

## MEMBER PROFILE:

# Dave & Diane Gooden - Everett Bay Lodge

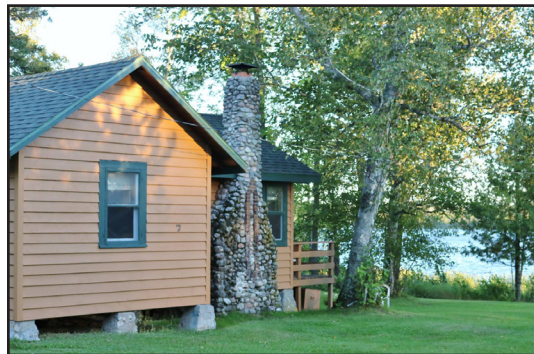
by Bailey Azarian, MRCA

Dave and Diane Gooden purchased Everett Bay Lodge in May 2000, closing the transaction just a week before Fishing Opener. While Diane's parents often talked about owning a Minnesota resort, Dave and Diane were the ones to take on the challenge.

Dave and Diane both attended high school in Indiana and received degrees from Ball State University. Once out in the real world, Dave worked in investments, completing his Chartered Financial Analyst designation and his MBA. Diane put her healthcare background to work as a Long Term Care Administrator while going to graduate school to complete her MHA.

Uncontrollable corporate buyouts led the couple to decide that they wanted to be in a position where they could choose where they went and what they did. Days after almost purchasing a golf course in Indiana, Dave stumbled upon a website listing resorts for sale, and the seed was planted. "We both enjoyed our time up north – we both love to fish, and we became intrigued to learn more about the industry," Diane explained.

The Goodens were searching for a property large enough to support them, yet small enough to avoid heavy reliance on outside employees. Everett Bay Lodge, a fishing resort on Lake Vermilion, was exactly what they were looking for. Everett Bay offers 10 cabins for rent that include private decks, kitchen and



baths and have easy access to the lake. The resort also features a heated pool/sauna, a new playground, boat rentals, reserved docking and more. Guests are able to fish the bay or head down to Big Bay and travel either direction to explore the beauty of Lake Vermilion. Fortune Bay Casino and The Wilderness at Fortune Bay (golf course) are just across the bay, making their resort location special for vacationers.

Diane says that their children, Eric (age 20) and Valerie (18), play a big role in the daily operations of the resort. "Their springs and summers have been filled with the plentiful start up duties, routine Saturday cleaning, lawn work, trash duty and probably the most beneficial to their futures...

customer service," Diane said.

The family's approach to operating the business has been to look for ways to improve each and

every season and to stay the course – meaning to do their best at the things they do, but not try to be all things to all people.

Everett Bay Lodge has historic ties to Minnesota Gopher Hockey and the Chicago Blackhawks. Dave was replacing some of the siding and the back of a piece of wood



had the name "Iverson" printed on it. A bit of searching led the Goodens to discover Iverson's Outdoor Adventures, an outfitter/outpost which was an early predecessor to Everett Bay Lodge. Emil Iverson

was the coach of the Gophers Men Hockey team from 1922-1930; he owned and operated Iverson's Outdoor Adventures during the off-season. He later went on to coach the Chicago Blackhawks in 1932-33. "A blog post on our website later that winter along with a picture of the prized scrap of wood led to a surprising call from Coach Iverson's grandson. We have been thrilled to receive more pieces of our resort's history from him," said Diane.

Like other owners, the Goodens have experienced both the highs and the lows of owning and operating a resort in Minnesota. "Welcoming back returning guests is probably the best and most rewarding part of operating the resort," Diane said. "Professionally, finding good help is a challenge. From a personal standpoint, it's always been important to us to make it possible for our kids to have a life beyond the resort."

The Goodens enjoy the memories that Everett Bay Lodge has given them, along with the lessons it has taught them over the years. As for the future, Diane and Dave feel content with the size and operation of their resort. "It is small enough for us to have as much contact with guests as they prefer, yet large enough to have the variety of amenities and services they enjoy," said Diane.

You can learn more about the Goodens and Everett Bay Lodge at [www.everettbaylodge.com](http://www.everettbaylodge.com).