



Alaska Alcoholic Beverage Control Board

Form AB-01: Transfer License Application

This transfer license application form is required for all individuals or entities seeking to apply for the transfer of ownership and/or location of an existing liquor license. Applicants should review **Title 04 of Alaska Statutes** and **Chapter 305 of the Alaska Administrative Code**. All fields of this form must be completed, per AS 04.11.260, AS 04.11.280, AS 04.11.290, 3 AAC 305.045 and 3 AAC 305.060.

This form must be completed and submitted to AMCO's Anchorage office, along with all other required forms and documents before any license application will be considered complete.

Section 1 – Transferor Information

Enter information for the **current** licensee and licensed establishment.

Licensee:	No See Um Lodge, Inc.		License #:	5143	
License Type:	Outdoor Recreation Lodge License		Statutory Reference:	AS 04.09.280	
Doing Business As:	No See Um Lodge				
Premises Address:	Mile 26 Kvichack River				
City:	Levelock	State:	AK	ZIP:	99625
Local Governing Body/Bodies:	Outside of City Limits				

Transfer Type:

- Regular transfer
- Transfer with security interest
- Involuntary retransfer
- Controlling interest transfer
- Location transfer

OFFICE USE ONLY			
Complete Date:		Transaction #:	101082317
Board Meeting Date:		License Years:	
Issue Date:		Examiner:	



Alaska Alcoholic Beverage Control Board

Alcohol and Marijuana Control Office
550 W 7th Avenue, Suite 1600
Anchorage, AK 99501
alcohol.licensing@alaska.gov
<https://www.commerce.alaska.gov/web/amco>
Phone: 907.269.0350

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Section 2 – Transferee Information

Enter information for the **new** applicant and/or location seeking to be licensed.

Licensee:	No See Um Lodge, Inc.				
Doing Business As:	No See Um Lodge				
Premises Address:	Mile 26 Kvichak River				
City:	Levelock	State:	AK	ZIP:	99625
Community Council, (If applicable):	Outside of City Limits				

Mailing Address:	510 L Street, Ste 700				
City:	Anchorage	State:	AK	ZIP:	99501
Email:	fish@noseeumlodge.com		Phone:	907-276-1550	

Designated Licensee:	Melissa Hitzfeld				
Contact Phone:	360-780-0329	Business Phone:	907-531-3324		
Contact Email:	fish@noseeumlodge.com				

Seasonal License? Yes No If "Yes", write your six-month operating period: 5/1-10/31

Section 3 – Premises Information

Premises to be licensed is:

an existing facility a new building a proposed building

The next two questions must be completed by beverage dispensary (including tourism) and package store applicants only:

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the outer boundaries of the nearest school grounds? Include the unit of measurement in your answer (Must be in feet).

No pedestrian route
Direct distance: 10 miles (52,800 feet)

What is the distance of the shortest pedestrian route from the public entrance of the building of your proposed premises to the public entrance of the nearest church building? Include the unit of measurement in your answer (Must be in feet.)

No pedestrian route
Direct Distance: 22 miles (116,160 feet)



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Section 4 – Sole Proprietor Ownership Information

This section must be completed by any sole proprietor who is applying for a license. Entities should skip to Section 5.

If more space is needed, please attach a separate sheet with the required information.

The following information must be completed for each licensee and each affiliate (spouse).

This individual is an: applicant affiliate

Name:			
Address:			
City:	State:	ZIP:	
Email:	Phone:		

This individual is an: applicant affiliate

Name:			
Address:			
City:	State:	ZIP:	
Email:	Phone:		

Section 5 – Entity Ownership Information

This section must be completed by any entity, including a corporation, limited liability company (LLC), partnership, or limited partnership, that is applying for a license. Sole proprietors should skip to Section 6.

If more space is needed, please attach a separate sheet with the required information.

- If the applicant is a corporation, the application shall be executed by an authorized officer of the Corporation. Information must be completed below for each stockholder who owns 10% or more of the stock in the corporation, and for each president, vice-president, secretary, and managing officer.
- If the applicant is a limited liability organization, whether manager managed or member managed, the following information must be completed for each member with an ownership interest of 10% or more and for each manager regardless of ownership share.
- If the applicant is a partnership, including a limited partnership, the following information must be completed for each partner with an interest of 10% or more, and for each general partner.
- For any entity, identify all affiliates for your organization as defined at 3 AAC 305.950.

