

Tight Lines



far beyond



Clubhouse boats racing to the fishing grounds

President's Message

The past twelve months have marked an incredible period in the history of the West Coast Fishing Club and we are delighted to share a few highlights with you over the course of this newsletter. First and foremost, we'd like to extend our deepest gratitude to all of you who visited us this year in beautiful Haida Gwaii. Your loyal support and valuable patronage is what allows us to continue to operate and to share our passion for the best wilderness fishing adventures.

The salmon fishing industry on the Pacific Coast as a whole has witnessed a record-breaking year with stocks returning to impressive levels. In particular, the size of the Fraser River sockeye run caused a stir across Canada. Recognized as the strongest in 100 years, the return of the sockeye salmon is certainly a testament to Mother Nature's ability to take control.

For Haida Gwaii and the West Coast Fishing Club's northern lodges, June was the most notable fishery. The runs started strong and continued to impress throughout the season. Fish weighing in at over 50lbs were not uncommon, right through to the close of the season in September. From start to finish there

were more salmon than we have seen in years.

At the West Coast Fishing Club, our responsibility to the communities and environment that surround us is something that is interwoven into the future of The Club. Our mandate is "buy locally from businesses in Haida Gwaii" and we continue to support salmon enhancement programs in our region. Our annual charity fishing tournament, Fishing for Kids, continues to gather momentum. 2010 marked a memorable milestone with a contribution of \$510,001 raised at this year's tournament tipping the balance to just over \$2 million donated to BC Children's Hospital Foundation and Canucks Autism Network over the tournament's five year history. Fishing for Kids is quickly becoming recognized as one of the most successful charity events in Western Canada. Please be sure to read more in the pages ahead.

We would be remiss not to take this opportunity to extend a heart-felt thanks to all our dedicated staff at the West Coast Fishing Club, our single greatest asset, whose combined goal is to ensure that each guest experience is as unique and special as possible. We continue to look for ways to improve the guest experience and focus on fine tuning our systems and working with our managers and staff to find ways to raise standards and exceed expectations. We are delighted with the guest feedback from this year in response to our improvements and pledge to continue our efforts.

As we look to the future, in particular our new venture in Panama, you will notice a few changes to The Club. West Coast Fishing Club has again elevated its position with dynamic new branding, which will be taking shape over the next twelve months. Our commitment is to take The Club "Far Beyond" your expectations by continuing to provide the world's best ocean fishing experience.

Excitement is brewing for what is going to be one of the best developments that the sports fishing industry has seen in recent years.

Tight lines!

Brian Legge and Rick Grange

AROUND THE CLUB

Fishing 2010



Mark Cowie with his 41lb Chinook and guide Corey

From June, right through to mid-September, fishing at the West Coast Fishing Club properties delivered plenty of action for anglers visiting our Haida Gwaii lodges. Despite a number of days of inclement weather, spirits were not dampened as guests rose to the challenge of high seas

and tricky fishing conditions. Overall we experienced some of the best fishing in recent history.

Most notable was the June fishery at Langara Island. Superb conditions resulted in bountiful catches. Over the past few years, June has slowly become

the best-kept secret of the season. A number of early trips were so good that boats were recording multiple Tyees, caught on the same day.

July continued strong with good fishing all around and marked an even greater improvement in the Coho fishery with much larger fish in evidence. Although we didn't see the 70lb springs in July this year, as in previous years the fishing was consistent with anglers catching fish at all three properties.

August witnessed three 60lb fish caught within the first 10 days. The consensus of the season was that conditions were truly excellent and the abundance of fish did not subside. Overall fishing was incredibly consistent throughout the season with very few slow times on the water. Word from our guides proved that this was one of the best fisheries seen in years and expectations are high for another great year in 2011.

We hope to see you there!



Managers' Reports



THE CLUBHOUSE

What a summer – great fishing, fabulous staff and tremendous guests! Fishing was some of the best in the last decade and Clubhouse guests made the most of every hour on the water.

The Clubhouse crew, led by Head Guide Mike "Screamer" Tonnesen, Executive Chef Ryan Stone and Dining Room Manager Stephanie Beachy are eagerly looking forward to the 2011 season and what it will bring. Come and join us in beautiful Haida Gwaii.

We're all looking forward to monitoring Chef Ryan Stone's results this January in Lyon, France at the Biennial Bocuse d'Or Competition, pitting his talents against chefs from 24 nations. Ryan is representing Canada in 2011 – good luck and great cooking Ryan!

