

# Minnesota Resorter

*Resorters Helping Resorters*

Spring 2018  
Vol. 34 No. 2

**Education: CMR Spring Workshop**  
**Marketing: CMR Strategic Planning Session**  
**Legislation: Day on the Hill**



**A PUBLICATION OF THE  
COMMUNITY OF MINNESOTA RESORTS**

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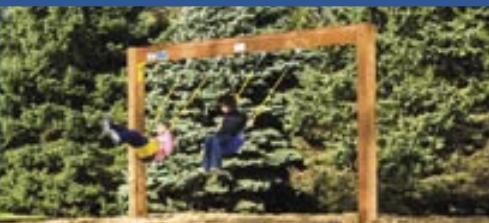
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# Minnesota Resorter

*Resorters Helping Resorters*



A Community of Minnesota Resorts Publication

Spring 2018

Vol. 34 No. 2

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*About the cover: Signs of Spring! This photograph was submitted by Heather Sams, Campfire Bay Resort.*

*The Minnesota Resorter is a triannual publication of the Community of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquiries to the committee contact. The Minnesota Resorter is printed by Arrow Printing.*

# From Your President's Pen



**President Tom Marnik**  
**Community of Minnesota Resorts**

Hello Resorters!

This is the time of year that we have a moment to sit back and plan for the future of our resorts. We think of all the wonderful improvements we would like to see happen and, because we plan, some of those bright ideas actually come to fruition. This is also true for your organization, the Community of Minnesota Resorts (CMR). In February, 15 current and immediate past board members got together for

a two-day intensive review and planning session to come up with strategic long-term goals for the organization. The session was moderated by Dave Bergman from Explore Minnesota Tourism. Bergman did an excellent job of letting us explore the realm of possibilities and then focusing our energies on a few big picture goals to accomplish in the next few years.

The most discussed and audacious new idea came out of our discussion on how to provide value to our members through our marketing efforts (Real Heads in Beds). We noted that we really didn't have an external brand recognizable by the general public. One of the fundamentals of marketing is to differentiate yourself from the rest and to capitalize on that difference maker. The question we bantered around was what makes the CMR group of resorts any different from other local or state groups of resorts. More importantly can we come up with a brand that will differentiate us and be recognized by the *general public*, essentially making our group of resorts *the* community of resorts to stay at in Minnesota? We intend to explore this concept with the aid of a branding consultant. There were some exciting images that started to emerge from our brain storming but the process has just begun. This effort will take some time and could be costly. Our intention is to keep the membership fully informed as we proceed or not proceed.

Also, the spring workshop is coming up April 10<sup>th</sup>, 2018. Many of the members are the speakers because that has been the feedback from past workshops. Our fellow resort owners are the best resource we have. Come join us. It is always a fun time!

Tom Marnik, Timber Trails Resort

## Nominating Resorters for the 2018 Resorters of the Year Award

**SEPTEMBER 1, 2018 DEADLINE**

The Community of Minnesota Resorts (CMR) 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 and Password you will be in the CMS (Content Management System) of your listing. On the Dashboard tab you will find the application under Educational Materials & Applications. Click on Applications then print a copy of Resorter of the Year nomination form.



**Mail the completed form to:**  
Resorters of the Year Nomination Committee  
Community of Minnesota Resorts  
PO Box 61  
Dent, MN 56528

If you need further assistance please contact the CMR office by emailing [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or calling 320-212-5107.

## CMR Spring Workshop

**Tuesday, April 10<sup>th</sup>**  
**8:30 a.m. – 4:30 p.m.**  
**Boyd Lodge**  
Crosslake, MN

**CMR Member \$50**

**Non-CMR Member \$80**

\*Includes workshop, lunch, and snacks

### Workshop Features:

- Lieutenant Chad Sherack, MN DNR Regulations for Water Recreation, Angling, and Lake Shore
- Jim Wherley, Legislative Update
- Karen Senger, Get the Most Out of Your CMR Membership
- Crackerbarrels – Hands-On With your CMR Website Listing
- Sherry Frick, Minuteman Press – The Impact of Print
- Dave Bergman, Explore Minnesota Tourism Update
- Resorters' Panel – Amenities and Activities
- Grand Prize Drawing

*Questions? Contact Jim Wherley 320-212-5107 or email at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)*



## WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS

We'd like to take this opportunity to welcome these Resorters and Associate Members to the Community of Minnesota Resorts' family! If you have the chance, please get acquainted with them.