Entity Official:			
Title(s):	Phone:	% Owned:	
Address:			
City:	State:	ZIP:	
Email:	Phone:		



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Entity Official:	Michael Hitzfeld				
Title(s):	Dir/Pres/S'holder	Phone:	360-640-8513	% Owned:	50%
Address:	PO Box 1691				
City:	Forks	State:	WA	ZIP:	98331
Email:	fish@noseeumlodge.com	Phone:	360-640-8513		

Entity Official:	Melissa Hitzfeld				
Title(s):	Sec/Treas/Dir/S'holder	Phone:	360-780-0329	% Owned:	50%
Address:	PO Box 1691				
City:	Forks	State:	WA	ZIP:	98331
Email:	fish@noseeumlodge.com	Phone:	360-780-0329		

Entity Official:					
Title(s):		Phone:		% Owned:	
Address:					
City:		State:		ZIP:	
Email:		Phone:			

This subsection must be completed by any applicant that is a corporation or LLC. Corporations and LLCs are required to be in good standing with the Alaska Division of Corporations (DOC). The registered agent is either an individual resident of the state or domestic corporation authorized to transact business in the state and whose business office is the same as the registered office.

CBPL Entity #:	55400D	AK Formed Date:	02/16/1995	Home State:	Alaska
Registered Agent:	Michael Schwarz		Agent's Phone:	907-276-1550	
Agent's Mailing Address:	510 L Street, Ste 700				
City:	Anchorage	State: AK		ZIP:	99501
Email:	mschwarz@bbh.com		Phone:	907-276-1550	

Residency of Agent: Yes No

Does your registered agent satisfy the requirement of AS 04.11.430?



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Section 6 – Other Licenses

Ownership and financial interest in other alcoholic beverage businesses:

Yes No

Does any representative or owner named as a transferee in this application have any direct or indirect financial interest in any other alcoholic beverage business that does business in or is licensed in Alaska?

If "Yes", disclose which individual(s) has the financial interest, what the type of business is, and if licensed in Alaska, which license number(s) and license type(s):

Section 7 – Authorization

Communication with AMCO staff:

Yes No

Does any person other than a licensee named in this application have authority to discuss this license with AMCO staff?

If "Yes", disclose the name of the individual and the reason for this authorization:

Michael Schwarz, Attorney for No See Um Lodge, Inc.
Cherise Chong, Paralegal to Michael Schwarz
Ashley Logan, Legal Assistant to Michawl Schwarz



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Section 8 – Transferor Certifications

Additional copies of this page may be attached, as needed, for the controlling interest of the current licensee to be represented.

I declare under penalty of perjury that the undersigned represents a **controlling interest** of the current licensee. I additionally certify that I, as the current licensee (either the sole proprietor or the controlling interest of the currently licensed entity) have examined this application, approve of the transfer of this license, and find the information on this application to be true, correct, and complete.

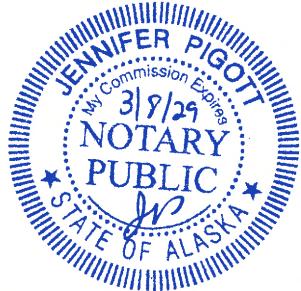
Kari Holman

Signature of transferor

KARI HOLMAN

Printed name of transferor

Subscribed and sworn to before me this 19 day of May, 2025.



Jennifer Pigott
Signature of Notary Public

Notary Public in and for the State of Alaska.

My commission expires: 03/08/2029

Signature of transferor

Printed name of transferor

Subscribed and sworn to before me this _____ day of _____, 20 ____.

Signature of Notary Public

Notary Public in and for the State of _____.

