada.



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### Special points of interest:

- Reflecting on 25 years at the best job in the world
- Fishing and hunting reports
- New presence(s) online
- Increased sport show participation

## Hunting



This year our archers had moose within 15 yards but moose, having a natural instinct for survival do not walk around with bull's-eyes on them, nor do they just fall over at the site of a bow. One archery party saw over 20 moose in a week but had to be satisfied with the thrill of the experience. There is probably no thrill in the wilderness as exciting as calling a moose to within a few yards while armed with a bow and arrow. Whether the animal is taken or not, the grunting, crashing, trashing and silence of a 1200 lb plus animal heading your way makes your blood run warm to say the least.

Our gun hunt was very successful this year with a success rate of over 66%.

## Facilities

This year we continued with upgrades and maintenance projects. We pride ourselves on being leaders in our industry and over the last 25 years have set the standard for outpost camps in Northern Ontario. For those who visited us years ago, the advancement from shacks in the bush to first class accommodations has been steady and consistent. We are always working on the little things to make your vacation at Ignace Outposts as enjoyable as possible. Fishing is fishing, but being comfortable while doing it makes a lot of sense to us. Keeping at the forefront of industry standards is hard work. We've chosen to be leaders in our industry in conservation and quality of camps. Little improvements slowly and surely add to the amenities and reputation of Ignace Outposts Camps.



## Other Stuff

As usual, our dates for next summer are booking quickly. All indication is that 2011 will be a very busy summer. If you are not secured in our reservation book please contact us and do so soon. We do require your reservations to be secured by deposit. Please contact us to arrange deposit payment before the New Year. With demand being high for our packages we require the deposits before we head out to shows.

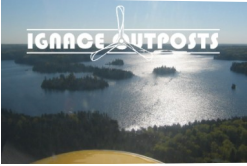
We've worked hard to maintain our rates for several years and are pleased to say we are holding them again this year. If we must change rates "mid-stream" we will honor quoted rates for guests booked and deposited before any change. Be sure to have your deposits in to fix your rate.

The world economic situation has required we tighten our belts and yet we still are managing to provide a first class fishing vacation.

## Cyberspace

We have been working with the internet for years now. Our website, [www.ignaceoutposts.com](http://www.ignaceoutposts.com) is a great source of information including rates, trip planning and the fine print.

Our blog, [www.greatfishing.blogspot.com](http://www.greatfishing.blogspot.com) has been very successful and we try to keep it updated regularly. Reading past posts is informative and sometimes entertaining. Take some time to plow through it. It makes the winter shorter when your thoughts are on fishing at Ignace Outposts. Bookmark the blog and let us know if there is something you'd like to see posted or if you have something to share which we can post.



We have also established a Facebook page. There is a link on our blog. If you are on Facebook, go to our page and hit the LIKE button. Feel free to add comments and share photos in our fan album.

We have also updated business information on GoogleMaps and plan to add pins for all our cabin locations.

### **ALL CANADA SHOWS**

[www.AllCanadaShow.com](http://www.AllCanadaShow.com)

#### **St. Louis, MO**

**January 7-9, 2011 (Fri-Sun.)**

St. Charles Convention Center

#### **Indianapolis, IN**

**January 10-12, 2011 (Mon. – Wed.)**

Ritz Charles Carmel

#### **Chicago, IL**

**January 13-16, 2011 (Thurs. – Sun.)**

Pheasant Run Mega Center

#### **Milwaukee, WI**

**January 20-23, 2011 (Thurs. – Sun.)**

Milwaukee County Sports Complex

#### **Madison, WI**

**January 24-26, 2011 (Mon. - Wed.)**

Marriott Madison West

### **AMERICA'S OUTDOOR SHOW**

[www.americasoutdoorshow.com](http://www.americasoutdoorshow.com)

#### **Chicago, IL**

**January 26-30, 2011 (Wed. - Sun)**

Stephens Convention Center

### **NORTHWEST SPORTSHOW**

[www.northwestsportshow.com](http://www.northwestsportshow.com)

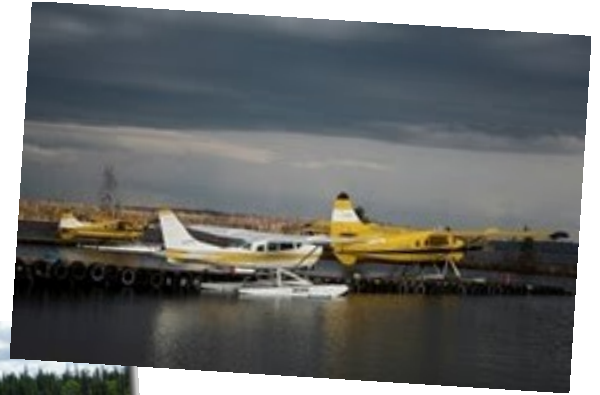
#### **Minneapolis MN**

**Mar 30 – Apr 3, 2011 (Wed. - Sun)**

Minneapolis Convention Center

If there is a sport show in your area, we would be pleased to have you stop by. While we are on the show circuit, you can contact us by leaving a voice mail on our office number, 807-934-2273, and we'll get back to you as soon as we can (usually within a day). Or you can email us [flyin@ignaceoutposts.com](mailto:flyin@ignaceoutposts.com). We will retrieve emails regularly and will get back to you via email if you prefer.

Don't forget our 'Fish for Free program'. Talk us up to your friends. When they book, you may qualify for a discounted or free trip. Be sure they let us know who referred them. For more details, contact us.



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*Our goal is "to provide the highest quality remote wilderness adventure available, for a reasonable cost... to provide excellent value for your vacation dollar... and to provide the kind of service we would enjoy ourselves." According to a recent Northern Ontario Remote Tourism Study performed by the Ontario Ministry of Economic Development, Trade and Tourism, Ignace Outposts rated 92% in overall satisfaction of guests. A full 96% of our guests would recommend us and 84% will return to our establishment.*

## Reflections on 25 Years

In an industry where 10 years is a long career, 25 years is a considerable milestone. We chose a fantastic career. The highlight of those many years is without a doubt the friends we have made over that time with our many guests. The opportunity to provide a safe and exciting quality vacation to great people has been a privilege. We hope to continue providing a great service to our friends and guests. Some have been coming to Ignace Outposts regularly since we have been here. We are thrilled to see new generations begin traditions passed on from father to son. We appreciate your friendship and loyalty and strive to provide a Canadian wilderness vacation second to none.

Our partnership with guests has allowed us to grow our business over 25 years and offer a sustainable and consistent experience for the angler and hunter. We appreciate these relationships and the successes we've had over our 25 year history

Keep your stick on the ice and your lines tight.

From the Great White North,

Brad & Karen Greaves