### New CMR Member Resorts

Adam and Rhonda Lambrecht,  
Rising Eagle Resort, Talmoon

Tom and Jessica Kasper  
Becker's Resort & Campground, Bena

### New CMR Associate Members

Cy Struss  
First National Bank North, Walker

Want to become a new CMR member? Contact Jim Wherley at 320-212-5107 with your questions, and to sign up! We look forward to having you as our newest member resort!

## Aquatics Invaders Summit III

By Jim Wherley, Sunset Bay Resort



*Adult zebra mussels (like those shown above) can survive out of water and spread from one water body to another.*

I sit on the Aquatic Invasive Species (AIS) Task Force for Otter Tail County. On February 28<sup>th</sup> and March 1<sup>st</sup>, through this task force, I attended the Aquatic Invaders Summit III in Brooklyn Park. I'd like to share some of the things that were covered at the summit. Many sessions were concurrent, so I was not able to attend all of them. However, this year for the first time, participants were able to also attend via the internet with live streamed sessions. The sessions were to be recorded so that an individual could listen/view them later if they desired. When I get the link to these I will provide them to the Community of Minnesota Resorters (CMR) members via the email newsletter the *Resorter Reporter*, so that members can view those that may be of particular interest to them and their resort.

Attendees included local units of government and their partners, tribal resource managers, lake associations, lake service providers, angling and sporting groups, tourism interests, resort owners, and business organizations. Essentially, anyone concerned about preventing the spread of aquatic invasive species in Minnesota's lakes and rivers.

One of the sessions I attended was called *Building Partnerships for Lake Protection*. They discussed how boat inspectors have been allocated to public launches but it was determined that they were missing what they felt were other sources of potential AIS exposure at private launches at places such as resorts. They discussed how counties in north central Minnesota have been working with their resort owners to help them by having inspectors visit the resort on turn-over day to assist in inspecting guest boats as they launch, and/or training the resort owner or designee on how to inspect a boat and then providing funding (if I recall it was \$7) for each inspection documented and completed. They also discussed having a checklist available for the resorts to provide guests to answer as they check in asking when their boat was last in the water, where it was in the water, had it been decontaminated if it had been in a lake with AIS, and other questions so that the resort owner could ascertain if the boat posed an AIS threat to their lake. If the boat did pose a threat the resort owner could direct them to a decontamination station.

Another session discussed how some fishing tournaments are requiring their participants to fill out a questionnaire sheet and turn it in at registration, and if it is deemed that their boat could be contaminated they are required to go to a decontamination station prior to launching or risk not being allowed to participate. The tournament director communicated that in 2016 they had 4 four individuals refused entry due to this, and that in 2017 there was 100 percent participation.

I also was invited to sit on a panel hosted by Minnesota Public Radio at the summit. It included myself, Kelly Pennington, Department of Natural Resources (DNR), and Jeff Forester, MN Lakes and Rivers Advocates. This panel was to discuss how AIS impacts the lakes, and specifically how that translates to my business as a resort owner. Even though my lake currently does not have known AIS, I was able to convey how it can impact a business, the state through loss of tourism dollars, and tax revenue through loss of sales and property tax income. I was also able to convey that tourism is an economic driver for the state, and that the lakes play a vital role in rural Minnesota tourism and way of life.

In summation, from my standpoint, there is no easy answer for the cure of AIS. However, we all need to be actively involved with how to educate others to prevent the spread of currently known and unknown invasive species. How can you assist?