My commission expires: _____



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Form AB-01: Transfer License Application**Section 9 – Transferee Certifications**

Read each line below, and then sign your initials in the box to the right of each statement:

Initials

I certify that all proposed licensees (as defined in AS 04.11.260) and affiliates have been listed on this application. MH

I certify that all proposed licensees have been listed with the Division of Corporations. MH

I certify that I understand that providing a false statement on this form or any other form provided by AMCO is grounds for rejection or denial of this application or revocation of any license issued. MH

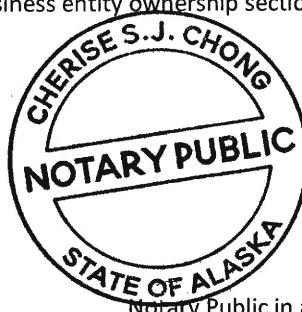
I certify that all licensees, agents, and employees who sell or serve alcoholic beverages or check the identification of a patron will complete an approved alcohol server education course, if required by AS 04.21.025, and, while selling or serving alcoholic beverages, will carry or have available to show a current course card or a photocopy of the card certifying completion of approved alcohol server education course, if required by 3 AAC 305.700. MH

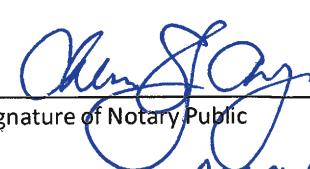
I agree to provide all information required by the Alcoholic Beverage Control Board in support of this application. MH

I hereby certify that I am the person herein named and subscribing to this application and that I have read the complete application, and I know the full content thereof. I declare that all the information contained herein, and evidence or other documents submitted are true and correct. I understand that any falsification or misrepresentation of any item or response in this application, or any attachment, or documents to support this application, is sufficient grounds for denying or revoking a license/permit. I further understand that it is a Class A misdemeanor under Alaska Statute 11.56.210 to falsify an application and commit the crime of unsworn falsification. MH

I certify that I and any individual identified in the business entity ownership section of this application, has, or will read AS 04 and its implementing regulations. MH


Signature of transferee
Michael Hitzfeld
Printed name




Signature of Notary Public
Notary Public in and for the State of ALASKA
My commission expires: 8/30/2027

Subscribed and sworn to before me this 15 day of MAY, 2025.



Alaska Alcoholic Beverage Control Board

Form AB-02: Premises Diagram

Why is this form needed?

A detailed diagram of the proposed licensed premises is required for all alcohol license applications, per AS 04.11.260, 3 AAC 305.630 and 3 AAC 305.660. Your diagram must include dimensions and must show all entrances and boundaries of the premises, walls, bars, fixtures, and areas of storage, service, consumption, and manufacturing.

This form must be completed and submitted to AMCO's Anchorage office before any license application will be considered complete. You may attach blueprints or other detailed drawings that meet the requirements of this form.

The diagram MUST include:

- You must use a **solid, contiguous red line** to outline the outer perimeter of your premises with no breaks or separations.
 - The red outline is required to follow a physical barrier (wall, fence and even across doorways).
 - There should be no red lines within the perimeter
- Each area should be clearly labeled in any color other than red where alcohol is:
 - Stored
 - Served/Sold
 - Manufactured
 - Consumed
- All diagrams must include:
 - Dimensions (AMCO does not accept diagrams drawn to scale)
 - Cross streets
 - Points of reference, such as a compass rose indicating True North
 - All entrances, exits, walls, bars, and fixtures
- If your premises include multiple floors, please include a separate diagram of each floor.
 - You must identify the stairs between each floor, and each hallway/corridor that leads to each set of stairs.
- If your premises includes multiple floors, please include a separate diagram of each floor. You must identify the stairs between each floor, and each hallway/corridor that leads to each set of stairs.
- If your proposed premises is located within a building or building complex that contains multiple businesses and/or tenants, please provide an additional page that clearly shows the location of your proposed premises within the building or building complex, along with the addresses and/or suite numbers of the other businesses and/or tenants within the building or building complex.
- **Any license applications that include outdoor space** are required to submit a security plan that includes information about the barriers, practices, and personnel that are to be used to ensure that alcohol is not introduced or removed from the permitted premises and to prevent the access of alcohol by a minor during the permitted event. A security plan may be requested for other proposed locations on a case-by-case basis.

Section 1 – Establishment Information

Enter information for the business seeking to be licensed, as identified on the license application.