Finally, a note of heart-felt thanks to everyone who sent their kind wishes during my late season convalescence. Your words and thoughts were much appreciated. I have now returned to full health. I am feeling great and looking forward to seeing you during the 2011 season.

Terry Cowan



THE OUTPOST

Outpost guests caught a total of 921 Chinooks of which a third were released. The most productive Chinook "day" of 2010 was on July 14th with a total of 69 Chinooks retained and released. The largest guest Chinook was a 47.3 lb fish caught by Kelly Owerko on June 20th. The largest Chinook of the year was caught by Chef Michael Caballo, a 57.7 pound giant caught on June 23rd.

Last summer we awarded pins for halibut releases over 100+ pounds. I want to thank everyone for embracing this initiative. 100% of these fish are brood stock females and we need them in the water to ensure we've got halibut to catch for years to come.

Thanks to the Outpost staff for delivering their best all season. To our guests; thank you for your loyalty and feel free to contact me if there is any way we can craft your 2011 trip into something stupendous.

Ken Beatty



NORTH ISLAND LODGE

With a busy season behind us, we now get a chance to reflect on our 20th year in operation. Guests and staff contributed to a friendly, comfortable lodge atmosphere with inventive derbies, great stories, fishy antics and lots of laughs. Once again, Chef Walter and his crew were certainly popular, producing some creative new dishes while not straying from his long-time favorites.

The weather this season was a little wet and grey but this did not dampen the spirits of guests who experienced the most consistent Chinook fishing in years. We saw quality bites for Chinook in the 40, 50 and even 60 pound class, many caught in classic locations right on our doorstep. The anticipation of each bite was evident with guides and guests willing to steer away from the sheer numbers, gaining an appreciation for hunting out a trophy in a different location.

On behalf of all the crew at North Island, I would like thank you for adding to the memories this season; you made our anniversary a very special one. I look forward to seeing everyone again soon.

Todd McIntyre

The World's Best Ocean Fishing Experience



AROUND THE CLUB

Representing Canada at 2011 Bocuse d'Or



Chef Ryan Stone

From trips to Scotland to meet with official suppliers of the Bocuse d'Or to purchasing special cooking equipment in Paris, Clubhouse Executive Chef Ryan Stone has been incredibly busy this fall, making his final preparations for the 2011 Bocuse d'Or Culinary Competition. Held in Lyon, France, Chef Stone will go head-to-head with some of the world's most talented chefs, representing 24 different nations, all vying to win this esteemed accolade. With

just five and a half hours to create one meat dish and one fish dish, each presented to the judges with the contestant's choice of three different garnishes, the Bocuse d'Or is the ultimate test of supreme skill and natural talent, something West Coast Fishing Club recognized in Ryan, when he joined our team in 2008.

Bocuse d'Or

www.bocusedor.com

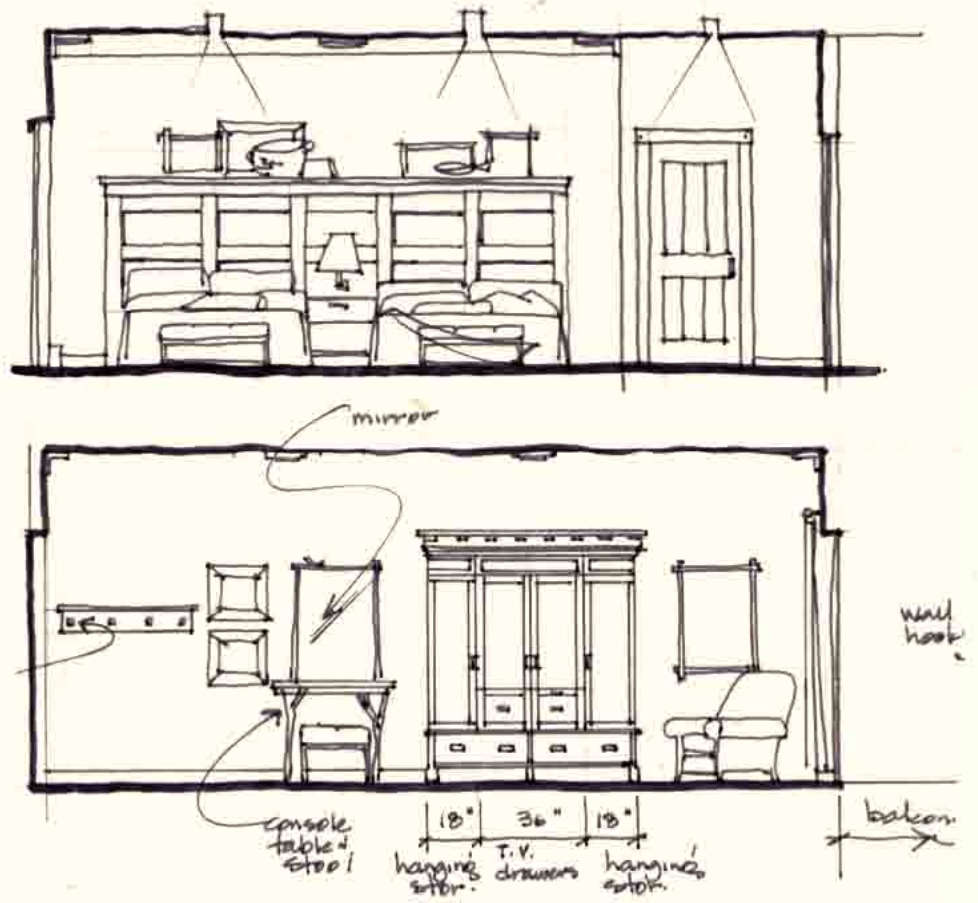
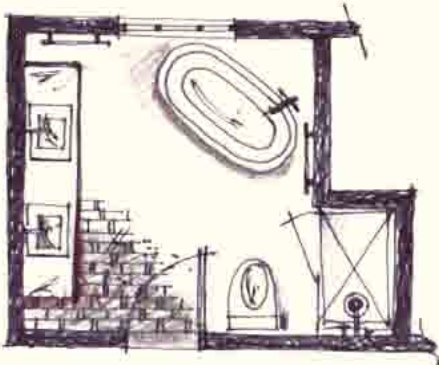
Chef Ryan Stone

