



## What have we done this year?

It's been a busy year for Cross Sound Marketing Association (CSMA) and our active members. It was just over a year ago that we purchased the Elfin Cove property from Wards Cove Packing, and began operating the store. Here are a few of the projects we're tackled since then.

### Roe operation

Last August and September, CSMA connected Cross Sound fishermen with "the fish-egg lady" to sell coho roe. The average price to the fishermen (after freight and operating costs) was \$1.61 per pound (compare this with the 50 cents offered by most buyers last year).

Fishermen took good care of their roe. As a result, the buyer was extremely pleased with the product, and reported that 99 percent of the roe was #1 quality. We plan to continue the operation this year, as soon as the coho roe gets ripe.

### Fish marketing

Every journey begins with a single step. We're starting our fish marketing with wet-lock box-loads, rather than barge-loads. CSMA sent off its first load of king salmon this spring to Erik Kalsta in Montana.

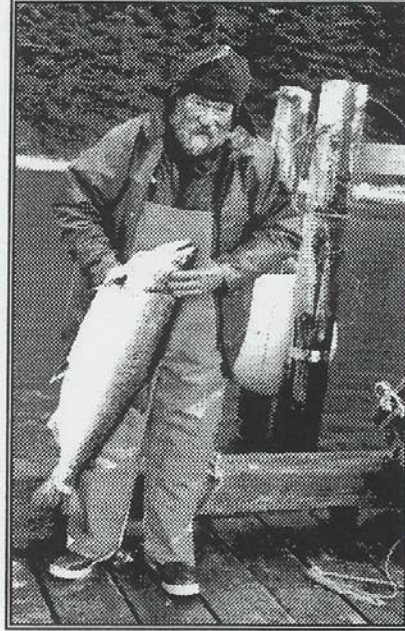
### CSMA Web Site

With help from (and thanks to) Bob Christensen, we have a web site under construction. The site is still very much "in the works" and needs a lot of fleshing out to be operational. Eventually, we plan to use it to market our fish from Elfin Cove. We welcome any content (text, pictures, etc.) that you might want to contribute to the site. Talk with Lane if you're interested.

You can preview our site at [www.fairweatherfish.com](http://www.fairweatherfish.com)

### Dock rebuild

Lane Ply and Greg Howe spent a good part of this spring rebuilding the dock in front of the warehouse. They replaced a couple of beams, and relocated the ramp. Dan Curry of the *St. Jude* drove two new pilings for the dock.



### Cabin and apartment remodels

We own three apartments and three rental cabins here in Elfin Cove. These are intended to generate income for CSMA, and to provide housing so people can take up residence here. But these buildings need work. This past year Kerry Lemke did some remodel work on the apartment above the laundromat. Bob Bell and crew have replaced some of the plumbing in the apartment above the general store and in "the White House".

### More to Come

Thanks to everyone who has helped out this past year. We've had a lot of help from people too numerous to list here. But there's still plenty of work to be done. Care to help?



### What do I get for my \$300?

Are you a member of the Cross Sound Marketing Association? Are you wondering what you get for your dues? First off, you own a share of the corporation. As a corporation, we now own a complex of facilities that can support the fishing fleet here in Elfin Cove. These include:

1. Elfin General Store
2. The liquor store
3. The Elf Inn
4. Elfin Wet Goods (the laundromat and showers)
5. The warehouse and office
6. The *Uncle John* (the green scow)
7. The tidelands lease for the dock and scow
8. Three rental cabins and three apartments

Without CSMA, none of these facilities would be available for the fishing fleet. There are costs for operating and maintaining them. For example, we just spent \$500 on the tidelands lease, and almost \$1,000 for a state-required bond for our use of the tidelands. Maintaining the buildings costs us money. And there were costs involved in transferring the liquor license for the store.

So what do you get for your \$300? You help make all this possible. You help keep Elfin Cove a community that supports commercial fishing.

But here's what you *don't* get for your \$300: you don't get to pay your dues and then sit back and expect it all to happen. This all takes work, and most of it is volunteer work – it's a labor of love. We need your help, and your active participation. Talk with Lane Ply and find out how you can help make it all happen.

