



**RESORTER REPORTER**  
**Community of Minnesota Resorts**  
**[www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com)**

**Message from CMR President**

CMR Members,

We are going to be saying good-bye to Vicky Krattenmaker. Vicky, our CMR Office Manager for over 15 years, is retiring. Vicky has been an asset to the CMR. Her understanding of the resort community, along with her leadership, attention to detail and organizational skills have helped all areas of our organization run smoothly. We appreciate her dedication to the CMR and she will be missed. Good luck her and her husband, Bob, in all their future ventures!

Because of her retirement, we are in the process of hiring a new Office Manager. This is a contract position that will start in September. This contract position is first being offered to members of the Community of Minnesota Resorts. We are soliciting applications from member resorts first. If a qualified applicant is not found from within our membership, we will then solicit applications from outside the organization. Once received, applications will be reviewed in an effort to find the best match of skills and abilities to the position. Those individuals who best fit the requirements of the position will then be contacted for further information or to set up an interview.

**OFFICE MANAGER:**

The Office Manager is the administrative point person for the CMR. This person assists the Board in executing administrative tasks for the organization to help achieve all goals and objectives for the educational, marketing, and legislative and membership aspects of the CMR.

A detailed job description of this position and as well as an application can be found on the website: [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com). Click on the Membership tab on bottom of the home page. Log into your account, once logged in, the information can be found under the Applications tab. Interested applicants should submit a cover letter and completed application via email to [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) by May 24.

**Salary and hours:**

The number of hours worked will vary, but it may be approximately 350-500 hours per year. The budgeted salary is \$900 per month. Mileage reimbursement is available to and from the required board meetings, conferences and workshops.

Thank you again to Vicky.

Sincerely,

Karen Senger, CMR President

## Spring 2016 Update

Here are some recent benefits of your CMR membership.

Last month's CMR Spring Workshop had about 45 of us attending with lots of lively exchanges of wisdom (as always) and interesting presenters. For example, we learned about trees, forestry plans and options we could utilize to save on property taxes. The pest control guys freaked us out a little, but we learned and shared techniques to avoid bed bugs (I was shocked to learn there actually were resorts that these professionals had been contacted to eliminate bed bugs as I erroneously thought it was a city issue), reduce spiders and mosquitoes, etc. The marketing guy helped stimulate our brains to think outside the box, and the resorters panel on handling guest issues was hilarious. The best stuff in many of our opinions, are the crackerbarrels, though, where we just talk to each other about how we handle all kinds of things.

Legislatively, one of the issues our group is working on is a plan to tweak the Post Labor Day School Start law so that state schools (Metro area in particular) would no longer be able to waive it each year because of 'construction' projects. (They are putting some finite percentages on construction project estimates and tweaking some of the other language.) Legislative Committee (at Spring Workshop) reported on their progress from "Day on the Hill" in March. We weren't able to get much traction on it yet this session (as apparently there isn't a lot of traction on ANYTHING down there right now) but the awareness is growing now and it seems as if we have some very supportive legislators. Things look good to attempt to get that through next session!

Marketing-wise, lots and lots and lots of work is going on to launch a new mobile-friendly and updated CMR website. It's still a few months out, and the Marketing Committee is always taking suggestions or feedback to help us members navigate around the site, while balancing it with guest-friendly resources. If you haven't 'claimed' your free listing on our website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) with a fresh photo of your resort and updated 'specials' text, it's super easy, but if you need a little nudge (as I often do), or reminded what your password is, we are happy to help walk you through it. The more new content on the website, the higher the website will rank when people go to search for resorts in Minnesota.

CMR membership has been holding steady around 170 members for a number of years (which is totally awesome considering there are fewer and fewer resorts each year. MN is boasting approx. 800 resorts at moment.)

We, on the CMR Membership Committee, are reaching out to all new or renewing members and checking in to see how you are doing and how we can better support you at your resort. Do you have certain aspects of the CMR that you appreciate more than others? Do you have suggestions for us or resort issues of which you'd like us to be apprised?

Please do not be shy in contacting any of us on the board, or any of your fellow CMR members – many of us relish the opportunity to talk to other resorters anytime. Here is a link to current Board members (with their committee sections) to help you connect up with those of us who might be able to support or answer questions. <http://www.Minnesota-Resorts.com/board.aspx>

Have a successful season and we'll see ya at Resort Tour in mid-September or Fall Conference in late October!

Kim Bowen, Chair of CMR Membership Committee

## Congratulations to the 2016 CMR Scholarships Recipients

The Community of Minnesota Resorts (CMR) was established in 1984, with our theme of "Resorters Helping Resorters." One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and in 2012 with the addition of the Pine Insurance Scholarship, four \$500 scholarships are awarded each year. The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement.

Every year we have top quality applicants, all worthy of the awards. This year was no exception. The CMR Scholarship Committee and Board wish to extend our congratulations to the following recipients of 2016 Scholarship winners.