Executive Chef, West Coast Fishing Club
The Clubhouse, Langara Island

Executive Chef Stone leads the West Coast Fishing Club culinary team at The Clubhouse on Langara Island, Haida Gwaii. Recognized as one of Vancouver's brightest upcoming stars, Chef Ryan Stone supported Chef Scott Jaegar at the prestigious 2005 Bocuse d'Or in France, achieving a respectable 8th place out of 24 entries. Chef Ryan's experience spans the globe with notable stages and roles, including Botanical in Melbourne (where he cooked for Chef Gordon Ramsey), Plaza Athenee in Paris and The Ledbury in London. Brimming with a fresh, vibrant personality and a wealth of world-class experience, Chef Stone's talents are evident in the delicious creations enjoyed by guests throughout the 2010 season and will certainly shine with his 2011 menu.

Clubhouse Renovations Planned

For the 2011 season, The Clubhouse owners' suites will enjoy a refreshed look with new oversized washrooms with showers and soaker tubs, enlarged furnished deck space and new in-room furnishings. These suites will offer the ultimate luxury on Langara Island and can sleep up to four guests. Availability is limited, speak to a member of our team for more details.



Steve Brosseau 1966-2010



This year with the passing of Steve Brosseau, we lost a long standing participant and supporter of the Fishing For Kids Tournament and The West Coast Fishing Club. Steve had been involved with the FFK since year one and his continual support and enthusiasm, along with his love of fishing, will be sorely missed. He will always be remembered for his vibrant smile and his warm and welcoming good nature. Steve's legacy of good will and dedication to the community will continue with each new year. We miss you Steve.

SMS
EQUIPMENT

KOMATSU

THE
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westcoastfishingclub.com

AROUND THE CLUB

New Brand



Far beyond the ordinary lies the extraordinary. As the West Coast Fishing Club prepares to unveil its newest resort acquisition, we wanted to reaffirm our commitment to you, our valued clients. Our goal has always been to provide the most luxurious food and accommodations, combined with breathtaking scenery, unsurpassed service and of course, access to the world's greatest fishing. We are delighted that the tradition of excellence you've come to expect, along with our desire to create experiences that go far beyond your expectations, will be realized in Panama!

You might notice some other changes as well. New branding that allows us to bridge the gap between the rugged wilderness and waters of the northern Pacific to the exotic tropical coastline of Panama, will soon appear on the pages of our website and newsletter, as well as weaved throughout our corporate culture. This new branding reflects our belief that whether in the remote wilderness of the Haida Gwaii or the warm sparkling waters of the Pacific, our commitment is to you, our guests.

While the locations couldn't be more different, the experience remains unparalleled. We hope that your fishing plans this year will include a trip far beyond the ordinary to the extraordinary, a West Coast Fishing Club property.

The World's Best Ocean Fishing Experience!