- Place AIS information under your general information tab on your websites, nothing elaborate, just look at the DNR site on invasive species at [http://www.dnr.state.mn.us/invasives/preventspread\\_watercraft.html](http://www.dnr.state.mn.us/invasives/preventspread_watercraft.html) and paraphrase this information into your site so that your guests, and potential guests, are aware of the guidelines surrounding the prevention of AIS.
- Reinforce the prevention of AIS in your guest communications, such as confirmation letters.
- Provide materials on AIS in your guest information folders that you keep in your cabins. You can get these materials free from your county or the DNR.
- Place materials in your office where you have other information brochures.
- See if your county has a questionnaire that you could give your guests to complete prior to launching.
- Know if your guests are lake hopping while fishing at your resort. Discuss the importance of *Clean, Drain, Dry* with them so they are vigilant about the guidelines to prevent AIS.
- Know where decontamination sites are located in your area. You can use this page on the DNR site to see where decontamination sites are for a particular day [https://webapps15.dnr.state.mn.us/ais\\_decon\\_sites](https://webapps15.dnr.state.mn.us/ais_decon_sites). (NOTE: Because it is winter the decontamination sites will show 0 sites available for dates until fishing opener.)
- Ask your county if they would provide a boat inspector at your launch on a given day.

We, as resort owners, are a progressive group of individuals that have a very high stake in the lakes. Some of the above may not be as easily implemented by you at your resort. However, we need to be aware of the resources available to us and be able to provide those to our guests to make them aware of AIS and its threat to this vital natural resource.



## Handi-Resorter's Tips & Tricks

### - Window Washing Tips -

What's the quickest way to improve the appearance of the room in one fell swoop? Wash the windows! Very few things impact how you feel about a room more than the quality of the sunlight coming through the windows. Once they're clean, you'll be amazed how happy you feel about the room.

#### Tools

- Squeegee with one or more channels
- Scrub sleeve
- Double bucket (or a standard one)
- 10 cotton cleaning cloths
- Cleaning solution (*see below*)
- 1 wide paintbrush
- 1 variable extension pole if you need to reach long distances
- Cleaning apron stocked with a razor-blade holder with sharp blade, toothbrush, and 2 plastic bags as liners with clip



#### Cleaning Solution Options

##### ***Cascade Recipe:***

Cascade dishwashing detergent works well as a window cleaner! It has the chemical ingredients that help it rinse off the glass surface without streaking or leaving spots and it evaporates slower than an ammonia solution giving you more time to work. Add 1 tablespoon of liquid or powder to a bucket of water.

##### ***Ammonia Recipe:***

Clear non-detergent ammonia. Be sure to buy non-sudsing ammonia to avoid the nuisance suds. Just a dab will do you - 2 tablespoons per bucket of water.

#### Getting Started

*Before you start cleaning the windows*, be sure to dust the interior windowsills first. Fill a bucket or one side of your double bucket with cool water. Start with the interior of the windows and if possible start where the windows are shaded or save this task for a cloudy day so the solution doesn't evaporate before you can squeegee it off. Drape a cleaning cloth over one shoulder and have a razor ready in your apron in case you run across something you need to scrape off.

*Apply cleaning solution from top to bottom.* Use the web scrub sleeve to transport just enough cleaning solution to the window to cover it completely. The window should be wet enough so it doesn't dry before you finish squeegeeing.

***Squeegee blades must be dry and started on a dry surface for each and every stroke to work correctly.*** Dry a starter strip of window by hand at the edges of the window with your cloth, and wipe the blade dry. Place the squeegee blade down in the dry strip at the top of the window. Use a steady and light pressure to draw the squeegee down for your first stroke. Stop the squeegee stroke a few inches from the lower window frame, wipe the blade, and continue wiping down, overlapping your first stroke by 25 percent. Move all the way across the window. All that should be left to clean is a wet strip at the bottom of the window, which you should now clean by squeegeeing from side to side.

## When to Drone, What to Know *Things to know before you fly*

By Cory Shubert, Shubert Media



### Getting Started

We've all witnessed the explosion of drones and their use around the world, and it's no coincidence that we have also seen an increase in the reported incidents that drones have been involved in.

