

# RESORTER REPORTER



## From the President's Pen

November 2017



Fellow Resorters,

This is my final *Message From The President*. It has been my pleasure serving as your CMR President for the last 2 years. Quite a lot has gone on during this time. We created a new website that better fits your needs and is responsive. Having a responsive website is important when potential guests are “searching” the web. We finalized our name change to better describe our organization. Through it all we remain Resorters Helping Resorters. We hired a new Office Manager. And I must say Jim Wherley, is doing a fabulous job. Of course, then we have all the standard business items: Marketing, Legislative, Education and Membership.

At the 2017 Annual Meeting in October, we said thank you to the board members whose terms were up (3-year term). This year, the following resorters' terms were up: Jennifer Bateman, Jamie Keller, Su Ugstad, Sue Paradeis, Timberly Christiansen, Tim Aarsvold, Tim Senger and myself. Thank you very much for your years of support by serving on the board.

The following people were voted to serve for the next 3 years: (re-elected) Timberly Christiansen, Tim Aarsvold, Tim Senger, myself and (elected) Jim and Deb Eichorst. Welcome and welcome back to the board.

The following day, we held a Board Meeting to which the biggest task was to elect your officers for the coming year.

Tom Marnik accepted the nomination as President  
Mike Schweiters accepted the nomination as Vice President  
Timberly Christiansen accepted the nomination to remain as Secretary  
Tim Aarsvold accepted the nomination to remain as Treasurer

I have thoroughly enjoyed serving as your president these last 2 years and I look forward to remaining involved with the CMR and serving on the board.

Enjoy the season,  
Karen Senger  
Cedar Point Resort (16 years)

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.

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."  
"We believe that none of us alone is as smart as all of us together."

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## New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the links in this newsletter.

When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

November 13	Board Meeting, Boyd Lodge 9 am (open to all members)
November 23	Thanksgiving
December 25	Christmas
January 9-10	Board Retreat, Alexandria
March 13-14	Day On The Hill
April TBD	Spring Workshop

**Make sure to mark your calendar for these events!**





## Community of Minnesota Resorts Fall Conference Recap

It was great to see everyone at the CMR Fall Conference held in Alexandria at Arrowwood Resort October 29-31. There were 72 total attendees at the conference representing 36 member resorts.

We also had an exceptional fun day on October 28th at various locations throughout the city, ending with a dinner at Arrowwood Resort with almost 30 resorters in attendance.

We learned many great things at conference, including how to keep our demeanor “above the line,” and how to recognize and correct it when it is “below the line,” Instagram do’s and don’ts, Google Ad Words hints, Swimming Pool regulations, Septic System management, the benefit of on-line reservation systems, a legislative update from our CMR Lobbyist, an Explore MN Update and heard from a panel of resorters with various techniques on how to fill our “shoulder seasons.” These in addition to our ever popular Crackerbarrels, Vendor Show and our Silent Auction made this year’s conference a great learning experience!

Of course, in addition to all the learning that took place, there was tons of interaction and information sharing throughout with great topics being discussed in the hospitality room. We were also treated to some great improv comedy after one of the great meals we enjoyed. Finally, we got to see old friends and meet some new ones!

Make it a point to join us next year!

We want to thank the Education Committee: Jennifer Bateman, Tina Reuper, Tim & Karen Senger, Timberly Christiansen, Kim Jamtgaard, Kristin Wherley, Cheryl Prosocki, Sheila Niemeyer, Lynn Scharenbroich, Jim and Deb Eickhorst, and Nancy Loren for all their hard work to put forth a fantastic Fall Conference! We’d also like to thank Tim and Carolyn Aarsvold for coordinating the Fun Day activities, and for hosting us in their fine city of Alexandria!

## Search The Vendor Directory for Products and Services!



We know not everyone could not attend this year's Fall Conference and Vendor Show. However, we know that you may still be looking for that new piece of furniture, water toy, apparel (and other items) for your resort store, or a service to meet your ongoing resort needs.

Make sure that you visit our Associate Member vendor directory within our member only section of the CMR website to obtain the numbers for our Associate Members who can definitely meet your resort needs.

Never been to the vendor directory within the members only section of the CMR website? All you have to do is click this [login link](#) to input your username and password. This will then take you to the member dashboard, where on the left hand side you can click on "Vendor Directory" to see the list of Associate Members who offer products and services to CMR members.

Need help? Contact Jim Wherley at 320-212-5107, or [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

We want to take this opportunity to thank our Associate Members for their ongoing support of the CMR through their membership and participation in our Vendor Show!