THE WEST COAST FISHING CLUB

far beyond

WCFC Website

We have recently launched our brand new WCFC website, providing a dynamic portal to the West Coast Fishing Club. Throughout the site, you will notice enhanced news and events sections, video content and state of the art blogging platforms, which will be updated daily, offering an insider's view from within the WCFC. The website will also host a fishing encyclopedia with detailed information on all target species, both north and south. Our website will grow and flourish over future years with new features, content and tips to ensure you have the very best experience at our lodges.

Log onto www.westcoastfishingclub.com to see our new look, learn about our latest destination and rediscover the same great experience.



2011 Digital Calendar is now available at www.westcoastfishingclub.com

Get your Calendar today!

PANAMA

West Coast Fishing Club Panama



Artist rendering

Our ambitious plans for West Coast Fishing Club Panama are progressing well with an initial launch of 2012, perfectly timed for the start of the season.

Located on the pristine west coast of Panama, West Coast Fishing Club Panama will offer an exceptional wilderness experience in the very heart of Central America, home to the world's greatest billfishing.

Our first phase is designed to accommodate 24 guests, the Panama property's focal point is an expansive 10,000 sq ft clubhouse lodge, a house-with-no-doors with unparalleled views from every turn. Within the villas surrounding the clubhouse, beautifully appointed furnishings and décor await, accompanied

by floor-to-ceiling windows and balconies, embracing the breathtaking view.

Offering a complete resort experience the Panama property will not only provide access to a superb fishery within close proximity, but will cater to a range of tastes and offer a number of alternative activities including exquisite spa services and exceptional culinary experiences. Look for further updates and announcements in the New Year at www.westcoastfishingclub.com and for those of you who are tantalized already, we'd love to hear from you – judging by the interest so far we anticipate our first season to be extremely busy.



Sailfish



Artist rendering



Punta Coco peninsula



New Fishing Fleet!



35' Strike Yacht

Our new fishing fleet will be comprised of a number of 35' Strike Yachts with twin 330 HP Cummings engines. These boats have proven to be excellent for coastal and offshore fishing ventures; the perfect vessel for our Panama lodge.

On the web:
www.strikeyachts.com

THE
**WEST COAST
FISHING CLUB**

westcoastfishingclub.com

WCFC EVENTS

Fishing for Kids Tournament 2010



2010 FFK participants

Fishing for Kids Tournament brings together a group of 42 anglers in a unique networking and social environment at The Clubhouse, raising much-needed funds to help and support BC's most respected children's charities. This year, the fifth annual Fishing for Kids Charity Tournament proved to be another memorable weekend with NHL defenseman Willie Mitchell scooping the grand prize with his 47.3lb Chinook on the first morning. This year, the tournament raised \$510,001 during the three-night trip – a huge thank you to everyone involved, especially to BC's mining industry, presenting sponsor SMS Equipment and to Jazz Airlines, Helijet and Sysco.

For 2011, we hope to grow the tournament even further, enhancing the experience for our guests and generating even more funds for our worthy beneficiaries.



Landing a fish



WCFC 25' Whalers

SMS EQUIPMENT **KOMATSU**



Event Sponsors



Ledcor Group • Sysco
Hawksworth Catering • Taseko Mines Ltd.
Fairmont • Helly Hansen • Poster One
CTV • The Vancouver Sun • The Province

Special Thanks

Finning, Bosa Properties, Galiano Cafe,
Walter Segsworth, Bucyrus Canada Inc.
fishingforkidstournament.com

Total Raised In 2010 \$510,001

The Beneficiaries



BC Children's Hospital Foundation is one of North America's leading pediatric hospitals and serves the largest child population in Canada – one million children in BC and the Yukon. The Hospital provides services in areas such as neonatal intensive care, kidney and bone marrow transplants, open-heart surgery, neurosurgery and cancer treatment. More than 72,000 children visit the Hospital annually, 67 per cent of whom live outside the City of Vancouver.

www.bcchf.ca



Canucks Autism Network is an organization dedicated to the delivery of programs and services for children and families living with Autism Spectrum Disorder throughout the Province. CAN's goal is to enhance the quality of life for over 4,500 children living with Autism in BC; a condition that affects one in every 150 children in the Province.

www.canucksautism.ca

Thank You For Your Support

In 2006, the West Coast Fishing Club hosted the first Annual Fishing for Kids Tournament at the Clubhouse on Langara Island. This event, which saw thirty-eight enthusiastic anglers come together to raise money for BC's special children, was the start of an amazing display of generosity and philanthropy that continues with each

passing year. This tradition of giving has become synonymous with the tournament, which has now raised more than \$2.3 million dollars.