Let's face it, drones are here to stay. Every day, more and more opportunities for drones to help us in our day-to-day lives emerge such as search and rescue, agriculture support, and news reporting. While companies like Amazon still work on the *drone delivery* use case, drone use as our *eyes-in-the-skies* are here now and only growing.



For those who would like to jump in and either buy a drone or hire a drone pilot, there are some basic things you need to know to make your experience a positive one and not something that could hurt your business or clients.

### Understand The WHY

As with any other new technology, you have to have a reason to use it, not just to be cool or with the in crowd.

Resort owners are in the same boat, more or less, as any other hotel or vacation location that needs to sell their *look*. People searching for a resort want to see it all so they can get a sense of what they will experience when they pull into the resort.

It is a pretty simple check mark to say *Yes*, drone footage, either stills, video or both, would help you sell and promote the beauty of your resort.

In the competitive resort marketing world, anything that can aid you and help your resort stand above the rest is an advantage that is worth investing in.

### Hire A Professional

Here is where you need to do your homework. There are many people out there who buy a drone and fly it around their yard and think they can make some money with it. Even if they offer to do it for free, you would be responsible for working with someone who would be unlicensed and could get your resort in legal trouble. In today's world, a professional drone pilot needs two things before you should hire them:

**107 Certificate.** A drone pilot that wants to fly commercially needs to have passed the Federal Aviation Administration's (FAA's) drone certification, what is called the *107 certification* process, and possess a card stating that they did pass. If a person says they are experienced and have done lots of flying but don't have this card, keep looking. The FAA is very clear about this and you would be opening yourself to possible legal claims if you were to hire a non-licensed pilot and the FAA came calling.

**Drone Insurance.** In the U.S., drone insurance is not required. But at the end of the day, all serious drone pilots carry liability insurance. It is a strong indication that the person you are talking to is a professional and takes their business as seriously and you do. Ask them if they have a plan and have them show you the policy.



You want images and video that will help you promote your resort and the last thing you need to worry about is that your drone pilot might damage property or hurt a guest.

### What is the Future with Drones?

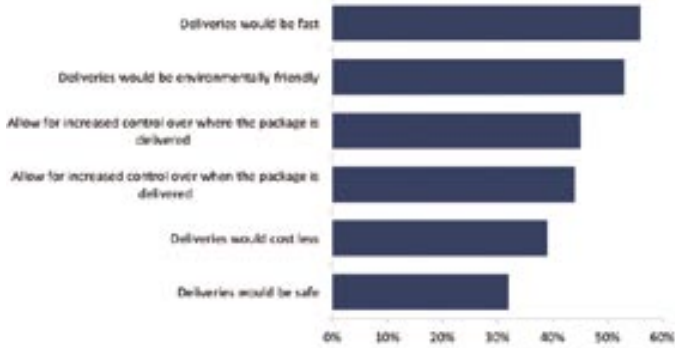
The future for drone use is an exciting one and is something that is just starting. Drones have the ability to be more than a fad or toy, but a true workhorse for industry and consumers alike.



*BI Intelligence*, Business Insider's (BI) premium research service, defines drones as aerial vehicles that can fly autonomously or be piloted by a remote individual. Under that criterion, BI Intelligence expects sales of drones to surpass \$12 billion in 2021. That's up by a compound annual growth rate (CAGR) of 7.6 percent from \$8.5 billion in 2016.

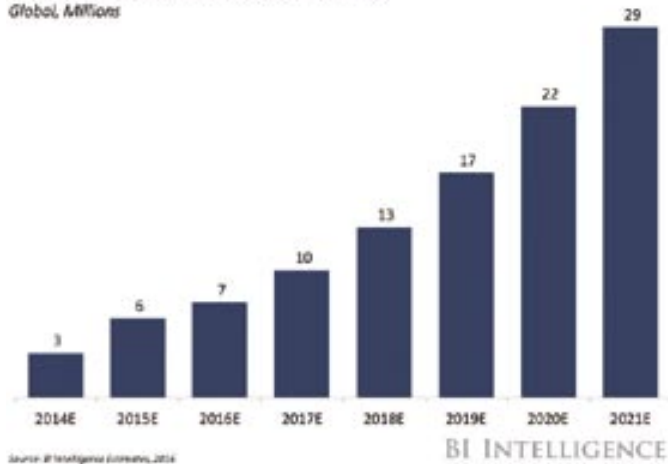
This growth will occur across the three main segments of the drone industry: Consumer Drones, Enterprise Drones (also known as Commercial Drones), and Government Drones.