### **CMR Scholarships:**

Shawna Youngberg, Kokomo Resort, Marcell, parents are Todd & Deb Youngberg

Lexie Tabbert, Moonlight Bay Resort, Walker, parents are Tim & Dina Tabbert

### **CMR Carol Kirchner memorial Scholarship:**

Rachel Marie Fahey, October Ridge Resort, Northome, parents are Scott & Sara Fahey

### **CMR Pine Insurance Scholarship:**

Jacob Pitt, Bailey's Resort, Walker, parents are Dana & Cindy Pitt

The Community of Minnesota Resorts wish to congratulate and wish you the best in your advanced educational pursuits.

## CMR Logo



As a Community of Resorts (CMR) member you can access and use the new CMR MEMBER logo on your website by going to:

1. <http://www.Minnesota-Resorts.com/membership.aspx>
2. Login to your profile page
3. Click on **Applications** (on the left side menu)
4. There are color, black & white and white versions inside the Applications tab!

When all of us add the logo with a reciprocal link, the more traffic we drive to our websites! That's *Resorters Helping Resorters* again!

While you are logged in - change your text, add photos, submit a Last Minute Opening (LMO)....

Contact Sue at 218-232-0255 or [vacation@shingwako.com](mailto:vacation@shingwako.com) if you have any questions.

# NOMINATING RESORTERS FOR THE 2016 RESORTERS OF THE YEAR AWARD

## SEPTEMBER 1, 2016 DEADLINE

The Community of Minnesota Resorts selects, through nomination by its members, one resort and resort owner that has shown a dedication to the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

You can go to the CMR website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), scroll to the bottom of the home page and click on Membership. Then, by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year Nomination form. Mail the completed form to: Community of Minnesota Resorts, PO Box 358, New London, MN 56273-0358. If you need further assistance please contact Vicky by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call 320-212-5107.

### New CMR Members

#### Associate Members:

Northwoods Bank of MN, Roger Stewart, PO Box 112, Park Rapids, MN 56470 Phone: 218-732-7221  
Email: [RogerStewart@NorthwoodsBank.com](mailto:RogerStewart@NorthwoodsBank.com) Website: [www.NorthwoodsBank.com](http://www.NorthwoodsBank.com)

#### Resort Members:

Jonathan & Kelly Schupp, Northern Pine Lodge, 14588 230th ST, Park Rapids MN 56470  
Phone: 218-732-5103 Email: [jkshcupp@q.com](mailto:jkshcupp@q.com) Website: [www.northernpinelodge.com](http://www.northernpinelodge.com)

Jeff & Sharon Severance, Barrett Lake Resort & Cpgrd, 30522 120th ST, Herman MN 56248  
Phone: 320-528-2598 Email: [barrettlakeresort@gmail.com](mailto:barrettlakeresort@gmail.com) Website: [www.barrettlakeresort.com](http://www.barrettlakeresort.com)

Michael D. Fink, Eagle's Nest Resort, 6103 LaVaque RD, Duluth MN 55803-9462 Phone: 218-721-4147  
Email: [eaglesnestresort@outlook.com](mailto:eaglesnestresort@outlook.com) Website: [www.eaglesnestduluth.com](http://www.eaglesnestduluth.com)

Kyle & Nancie Benjamin, Red Wing Lodge, 7958 Hawthorn Trail NW, Walker MN 56484-2643  
Phone: 218-547-1272 Email: [Kyleb@arvig.net](mailto:Kyleb@arvig.net) Website: [www.redwinglodge.com](http://www.redwinglodge.com)

### CMR CALENDAR OF EVENTS

Sept. 1, 2016	Membership fees due in CMR Office
Sept. 1, 2016	Resorter of the Year Nominations due in CMR Office
Sept. 2016	CMR Annual Fall Resort Tour
Oct. 30, 31 & Nov 1, 2016	CMR Fall Conference, Cragun's Resort, Brainerd, watch for more details
Oct. 31, 2016	CMR Vendor Show, Cragun's Resort, Brainerd, watch for more details

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## CMR MISSION STATEMENT

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

## CMR MOTTO

The Community of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

[WWW.MINNESOTA-RESORTS.COM](http://WWW.MINNESOTA-RESORTS.COM)

Keep your listing current  
on the CMR website.

# CMR'S 2015-2016 BOARD OF DIRECTORS

## President:

Karen Senger, Cedar Point Resort  
218-832-3808 [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net)

## Vice President:

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## Secretary:

Timberly Christiansen, Finn-N-Feather  
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## Treasurer:

Tim Aarsvold, Geneva Beach Resort  
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## Past President:

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## Education Chairperson:

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218-699-3632 [vacation@twinlets.com](mailto:vacation@twinlets.com)

## Education Committee Members:

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## Legislative Chairperson:

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## Membership Chairperson:

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## Membership Committee Members:

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