



River Ridge Custom Canoes Newsletter... Winter 2002

Winter Sport Show Schedule

January 8th through the 13th...Bartle Hall...Kansas City Sport show
January 23rd through the 27th.....Minneapolis Conv. Center...Mpls. Boat show
February 15th through the 17th.....Capitol Expo Center...Chantilly, VA Sport show
February 21st through the 24th.....Eastern States Expo..Springfield, MASS Sport show
March 22nd through the 30th...Minneapolis Conv. Center...Mpls. Northwest Sport show

All of us at River Ridge Custom Canoes send our greetings to you as winter's grip settles in. 2001 was an exciting, longer fishing season for us....still fishing into December. Last year we put our canoes and poles away the first week of November. HEY...this year we cut a month off our Minnesota winter and fished to boot! Ice fishing as you can see from our schedule above....is out of the question:) 2002 puts us on the road 37 of the first 89 days. We are excited to be exhibiting for the first time in Virginia and Massachusetts. RRCC has shipped more canoes to the NE part of our country than anywhere else. Many of you receiving this letter will have a chance to experience the canoe firsthand, and meet Dave and I...we always look forward to visiting with our current owners at the shows and sharing canoe tales. It is also a great time to buy new products to enhance your current canoe setup. Reflecting on the events of last fall, We are heartened to see unity and patriotism flourishing. 9-11 did have an affect on our business as it did many in the recreation industry. I am optimistic however, believing people everywhere are rethinking how to spend their leisure time and money. Maybe now is the time to invest in a River Ridge Custom Canoe, making memories with family and friends closer to home. Please enjoy our newslettter....we hope to hear from you soon.....Bill Plantan

GET BIG TIME SAVINGS ON YOUR CANOE FOR 2002!!!

RECEIVE \$100.00 OFF THE RETAIL PRICE OF ANY RRCC CANOE PACKAGE. IN ADDITION... NORMAL DOWN PAYMENTS ARE 50% OF THE RETAIL PRICE. WITH THIS LIMITED TIME OFFER, YOU ONLY PUT \$400.00 AS A DOWN PAYMENT TO RESERVE YOUR CANOE. *This offer is good until January 1, 2002. January 1st to April 1st...the down payment will increase to \$650.00.*

CALL US AT 507-288-2750 TO ORDER NOW!
Or EMAIL US AT: plantan@aol.com



Renowned smallie guide & author Tim Holschlag

WITHOUT the internet...RRCC might be history. How many boat manufacturers choose to sell their crafts direct from the factory, customized for you? Our commitment at River Ridge is to produce a CUSTOM hand made canoe for the discriminating sportsman. Our web site really conveys that message.

If you have not been there lately....PLEASE take 30 minutes to visit us. Simply log on at:

www.riverridgecustomcanoes.com

In October we celebrated the site's 3rd birthday. We are grateful to our cutting edge web wizard Dale Lundeen. We can testify that a niche company can satisfy customer needs without a middleman.

Here are some of the things available to you through our site:

1. You can access the US fish and wildlife service's web site. The best of the best...150,000 miles of streams and rivers and 2.5 million acres of ponds and lakes just waiting for you to explore.
2. River flow levels and canoeing conditions from the Minnesota Department of Natural Resources for most moving waters the RRCC canoe is suited for.
3. You can take a virtual tour around our canoe production facility. A full 360 degrees camera shot where you can zoom in and out.
4. A new links page featuring some of our favorite sites relating to conservation, new products, services and organization.
5. New updated price and product information pages. Making it much easier to decide on your canoe package, colors and options.
6. New video clips that you can download to see the canoe in action on the water.
7. New customer testimonies.

Our thanks to those of you who have contributed your suggestions and ideas for our web site. Please keep them coming!

Rollin.....rollin.....rollin on the river..rollin on the river
It's time for a fishing report!

How'd they bite in your favorite streams this year? We were blessed with some pretty great weather for our TV and media trips in 2001. Dave and I fished the Root River from the canoe on May 1st. The previous 3 years we were able to fish the first time by April 1st. A testimony to the LONG winter we had in the upper Midwest.

Our first TV trip was May 30th. We fished with Chef John and his daughter Brandy... of Minnesota Bound fame....on the Zumbro River. We had a great time and fantastic weather to boot. Of course, our shore lunch was out of this world! We stumbled across a secret beach that we only would find in high water..in the backwaters area. The piece was featured on Minnesota Bound, along with last fall's trip with Belinda Jensen and her dad, on their Father's day program. The Belinda piece won the Outdoor Writer's of America Award for the best recreational boating short TV story of 2001.

Next up...we hosted Mitch Allen of Cabela's Outfitter's Journal for 2 days of fishing for trout and smallies...June 8th and 9th. He is from Alabama and had never caught smallies before...he loved um! June 27th we fished with professional Danny Suggs on the Chippewa River along the Wis. and Minn. Border, again for MN. Bound. A hot day, but a fun one to explore this wild river and catch a few fish.



On August 13th and 14th we hosted Tony Adams and his producer Ken. They featured a 30 minute program on **RRCC** in September...look for it to air again in the 1st quarter of 2002. Tony is the host of Heartland America, on the Outdoor Channel. The piece included footage from our shop making a canoe and fishing on the Root and Zumbro Rivers. Tony, Ken and Dave are pictured here to the left. We had good fishing for catfish, trout, smallies, muskie and sauger. We are planning another trip with them this spring in the Ozark Rivers area. Their web site **discovertheoutdoors.com** also sponsored a contest to win a River Ridge Custom Canoe. We will present Brad Rueschhoff of Nortonville, KS with his canoe at the Kansas City sport show in January.