### US Consumers' Perception Of Drone Deliveries



BI INTELLIGENCE  
Source: Global Drone Market Report, Public Perception of Drone Deliveries

### Estimated Consumer Drone Shipments Global, Millions



Source: BI Intelligence Company, 2018

Source: [www.businessinsider.com](http://www.businessinsider.com)

These are exciting times in the world of marketing and promotion. Some might say, the sky's the limit... The important thing is to know the facts about drone use and work with professionals that care about their business as much as you care about yours.

*Cory Shubert is the owner and operator of ShubertMedia, a multimedia production company in Minneapolis, MN with over 25 years in the industry. Cory is a licensed drone pilot, photographer, videographer and has worked on nine feature films. He can be reached at [www.shubertmedia.com](http://www.shubertmedia.com) or 952-334-4648.*



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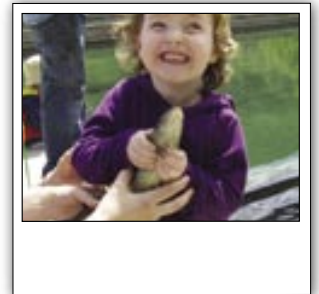
# EDUCATION

## LAKE-O

Submitted by Phyllis & Bud Narveson, Woodland Resort

We were given this game pattern from some of our guests last summer. This game is played just like Bingo. Just like Bingo, there are multiple versions of the game card, so that each player has a different card. Game cards can easily be created to include special features of your resort and vacation experiences. Family and guests have a blast playing LAKE-O during their vacation at the lake.

<b>L</b>	<b>A</b>	<b>K</b>	<b>E</b>	<b>O</b>
<b>TOUCH A FISH</b>	<b>LIGHT A CAMPFIRE</b>	<b>EAT A MEAL OUTSIDE</b>	<b>DO THE DISHES</b>	<b>WORK ON A PUZZLE</b>
<b>READ</b>	<b>FEED A CHIPMUNK</b>	<b>SQUEEZE A CLAM</b>	<b>MAKE A SANDCASTLE</b>	<b>EAT A S'MORE</b>
<b>SWIM</b>	<b>KNIT</b>	<b>GO TO THE LAKE</b>	<b>MAKE A S'MORE</b>	<b>FIND 4-LEAF CLOVER</b>
<b>PLAY PING PONG</b>	<b>TAKE A HAMMOCK NAP</b>	<b>LIE ON THE RAFT</b>	<b>GO FISHING</b>	<b>PONTOON RIDE</b>
<b>WATERBIKE</b>	<b>SPOT A DEER</b>	<b>KAYAK</b>	<b>GET A MOSQUITO BITE</b>	<b>USE A FLASHLIGHT</b>



### Other LAKE-O Space Ideas:

Paddleboard  
Play Carpet Ball  
Cook a Hotdog  
Catch a Frog  
Take a Hike

Play Beach Volleyball  
Waterski or Go Tubing  
Look at the Stars  
Go Canoeing  
Let Minnows Nibble Toes

Find a Rock  
Have a Picnic  
Spot a Turtle  
Paddleboat  
Toss a Frisbee

## It's How You Say It

By Lynn Scharenbroich, Black Pine Beach Resort

*Benjamin Franklin said, "Remember not only to say the right thing in the right place, but far more difficult still, to leave unsaid the wrong thing at the tempting moment."*



More recently, but to the same point, here's a 2015 quote from Entrepreneur magazine, "The way you speak - the attitude and tone - reflects the person you are and impacts everything around you. It can greatly contribute to your success or "non-success" both in business

and your personal life. So next time, think before you speak. It will make all the difference."