Licensee:	No See Um Lodge, Inc.	License Number:	5143
License Type:	Outdoor Recreation Lodge License		
Doing Business As:	No See Um Lodge		
Premises Address:	Mile 26 Kvichak		
City:	Levelock	State:	AK
		ZIP:	99625

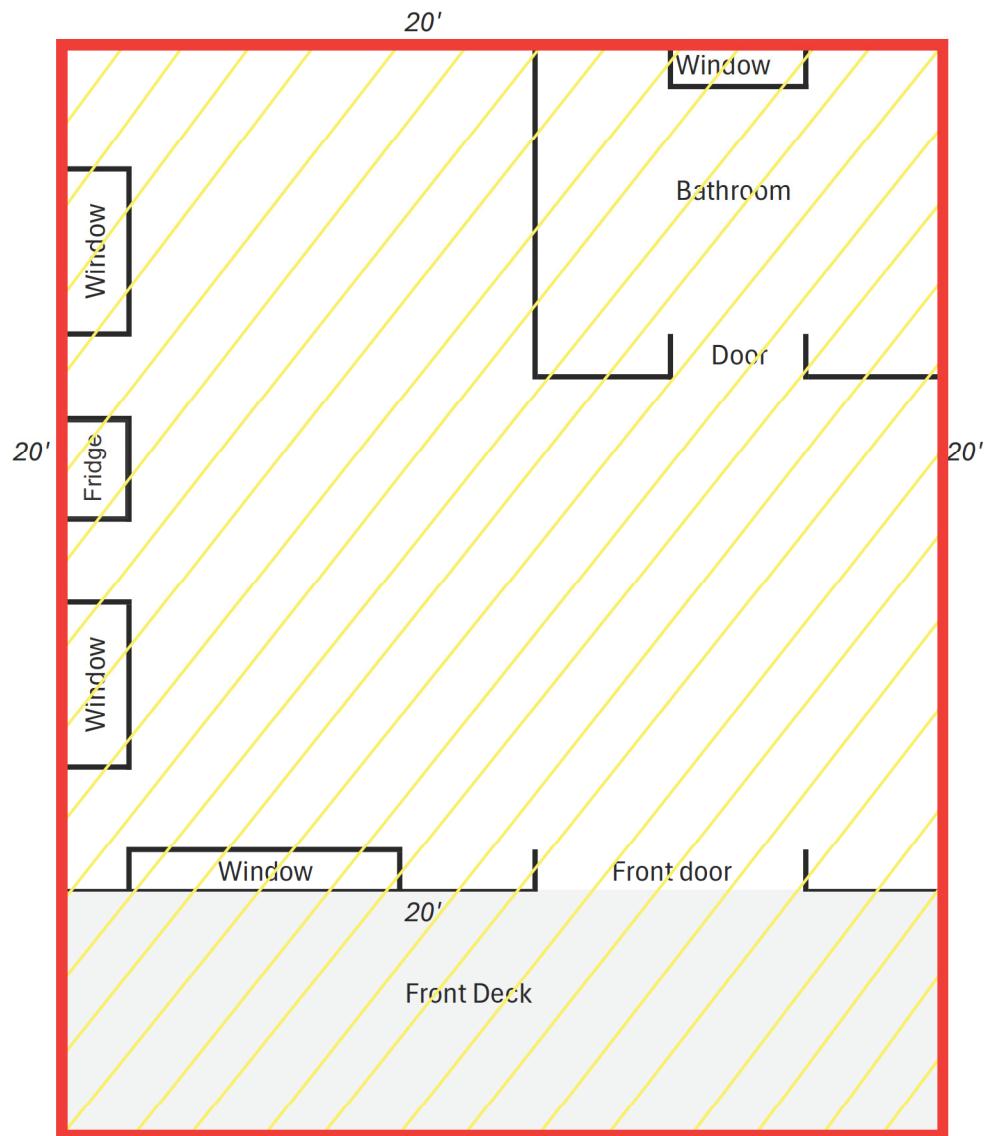
 — CONSUMED

 — SERVED

