

December 2015

Merry Christmas and Happy New Year from
Rockwood Lodge and Outfitters!

Let us take a moment to introduce ourselves; we are Carl, Stephanie, Carol and Mike. In November of 2015 we followed our dream and purchased Rockwood Lodge from Mike and Lin Sherfy. We have been loyal customers of Rockwood for 25 years and for the last 13 years Carl and Mike have been making the trip from Minneapolis to help do spring maintenance and improvements. We are family and Rockwood will continue to be a family run business. We hope that we can parlay our experiences to showcase the beauty that is Rockwood and the BWCA. Carl is a 20-year National Guard veteran, Electrician and computer wiz. Stephanie is our 'tree hugger' and a 20-year commercial site and landscape designer for convenience stores; mainly Kwik Trip and Holiday. Carol is our local historian and has a strong background in retail. And Mike brings 12 years of construction maintenance experience and a good head for fishing and hunting.



Mike and Lin Sherfy have successfully run Rockwood for the last 13 years and we hope that we can live up to their model of excellence in hospitality. We wish them well with all their future endeavors.

We have many short and long term plans for making your experience at Rockwood the best that it can be. We hope to start adding year-around accommodations beginning with the owner's cabin #12, and then adding other smaller cabins and unique lodging options. We are pricing new mattresses, adding to the fleet of canoes and installing high speed internet to parts of the resort (which you can choose not to turn on!) The Resort will also be helping out with your 4 legged family members by adding a dog run and waste stations.

We are keeping the rates on the cabins the same for 2016 but there is a small change to the deposit policy. We restructured the outfitting pricing with the idea of keeping cost to you as close as possible to 2015 rates. We are certain that this pricing will maintain the most advantageous BWCA experience for you.

We hope to meet each of you next year, and we'll do our very best to make you feel comfortable. We feel like caretakers of a historic resource, and are very proud to finally own Rockwood!

Please contact us with your plans for the new year...

Carl Madsen, Stephanie Lightner, Carol and Mike Seim
Fresca, Jack and Gunnar (our dogs!)

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