We've all heard this stuff forever. Your mother probably told you, "If you can't say something nice, don't say anything at all." Mothers likely enjoy reading Ben Franklin quotes.

For those of us in business, the importance of how things are said couldn't be more top of mind every day.

In my other life as a special education teacher, one of the most important, and most difficult, things to learn was to always state goals as what will occur throughout the year, rather than what will not occur or what will stop happening. For example, a student will make eye contact, smile and speak a greeting when introduced to others, rather than, a student will stop looking at the floor and remaining silent when introduced to others.

This requirement of goal writing forced all of us to focus on the positive. It changed the thrust of language to that of positive change and positive outcomes, rather than dwelling on what was wrong or lacking. It changed the tone of how things were said.

How you say it really matters, because how it's heard affects your business; customers, staff, and owners. If a little sarcasm, impatience, frustration, downright anger, finds its way into your interactions, you have *done yourself wrong*. In fact, tone of voice is responsible for 35-40 percent of the message ([bookboon.com/blog/2013/03/do-you-use-your-tone-of-voice-and-body-language-to-your-advantage/](http://bookboon.com/blog/2013/03/do-you-use-your-tone-of-voice-and-body-language-to-your-advantage/)).

If a customer was on the receiving end of that, he/she has now endured a diminished vacation experience, fraught with all the ramifications we know can happen as a result of that, from dismal social media posts to negative word-of-mouth and perhaps other more dire outcomes.

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### Here's an example.

It's 9:30 p.m. on a change-over day. Guest from one of the cabins calls you to say they need a bed changed because a toddler napped there in the afternoon and wet the bed. Also, their TV isn't working and hasn't worked since they checked in. Your response? How can you avoid *doing yourself wrong*?

How can you channel Ben Franklin...and your mother?

# The Community of Minnesota Resorts

## What the CMR Can Do for You!

### BECOME A CMR MEMBER TODAY!

Print out an application  
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membershipform.aspx](http://minnesota-resorts.com/membershipform.aspx)

Send printed applications to:  
Community of Minnesota Resorts  
PO Box 61  
Dent, MN 56528



*Questions regarding Membership?  
Contact the CMR office at  
[CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)  
or 320-212-5107*

### EDUCATION

- Fall Conference, Spring Workshop, Resort Tour, and School of Resorting Classes throughout the year
- Yahoo Groups Chatline – resorters sharing resort experiences
- Members ONLY online resources on CMR website (templates for boat/motor contracts, AIS Guidelines, Employee Forms, Photo Waivers, etc.)

### MARKETING

- New fully redesigned and mobile responsive website
- Weekly social media postings via Facebook and Instagram
- Flash Ads, Banner Ads, TV commercials and Pay-Per-Clicks in pooled advertising opportunities on our [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) website

### LEGISLATION

- Full time lobbyist working specifically for/on the interests of RESORTS
- Join fellow resorters for a Day on the Hill and meet legislators to get our issues heard
- Get real time updates all year long on legislative issues which affect resorts



# WHAT RESORTERS ARE SAYING ABOUT THE CMR

*Yo, resorters – I enjoyed meeting new faces at the CMR Fall Conference! Thanks, Education Committee – really fantastic! I had the opportunity to be a part of the discussion “Filling Shoulder Seasons.” I spoke on trying to offer retreats. The best part for me was having to really think it through in order to communicate about what we do and why it works for us. All of us on the panel are unexpectedly grateful (although initially not very enthusiastic) that we agreed to be part of it. If the education committee comes to you next time and asks you to be on a panel about something or other, we strongly encourage you to say “yes!” It was a rather validating and insightful experience.*

*Toodles for now... Kim Bowen,  
Crow Wing Crest Lodge - 17<sup>th</sup> season*

*This was my first time attending the conference even though we have been members for a while. The speakers and vendor show were great. The best part was hearing from other owners and the sharing of their experiences. Great networking! I highly recommend attending. I know we will be attending! Thanks for the great conference! Hopefully next year we will be able to attend all 3 days.*