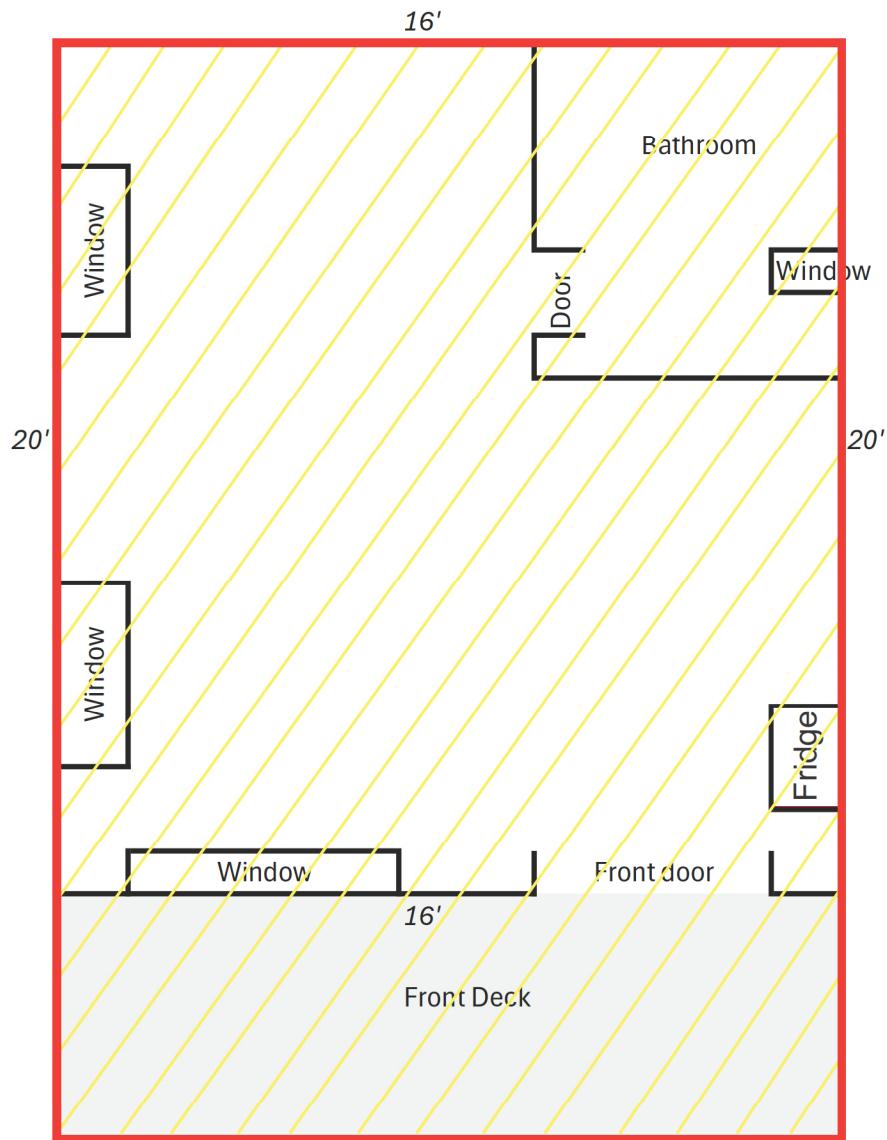
 — STORED

NO SEE UM LODGE

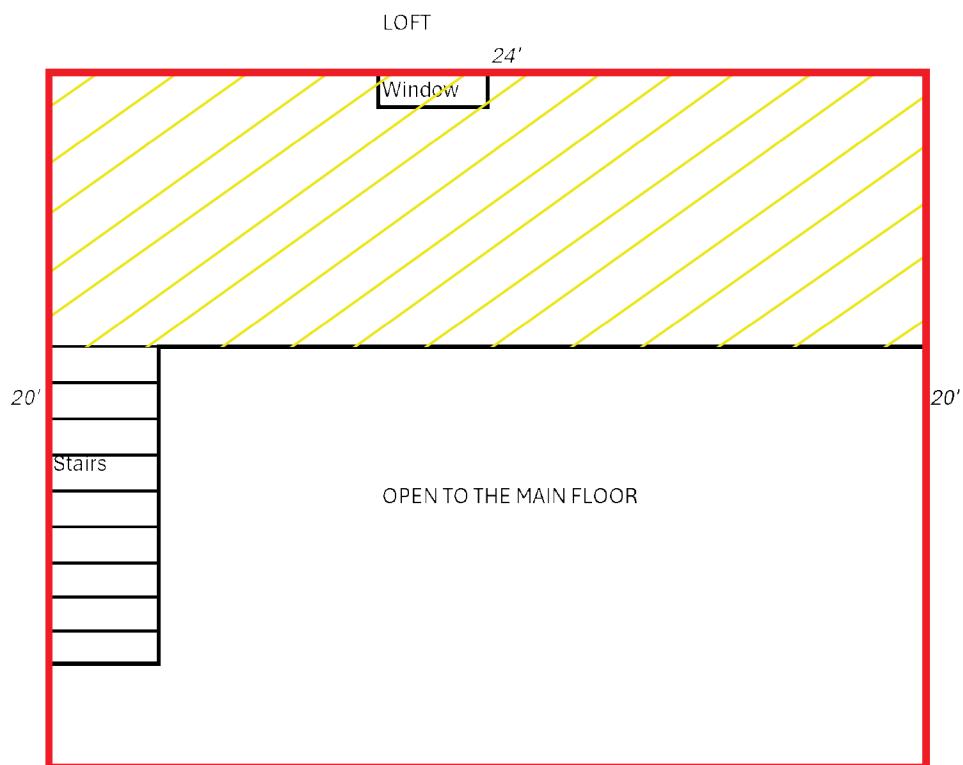
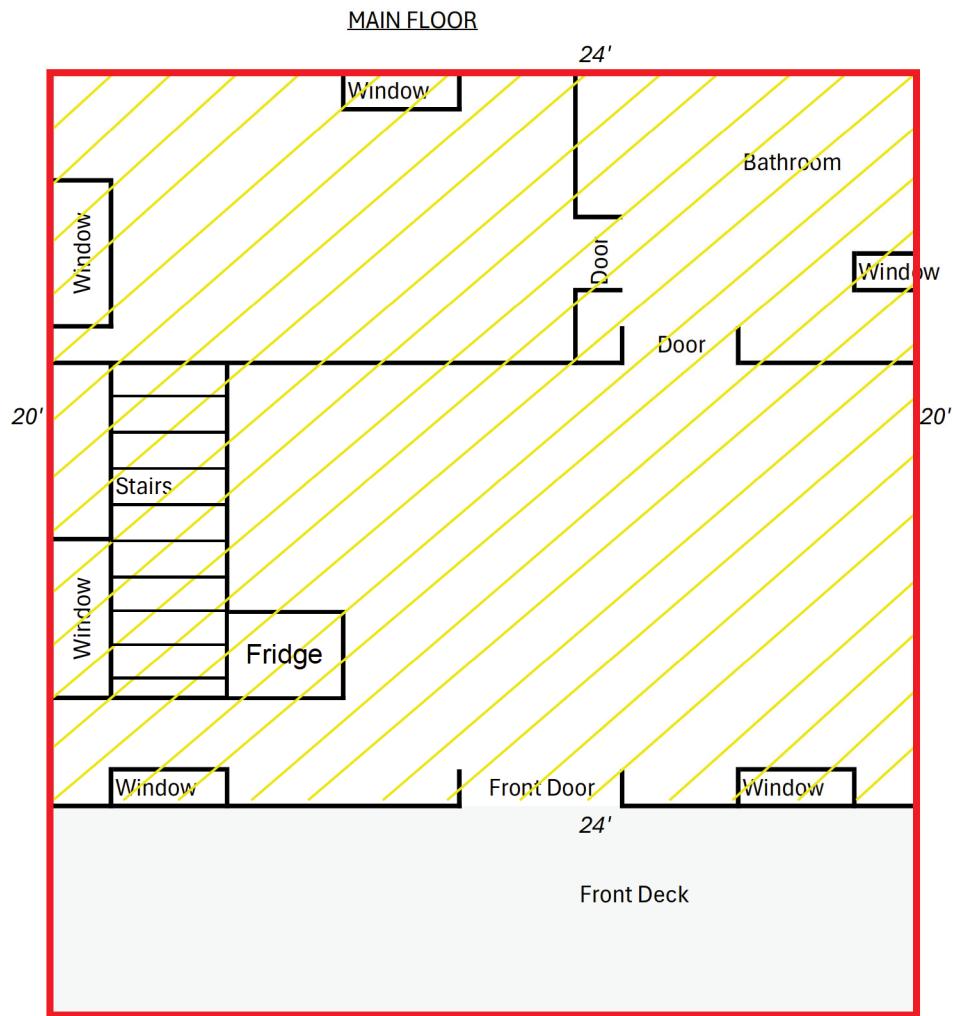
CABIN 1