Thanks to the amazing support of our sponsors and dedicated participants our charitable contributions continue to rise. We are thrilled each year to see so many

familiar faces among our guests, and although the tournament is near capacity, there are still a handful of spots available. If you are interested in learning more about the Fishing for Kids Tournament at the West Coast Fishing Club, or about our beneficiaries, please contact us.

www.fishingforkidstournament.com



2011 Digital Calendar is now available at
www.westcoastfishingclub.com

Get your Calendar today!

WCFC EVENTS

David Hawksworth & Friends Culinary Adventure

The fifth annual David Hawksworth & Friends Culinary Adventure was held in July and for the first time, the event ran simultaneously at both The Clubhouse and The Outpost. Marking his first trip to the West Coast Fishing Club, Toronto Chef Jamie Kennedy led the kitchen team at The Outpost, crafting unique menus using shellfish from the west coast's shores. Vancouver's own Chef Vikram Vij returned for a second year to partner with Chef Ryan Stone at The Clubhouse. Chef David Hawksworth led the weekend at both lodges despite some challenging weather patterns! A special thank you to all our guest chefs and sommeliers. We look forward to seeing you again in 2011.



Chef David Hawksworth

David Hawksworth & Friends Culinary Adventure 2011

JULY 24- 28, 2011

Featuring: David Hawksworth, Dino Renaerts, Ryan Stone, and Special Guests



The Outpost Culinary Adventure 2011



Chef Jamie Kennedy

Following the success of our 2010 culinary initiatives, in particular the annual 'David Hawksworth and Friends Culinary Adventure' held at The Clubhouse in July, we are planning a special culinary trip to The Outpost in 2011. An intimate affair for a maximum of 12 guests, this trip will combine an array of activities, superb wines and of course great fishing. Ideally suited to couples or groups who are seeking a truly unique wilderness

cooking adventure, the personable and talented Chef Jamie Kennedy of Toronto's Gilead Cafe & Bistro will be headlining the weekend, accompanied by some very special guests. To find out more or to reserve your place on this highly sought after trip, please call us today as space is limited.



Spring Salmon Challenge 2010



George with his winning fish

West Coast Fishing Club's annual Spring Salmon Challenge has always proven a popular and innovative catch and release derby. Held during June, the event just finished its 3rd year. Thank you to those who caught and released fish in 2010!

Congratulations George Morine on your 48.4 lb released Chinook salmon. As the 2010 winner George opted for a trip for 2 at The Clubhouse and a trip for 2 at North Island Lodge in 2011!

Next year this event will end, leading the way for a brand new Catch and Release derby that will be announced in the New Year. Thank you to everyone who has participated.

2010 Results:

1. June 13.10	George Morine	North Island Lodge	48.4 lbs
2. June 11.10	Kelly Owerko	The Outpost	47.3 lbs
3. June 11.10	Dave Storoshenko	The Clubhouse	41.0 lbs



2010 Salmon Unlimited Tickets

In the spirit of giving back more than we take, a big thank you to all the WCFC guests and staff who purchased Salmon enhancement tickets this summer at the 3 WCFC lodges. A total of \$26,909.58 was raised through donations and raffle ticket sales, all proceeds going to the Queen Charlotte Islands Salmon Unlimited Society (QCISUS). These funds are critically

needed to continue the stream enhancement projects currently underway along the Masset inlet and the support of "The friends of the Marble and the Marble River Hatchery".

We are happy to announce that Clubhouse guest **Bruce Miller of Lake Stevens**, was drawn from the hundreds of tickets as this year's winner of the Salmon

Unlimited draw. The prize is a return unguided trip for 2. Congratulations Bruce and thanks to everyone who participated, we look forward to your continued support of our fisheries in 2011.

AROUND THE CLUB

Book Now For 2011



Dick Bernal with his 61lb Chinook and guide Jordie.

On the back of an outstanding 2010, our three properties in Haida Gwaii are experiencing impressive forward bookings for the 2011 season. We encourage you to call us now. Don't miss out.

We are also excited to announce that we will soon be taking reservations for our Panama property. Keep an eye on our website for more details on how to reserve your space.

Contact us at www.westcoastfishingclub.com or call us at 1-888-432-6666 (toll-free).



Kjus Corporate Branded Clothing



New for the 2011 season, our stores will stock a line of Kjus performance clothing. Developed by Norwegian ski-racing phenomenon, Lasse Kjus, the line offers premium craftsmanship and material to ensure wearers are comfortable on the water. Freedom of movement is key to the brand, essential when fighting a feisty Tyee in rough seas. These items will be offered to corporate groups with the opportunity to have custom pieces made with logo and branding.

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