*Sharon Severance,  
Barrett Lake Resorts*



## EDUCATION



## MARKETING



## LEGISLATION

## Resorter Recipes

By Kristin Wherley  
Sunset Bay Resort

*Welcome to the Campfire Recipe Edition! We thought it would warm everyone's spirits to start planning delicious treats for starry nights around the campfire with family and friends. Recipes compiled from the Country Woman magazine.*

### CAMPFIRE PEACH COBLER

This cobbler is a classic. The recipe uses peaches; however, fresh cherries and berries are fun, too. Try mixing and matching to come up with your own favorite cobbler.

2 cups flour  
1 cup sugar  
4 tsp baking powder  
½ tsp salt  
1 cup milk  
½ cup butter, melted

#### Filling:

2 cans (15 ¼ oz each)  
sliced peaches  
¼ cup sugar  
½ tsp ground cinnamon,  
optional



Prepare campfire or grill for low heat, using 32-40 charcoal briquettes. Line the inside of the a 10-inch Dutch oven with heavy-duty foil. In a large bowl, whisk together first four ingredients. Add milk and butter, stirring just until moistened. Pour into prepared pan. Drain the peaches, reserving 1 cup of syrup. Arrange peaches over batter; sprinkle with sugar and, if desired, cinnamon. Pour reserved syrup over the fruit. Place lid on Dutch oven. When the briquettes are covered with white ash, place the Dutch oven directly on half of the briquettes. Using long-handled tongs, place remaining briquettes on top of the pan lid. Cook 30-40 minutes or until cobbler is set and beginning to brown, using the tongs to lift the lid carefully when checking. If necessary, cook five minutes longer. Remove oven from heat; let stand, uncovered, at least 15 minutes before serving.

### CAMPFIRE CINNAMON TWISTS

These yummy treats are like cinnamon rolls wrapped around skewers and warmed on the fire. Brush with butter, then sprinkle with sugar and spice.

¼ cup sugar  
2 tsp ground cinnamon  
1 tube (12.4 oz)  
refrigerated cinnamon  
rolls with icing  
2 Tbsp butter, melted

Mix sugar and cinnamon. Remove icing from roll package; transfer to a resealable plastic bag. Separate rolls; cut each in half. Roll halves into 6-inch ropes. Wrap each rope tightly around a long metal skewer; pinch each end to secure to skewer. Cook the cinnamon twists over a hot campfire until golden brown, about five minutes; turning occasionally. Brush with butter; sprinkle with sugar mixture. Cut a small hole in one corner of the icing bag. Drizzle icing over twists.



### CHEESE-TOPPED POTATOES IN FOIL

These potatoes may remind you of scalloped potatoes.

2 ½ lbs potatoes (about 3 large), peeled and cut into ¼-in slices  
1 medium onion, finely chopped  
5 bacon strips, cooked and crumbled  
¼ cup butter, melted  
½ tsp salt  
¼ tsp pepper  
6 slices process American cheese  
Sour cream, optional

Prepare campfire or grill for medium heat. In a large bowl, toss potatoes with onion, bacon, butter, salt, and pepper. Place on a large rectangle or greased heavy-duty foil (about 36 X 12 inches). Fold foil around the potatoes, seal tightly. Cook on campfire or in covered grill until potatoes are tender, about 15 minutes per side. Open foil carefully; place cheese over potatoes. Cook 1-2 minutes more. If desired, serve with sour cream.



#### Single-Serve Packets:

Divide mixture among eight pieces of foil. Decrease cook time to 10-14 minutes. Increase cheese to eight slices.

## PIE IRON CLASSICS

Strong metal pie irons, available in round or square models, are made of either aluminum or cast iron. Choose irons with long, heat-resistant handles and secure latches. Irons can be purchased from most retailers that sell camping supplies.

