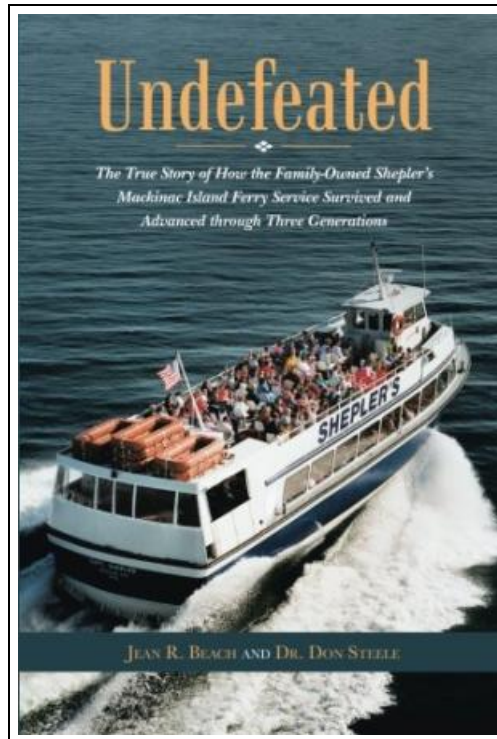


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UNDEFEATED: THE TRUE STORY OF HOW THE FAMILY-OWNED SHEPLER'S MACKINAC ISLAND FERRY SERVICE SURVIVED AND ADVANCED THROUGH THREE GENERATIONS (PAPERBACK)



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AUTHORHOUSE, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Undeclared provides an engaging and thorough picture of how a family owned business developed, overcame challenges, and interacted with the rich context of the northern Michigan tourism industry. It is a very rare story of a three-generation family-owned and family-operated business that has had to fight for survival for nearly seventy years. Fierce competition from other ferry lines, treacherous weather conditions, costly maintenance on passenger and freight vessels, changing governmental regulations, and depressed economic conditions in the State of Michigan are but a few of the challenges the Sheplers have faced over the years. This book reveals how, operating in the historically rich Straits of Mackinac waters of Lake Huron and Lake Michigan, Shepler's Mackinac Island Ferry exploits the beautiful scenery, military forts, lighthouses, and the world famous Mackinac Bridge by conducting tours accompanied by expert narration sharing both fact and fiction about the native American culture of the region, the missionaries, fur trading, and ships lost to the rough waters of the Great Lakes. In this book the reader will also get some interesting insights into Mackinac Island and St. Ignace, with their very divergent cultures and offerings that can inspire and entertain visitors.



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