

Sunday, October 29, 2017



- 11:30 ▶ **Registration** *Itasca Room*
Don't forget to register for the grand prize!
- 12:30 ▶ **Welcome and Introductions**
▶ **Instagram: Who is Your Instagram Audience?**
Grace Batemen, Tellwell Marketing and Joanna Wallenberg, Brookside Resort Is Instagram right for your resort? Learn about the target audience, how to build a following, and tips on effective Instagram posts.
- 2:15 ▶ **Break**
- 2:45 – 3:50 ▶ **Breakout sessions:**
Option 1: Swimming Pools *Room TBA*
Eric Sailor, Olympic Swimming Pools Senior Service Technician and CPO Instructor Do you have a pool or thinking of adding one? Join Eric to learn how to comply with Department of Health codes. How to keep safety as the #1 priority. How to stay updated on any code changes and pool information. What's new in the industry. Any expected upcoming changes to the code. What has he seen over the past 20 years.
Option 2: Optimizing your resort's presence for on-line reservations *Room TBA*
Jeff Hebrink, RezStream Customer Success Consultant With over 140 million travel bookings made on the Internet each year, your resort owes it to its guests to provide an easy direct on-line booking option. By implementing an on-line booking engine, you can convert on-line visitors into paying customers. Join Jeff as he shares everything you need to know about providing your guests with flexibility to book your units on their time, add packages/point of sale items to upgrade their reservation and why you should sell gift certificates as an additional way to collect revenue.
- 3:50 ▶ **Septic Systems**
Brian Koskie & Travis Johnson, Septic Check This session will cover proper management of on-site sewage treatment systems, explain the different types of systems on the market and their best application, best practices for seasonal start-up and shutdown, and much more.
- ▶ **Crackerbarrel**
- 6:00 ▶ **Dinner** *Miltona Room*
- 7:00 ▶ **Entertainment – Quad Squad** *Miltona Room*
With our 50 years of combined Improv and Professional Theatrical experience, The Quad Squad is ready to entertain you! Plan to sit back and enjoy. Or, better yet, get involved to more fully enjoy the show. They have a lot of fun with their audiences.
- ▶ **Hospitality Room** *Le Homme Dieu Room*
All are welcome to be social in the hospitality room after the entertainment.

Monday, October 30, 2017

- 7:15 ▶ **Breakfast** *Miltona Room*
- 8:15 – 10:00 ▶ **Conference Resumes for the Day** *Itasca Room*
▶ **Living Above and Below the Line: Discovering the Power of Choice**
Willow Sweeney, Motivational Speaker Become aware of our thinking so we know when it is working and when it is not working. Explore (1) the conditions that come up in our life that invite us to go Below the Line, (2) indicators telling us when we are Below, (3) how to handle Below the Line experiences with more grace and dignity and (4) how to trampoline back Above the Line.
- 10:00 – 10:15 ▶ **Break**
- 10:15 – 12:15 ▶ **Crackerbarrel**
▶ **Facebook and Google AdWords**

[Andrew Leintz, Dayta Marketing](#) Learn how to create and manage effective social media and digital advertisements. In today's digital world, Facebook and Google AdWords can be the game changer that your business needs. This session will equip you with the knowledge to leverage these powerful marketing tools.

▶ **Resorter of the Year Award**

12:15 – 1:00

▶ **Lunch** [Miltona Room](#)

1:00 – 4:00

▶ **Vendor Show** [Exhibit Center](#)

Support our vendors. Spend time seeing what is new and chatting with the vendors and each other. As we have done in the past, we have door prizes donated by the Vendors. You must be present to win!!

4:00 – 5:00

▶ **Annual Meeting** [Itasca Room](#)

CMR Updates, Website, Marketing, Legislative update.

5:30 - 6:00

▶ **Silent Auction**

Make those final bids on the auction items! Support your CMR Legislative Committee efforts.

6:15

▶ **Dinner** [Miltona Room](#)

▶ **Hospitality Room** [Le Homme Dieu Room](#)

All are welcome to be social in the hospitality room after dinner.

Tuesday, October 31, 2017

7:15

▶ **Breakfast** [Miltona Room](#)

7:00

▶ **Board Meeting** [Minnewaska Room](#)

For new and returning CMR Board Members and, as always, it is open to the CMR Membership.

8:15 – 10:15

▶ **Conference resumes for the day** [Itasca Room](#)

▶ **Introduce New CMR Board Members and Officers**

▶ **Legislative Update**

[Joel Carlson, CMR Lobbyist](#) Get current with everything happening at the Capitol from the DNR regulations to Labor and Industry Child Labor Standards. CMR is your one-stop for legislation and regulations important to resorters.

▶ **Crackerbarrel**

10:15 – 10:30

▶ **Break**

10:30

▶ **Explore Minnesota Tourism**

[John Edman, EMT Director](#) Trends and Opportunities for Destinations and Resorts

▶ **Filling the Shoulder Seasons: Panel of Resorters**

[Kim Jamtgaard, Wildwood Resort](#) New construction and the decision to be open year round.

[Doug and Nancy Andersen, Becker's Resort](#) Expand into winter business, the steps to make this happen and the outcome.

[Kim Bowen, Crow Wing Crest Lodge](#) Offering and conducting retreats.

[Jim and Kristin Wherley, Sunset Bay Resort](#) Shoulder season growth via existing guests, getting them to return more than once in a season.

▶ **Grand Prize Drawing and Closing**

12:30

▶ **Time to go home!**

Thanks everyone for coming to another great CMR Conference

▶ Please do not forget to turn in your Feedback Forms!