Our next issue of *Channel 14* will come out later this summer. Do you have something to say? Can you write? Take pictures? Anything? Contact Debra Page on the *Madam Ching*.

### The View from the Board

*Talks with CSMA Board Members*

#### Ken Baxter

"The marketing part of CSMA may come, but what I feel is most important is keeping the trolling lifestyle. The store, the dock, the laundry, all keep fishermen coming to Elfin Cove. I don't want to live in Sitka in the summer but I wouldn't be in Elfin Cove if this wasn't a fishing town. Three hundred dollars is worth a place to tie up all summer in a fishing community."

#### Bob Bell

"In 1947 there were 140 trollers fishing out of Elfin Cove. This town has a rich history. I've fished here for 30 years, and it's good to keep the trolling tradition alive. CSMA is a work in progress, but it's good that we've made a start."

#### Scott Visscher

"First, it's great that CSMA keeps the facilities for fishermen in Elfin Cove. Second, if we can get value added marketing for our fish, that would be fine too."

#### Hap Leon

"I want Elfin Cove to stay a fishing town and hospitable to fishermen. Two years ago, Elfin Cove was in danger of losing its store, laundry, shower, all the facilities that support the fleet. The egg market is great, but making more money per pound for our fish is secondary to the privilege of fishing out of Elfin Cove. We want to support the young guys and help make it easier – or at least possible – for them to get into fishing."

#### Cross Sound Marketing Association

<b>President</b>	Lane Ply
<b>Vice President</b>	Greg Howe
<b>Secretary-Treasurer</b>	Hap Leon

<b>Board Members</b>	
Ken Baxter	Bob Bell
Dennis Montgomery	Scott Visscher

## Wi-Fi in Elfin Cove

### *What won't they think of next?*

Dan Curry, who buys fish for Ocean Beauty on the *St. Jude*, has set up wireless internet access in Elfin Cove. The signal comes from the satellite dish on the Elfin General Store, and is relayed to computers on boats via smaller antennae on the pilings near the green scow. For details on getting connected, talk with Dan on the *St. Jude*.

For people who aren't set up for receiving wireless internet on their own computers, our plans for this year include an internet café. We expect that to start in the CSMA office and eventually move to the Elf Inn.

## The Hot Bite

### Elfin Cove Planked Salmon

1 salmon filet  
1 1-inch cedar plank  
honey-mustard barbecue sauce

Soak the plank in water for at least one hour. Place the filet skin-side down on the plank, and cover

the filet with the barbecue sauce. Place the whole thing (filet, plank, and sauce) in a barbecue grill and close the cover for 20 to 25 minutes.

The plank will char on the underside. If the fire gets going too hot, sprinkle a little water on it to keep it down.

The fish will get a delicious smoky flavor as it cooks. Remove it from the grill when the meat is done when (you can flake it with a fork) and serve it on the plank. Plank should be large enough to hold the salmon filet.

## Next CSMA meeting

Cross Sound Marketing Association will have a general meeting of members on Sunday, June 26<sup>th</sup> at 2:00 p.m. at the Elf Inn.

## Dues are Due!!!

CSMA membership dues are due this summer. Please contact treasurer Hap Leon (907-239-2252) to pay your dues.

## Classifieds

### Trolling Gear

Elfin General Store is taking orders for trolling gear. We have an account with Seattle Marine and Polaris Express. CSMA members get "purchase order" prices, as if you were buying through your fish buyer. Contact Joanne Glendenning at the store for details.

### Support your local businesses

Remember that we've got some great businesses in Elfin Cove that are here to serve the fishing fleet.

At Hardware Plus, Jim Lewis keeps the store stocked with hardware that you need for your boat.

Patti's F.P. Smokery is smoking away, putting out the best smoked salmon in Alaska.

Coho's Bar and Grill is hopping, open for meals all day, with the bar open in the evening.

Need stamps? What better place to get 'em than the Elfin Cove post office, where Rick has prices that match those in Juneau or the Lower 48.

Elfin Cove Fuel is keeping the prices as low as they can, while bringing fuel out here to the edge of the known world, and Marina keeps the dock open for hours convenient to your fishing schedule.