## CMR Day On The Hill March 13-14, 2018

It is always great to see the items donated for the CMR Silent Auction held at the Fall Conference. Arts & crafts, handiwork, tickets, resort needs, wine baskets and the list goes on and on. The Silent Auction is always a fun event, but was made even better this year with the addition of a "Heads or Tails" game with 50% of the pot going to the winner. The primary purpose of the Silent Auction is to raise funds to support our ever important Legislative efforts, including our Day On The Hill scheduled for March 13-14, 2018.

This year, one of our primary legislative agenda items is to look at revising, or getting an exemption to the Child Labor Laws for our Resorts. In addition, we will continue our efforts to increase funds for Explore Minnesota to market outside of Minnesota. We will also continue to advocate for post-Labor Day school starts. Plus any others that may arise.

It is extremely important for all members of the CMR to participate in Day On The Hill. It is our opportunity to get in front of legislators and discuss those issues that are impacting our resort businesses. This is just one aspect of your CMR membership that you can get involved in, and we encourage everyone to attend! More details will be sent out as they are available. For now, circle March 13-14 on your calendar! Remember Schoolhouse Rock? Talk of Day On The Hill reminded me of the video of how a bill becomes a law (at the federal level). [Click here for a refresher.](#)



Community of Minnesota Resorts  
**2017 - 2018 Membership Renewal**  
**FINAL NOTICE**  
**DUE DATE WAS AUGUST 31st**

**Thank you to those members who have already renewed their membership! For those that renewed by the August 31, 2017 due date, the drawing for \$100 off next year's annual membership dues was held at the Fall Conference, and the winner was Hyde-A-Way Bay Resort. Congratulations, and our thanks to everyone who has paid their membership renewal notice!**

However, there are still a few resorts that have not renewed for the upcoming membership year (September 1, 2017 through August 31, 2018). **This is a final reminder.** Please renew now! If you do not renew, you will lose important membership benefits, such as; your listing on the CMR website, your receipt of email notifications via CMR distribution and participation in the CMR Yahoo Chatline, and you will no longer receive this e-newsletter publication. Don't let your benefits lapse-renew today!

[Click here to download a membership renewal form.](#)

**Need help renewing? Contact Jim at 320-212-5107.**

This past year has been an especially busy one for your CMR. In addition to Spring Workshop, Fall Conference, Fall Resort Tour, publishing three issues of the Minnesota Resorter Magazine, and a newly formatted monthly Resorter Reporter e-newsletter, an entirely new mobile-friendly website has been created and implemented. Now potential guests can experience a fully functional website from handheld devices and cell phones! Legislatively, this year during our Day On The Hill, we lobbied for and were granted legislation that eliminated duplicate licensing with respect to minnow sales, as well as helped obtain increased funding for Explore Minnesota.

***Membership dues have remained at \$19 per bedroom for 2017-2018!*** Please complete the membership renewal form in its entirety and return it with your payment to:

**Community Of Minnesota Resorts  
 Membership Division  
 PO Box 61  
 Dent, MN 56528**

**Remember**, for an additional \$35 you can add the campground search feature on the CMR website.



# 8 Winter Tips For Healthy Living



As seasonal resort owners, we are very active during the spring through the fall, but what happens in the winter? If you are like me, you slow down. However, I don't change eating (or drinking) habits. I become more stationary, exercise less, and frankly, relax. However, what happens as the season slows, and my intake does not, I begin to put on "extra baggage." [Click here](#) to learn 8 Winter Tips for Healthy Living.

Nothing earth shattering, but ways that each of us can continue to be healthy during our off season. Obviously, this list is not all inclusive, but it gets us thinking about being healthy during those periods of time where we may be less active.

## Volunteer Opportunities With Your CMR

Your CMR is in the process of making committee assignments, designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership. Would you like to volunteer to be on a committee or to assist the Board? Contact Board President Tom Marnik at [tommarnik@timbertrailsresort.com](mailto:tommarnik@timbertrailsresort.com).

The CMR is "Resorters Helping Resorters," and your Board needs you! Won't you consider volunteering?

## What's going on in your neck of the woods?

Check out the Explore Minnesota Events Update by following this link to see what events and happenings are going on in your area and around the state.

[Explore Minnesota Events Update](#)

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.

# Happy Holidays



*From your fellow Resorters in the C.M.R.:*

*Have a very happy holiday season!*

*We hope you are able to spend time with loved ones  
enjoying the season!*

*Here's hoping that 2018 finds you happy and healthy!  
(And may Santa bring you what you wish for!)*