On August 21st we floated the Rum River north of Minneapolis with Ron Schara and producer Joe. It was a super day with lots of BIG smallies...I lucked out and landed a 21 incher. The piece will debut during the first quarter of 2002 on the ESPN show *Backroads With Ron and Raven*.....watch for it!

The highlight of our season happened on September 24th. Duff, Dave, Ron, Joe and I teamed up with Minnesota Twin stars Brad Radke, Eric Milton and Doug Mientkiewicz (pictured here) for a 4 canoe fishing assault on the Mississippi River. We landed over 200 smallies in less than 8 hours. Doug was HOT, even landing a 17.5 inch smallie on his last cast! Brad Radke caught two 15 inch smallies on one cast. All three agreed it was the freshwater fishing highlight of their summer. As Doug put it..."baseball is my career, fishing is my life". Look for it to also air on ESPN in the first quarter. Doug won the Golden Glove Award at 1st base this year in the American League....way to go Doug..AND the Twins!



Last but not least was a trip November 27th hunting for geese from the canoe. We put the front half of the duckblind on the canoe and quietly floated the river. Look for it to air on Minnesota Bound at over the holidays. Chef John and Brandy will be preparing the goose.

Unfortunately, we had to postpone our planned trip to Japan this year. Our 4th order of 32 canoes arrived in Kyoto, Japan on November 16th. Finishing up that order and the events of September put a stop to the trip. We hope to reschedule sometime in 2002.

This year we also were blessed with a number of other promotional considerations. North American Fisherman Magazine's catch and release prize in the fly fishing category was a fully outfitted canoe. They have chosen it again for their 2002 contest. Quarrow Rod Company pictured the canoe in it's annual catalog. Waterfowl Hunter and Cabela's magazine both had product reviews on our custom camo patterns and hunting blinds. Three fishing magazines in Japan featured articles on the canoe.

The River Ridge Custom Canoe has won over a multitude of people in the industry with it's stability, maneuverability, fishing ease, and versatility. We are fortunate to have these opportunities to showcase it for consumers throughout our country and Japan. Perhaps you found out about us from one of these sources!

Check out these exciting promotions for new and current owners of RRCC canoes

We have two exciting new products we are running specials on until April 1st.

The first one is our new canoe cover. It is custom made for the RRCC canoe. The cover is constructed of coated polyester with a clear seal coat, providing a high degree of water resistance. It is available in birch and forest green. The cover is designed to use with a trailer, or when you have the canoe pulled up next to shore. The seats can stay in and if you have umbrella mounts on the seats, you can put a PVC pipe between the mounts when the seats are down, creating a canopy...as you can see pictured to the right. There are tie down loops to securely lock it in place.



The second item is our floor rack. Made by one of our canoe owners in Florida, it is constructed from Cyprus wood. Virtually impervious to water, the rack assembles in 3 removable sections. The 2 middle sections wrap around the battery ribs in the thwart area of the canoe.

There is also a smaller piece that can be taken out if you put the battery in the front of the canoe. With the front piece removed....the battery remains secured in the bow. We have been using the racks since July, and found how nice it is to keep everything high and dry....especially when you are in and out of the canoe while fishing.

RETAIL PRICE ON BOTH ITEMS.....\$ 229.00 each

Winter special price\$199.00 each!!

Shipping charges are included in the price

We have had requests from some of you who would like a touch up and repair kit for your canoe. It is now available. Give us a call at 507-288-2750.....we will look up your invoice, verify your information, and put together a kit specifically for your canoe. The basic kit will include the proper gel color, buffing compound, wax, and abrasives, along with instructions on doing the repair yourself. We are offering this kit for a price of \$29.95 delivered...slightly more if you have a custom camo pattern. NOW would be a great time to get your canoe in tip top shape for the upcoming season.

Getting Ready for the year ahead ...Tips to consider in early season cold water

***Here are some things we recommend doing to make your
time on the water safer, warm and productive!***

1. Many companies make stadium cushions that can produce heat. You will also find it is nice to sit up higher on the seat to see into the water better. Add a couple of hand warmers to your black bag.
2. Use electrical tape on the reel seats of your fishing poles. Black conducts heat, and many of the rods made today have chrome or metal in the areas where your hands hold the pole...it really works!
3. Bring along an extra change of clothes and jacket. We usually put them in a Rubbermaid type small waterproof box that can fit underneath the mahogany benches.
4. Consider buying the RRCC Cyprus floor rack. If the water temperature is cold, it will be conducted through the fiberglass hull. Using the rack to elevate your feet and belongings will make you much more comfortable and warm...and keep your gear high and dry.
5. Sometimes cold water can create memory in your fishing line...spirals that wind around like a loosely coiled spring. To eliminate those coils, try this. Take your lure off, and let your line unwind from the spool flowing downstream with the current. When you have let out enough into the water, let it flow in the current for a few minutes and unravel the coils. When reeling it back in...put some tension on the line as it goes back on the spool.



Thanks for reading our letter...we hope to hear from you soon. Remember...luck happens when preparation meets opportunity... always be prepared in a River Ridge Custom Canoe!

FIND US ON THE WEB AT; WWW.RIVERRIDGECUSTOMCANOES.COM

CONTACT US AT #507-288-2750....

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