CABIN 2



CABIN 3

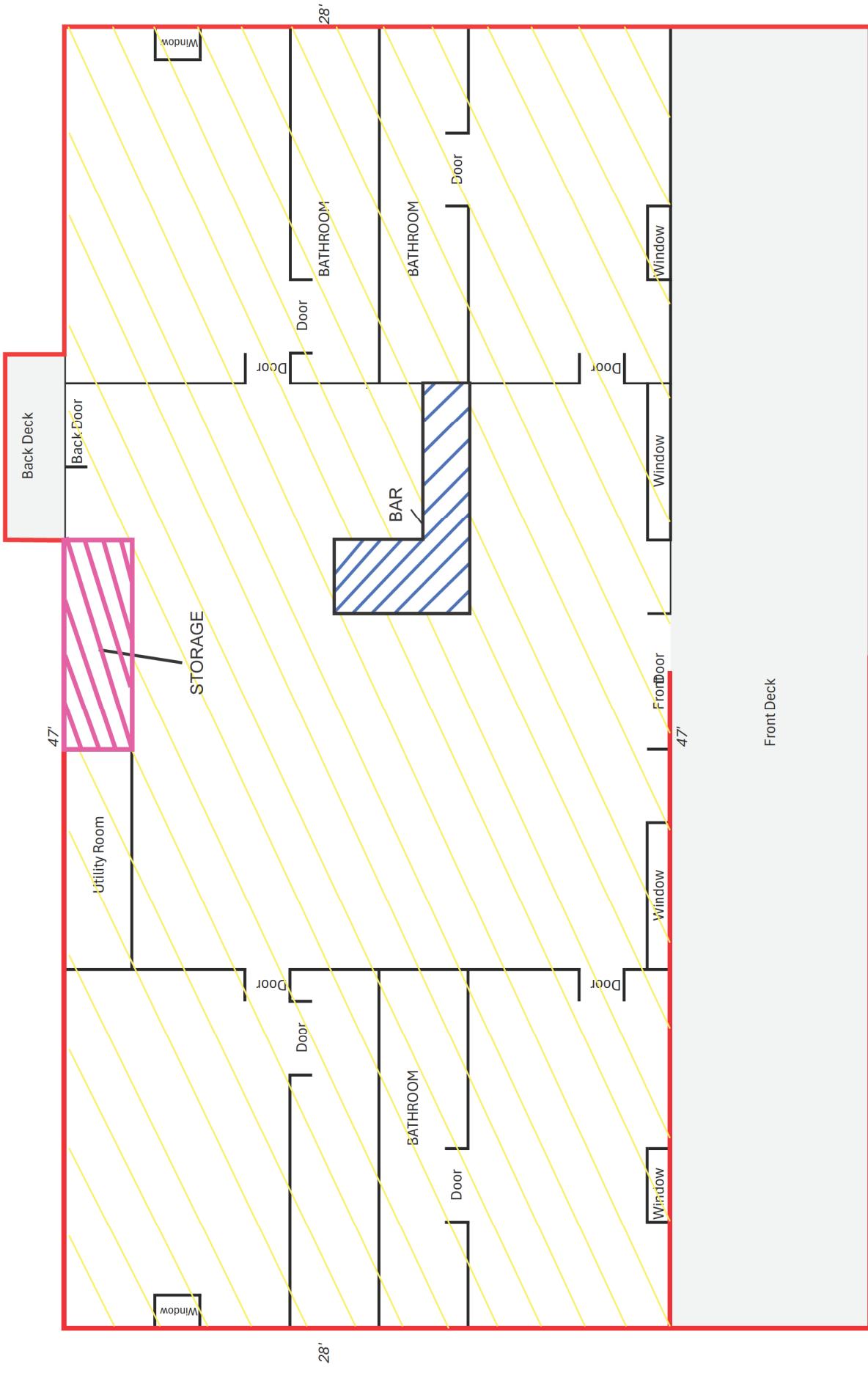


NO SEE UMLODGE

MAIN GUEST HOUSE

NO SEE UMLODGE

MAIN GUEST HOUSE





- Cabin 1



- Cabin 2



- Cabin 3



- Main Guest House



- Recreational Area



Mile 26 Kvichak River
Levelock, Alaska 99625

TO: ALCOHOL CONTROL BOARD
FROM: NO SEE UM LODGE
RE: LODGE STATEMENT
LIC. NO.: #5143
DATE: JUNE 25, 2025

This outdoor recreation lodge statement is submitted on behalf of No See Um Lodge, Inc., which does business as No See Um Lodge ("NSL") in connection with a controlling interest transfer.¹ NSL holds seasonal Outdoor Recreation Lodge License No. 5143 (the "License").

The Lodge is a world-renowned fishing lodge located on the Kvichak River, which has been hosting anglers on unique fishing adventures since 1975, making it one of Alaska's longest-tenured fishing lodges. The Lodge consists of a larger main building with a kitchen, dining area and storage, a main guest lodge, three smaller guest cabins, together with related improvements and infrastructure (the "Lodge"). Additional amenities include a hot tub, sauna, and a gazebo with a fire pit and built-in seating. The Lodge is nestled on approximately six acres of land fronting on the Kvichak River, which is a short flight from King Salmon, Alaska.²

In a typical week, the Lodge accommodates a maximum of 12 guests. On average, 150 guests visit the Lodge each year during its time-limited season, which commences on or about June 8 and concludes on or about October 1. It may not be the largest fishing lodge in the state, but NSL prides itself on the level of service it is able to offer as a result of staying smaller. By keeping its operations more intimate, the Lodge is able to offer its guests a nearly 2 to 1 guest to staff, which allows the Lodge to provide a unique up-scale and personalized experience.

NSL offers its guests first-rate service that is unrivaled by many. Daily activities available include, among other things, world-class guided fly-in fishing, brown bear and

¹ The current owner of the Lodge is in the process of transferring their ownership interest in the Lodge to the new owners, Melissa Hitzfeld and Michael Hitzfeld (also known as Caleb Hitzfeld) (collectively, the "Hitzfelds"), who are also officers in the company. As such, the transfer of the controlling ownership interest requires approval from the ABC Board.

² The land is owned by an affiliated company (also being acquired by the Hitzfelds) and leased to NSL.

wildlife viewing in Katmai National Park, and much more. The Lodge also owns three float planes, which allows it to access some of the most remote areas in rural Alaska. Its guests are truly able to see the unique beauty Alaska has to offer.

During their stay, guests are treated to more than just adventure and excitement. Each day meals are prepared fresh by the Lodge's professional chef, and are served in the dining room. For evening meals, guests have access to bottled wine in the dining room, or premium beer (canned or on tap) and spirits in the bar located in the main guest lodge. After a day of adventure, some guests like to unwind with a drink at dinner in the main dining area, or from the bar in the main guest cabin building. In addition, guests are able to enjoy alcoholic beverages in the gazebo or while playing outdoor games, such as horseshoes in the neighboring horseshoe pits.³

The goal of the NSL is to deliver a premier lodging, fishing and outdoor recreational experiences to its guests, and the new owners of NSL, who have worked at the Lodge for over two decades, intend to continue in that long-standing tradition. One of the central goals of NSL's business model is to promote and provide first-rate tourism and hospitality services and opportunities. A liquor license is central to the implementation of that model, and to the continued successful operation of the Lodge. NSL is therefore seeking ABC Board approval to authorize the subject controlling interest transfer.

NSL thanks the ABC Board for its consideration, and respectfully requests that the Board approve the transfer application.

s

³ The Lodge generally caters to adults only, and given the remote nature of the Lodge, NSL's guests do not bring minors to the Lodge. In effect, the Lodge is an "adults only" lodge.

No See Um Lodge, Inc.
Outdoor/Indoor Serving Security Plan

1. The lodge generally caters to adults only, given its remote nature. In effect, it is an "adult's only" lodge. In the rare occasion where a minor may be present, any such minors must be accompanied by an adult (age over 21) while in the restricted area when any alcohol is being served/sold/consumed.
2. All new patrons are carded upon ordering alcohol.
3. All staff is trained in the identification of fake IDs.
4. Underaged persons will be monitored closely by our professionally trained alcohol servers.
5. Proper egress from the outdoor service area will always remain unobstructed.
6. ABC mandated posters as required by law are posted inside lodge and at the entrances of the outdoor seating area.
7. All safety related operations for our current liquor service will additionally be enforced in the new service area.
8. Proper signage at points of entry indicating no minors without a parent or legal guardian will be posted.
9. All servers will closely monitor that only the guests that have been carded will have alcoholic beverages.
10. Our top priority continues in providing safety for all guests regarding the service of alcoholic beverages.
11. Servers will be present in the outdoor area to monitor consumption.