### HAM & JACK PIE

- 2 slices sourdough bread
- 2 Tbsp diced, fully-cooked ham
- 2 Tbsp canned sliced mushrooms
- 3 Tbsp shredded Pepper Jack cheese
- 1 Tbsp salsa



Place one slice of bread in a greased iron. Top with ham, mushrooms, cheese, salsa, and remaining bread slice. Close iron. Cook over a hot campfire until golden brown and cheese is melted, 3-6 minutes, turning iron occasionally.

### CHERRY CHOCOLATE PIE

- 2 slices white bread
- 3 Tbsp cherry pie filling
- 1 Tbsp chopped almonds
- 1 Tbsp semisweet chocolate chips



Place one slice of bread in a greased iron. Spread with pie filling; top with almonds, chocolate chips, and remaining bread slice. Close iron. Cook over a hot campfire until golden brown and heated through 3-6 minutes, turning occasionally.

### MILKY WAY PIE

- 1 Tbsp butter, softened
- 2 slices white bread
- 1 Tbsp graham cracker crumbs
- 1 fun-size Milky Way candy bar, chopped
- 2 Tbsp miniature marshmallows



Spread butter over bread slices. Place one slice in iron, buttered side down. Top with cracker crumbs, chopped candy bar, marshmallows, and remaining bread slice, buttered side up. Close iron. Cook over a hot campfire until golden, 3-6 minutes, turning occasionally.

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[PlayCleanGo.org](http://PlayCleanGo.org)

### PIZZA PIE

- 1 Tbsp butter, softened
- 2 slices white bread
- 1 Tbsp pizza sauce
- 4 Tbsp shredded part-skim mozzarella cheese, divided
- 4 slices pepperoni

Spread butter over bread. Place one slice in an iron, buttered side down. Top with pizza sauce, 2 Tbsp cheese, and pepperoni. Top with remaining cheese and bread, buttered side up. Close iron. Cook over a hot campfire until golden, 3-6 minutes, turning occasionally.



## Have a Recipe You'd like to Share?

Submit your recipes to Kristin Wherley  
at 218-758-2080 or [info@sunsbay.com](mailto:info@sunsbay.com)

## CMR Strategic Planning Session

By Kim Bowen, Crow Wing Crest Lodge



Your CMR board of directors (approximately 15 of us) met for an overnight Strategic Planning Session February 13-14 and whew! Did we get a lot accomplished! It was two VERY full days of non-stop meetings, discussions and goal setting sessions. Dave Bergman of EMT graciously moderated to help keep us on track while we brainstormed, thought outside-the-box, and reviewed our group's strengths and challenges.

The Strategic Planning Session started out dynamically with a casual sit-down with Dan from *H2M Creativity at Work*. This is the branding company who have recently assisted a group in Ottertail County to come up with their *Find Your Inner Otter* campaign. They've also had exclusive marketing strategy planning for quirky Zorbaz! Pizzarias the last 15 years. The entire board voted in a great, big YES! in moving ahead with consulting meetings to find out what makes our Community of Minnesota Resorts (CMR) group unique.

For the CMR Marketing Committee, having a 3-5 year plan in place is an exciting prospect to help target our social media plans, for example. What would make our *resort directory* stand out among others in the state? It was not lost on any of us that, if successful, membership will be improved. Perhaps there will be some overlapping strategies we can apply to our own resort marketing plans. As the planning session moved into other areas and committees met for goal setting, then came back together as a whole board, the marketing committee found a way to partner funds to budget for this branding expenditure (through an Explore Minnesota Tourism (EMT) grant) which would mean very little of the normal marketing funds would have to be reallocated from other website maintenance, SEO, Adwords, etc. marketing dollars.

Each of the three legs of the CMR (legislative, marketing, education), plus membership were scrutinized for challenges we're facing (or have experienced). Then we had an opportunity to list things we are doing well. It was thoughtful, sometimes serious, provocative, creative, collaborative and downright entertaining at times. Once everyone was allowed input on each of the four sections, we broke up repeatedly into committee groups to sift through ideas and feedback and come up with realistic goals. For example, a main challenge voiced often for membership dealt with the fact there are fewer and fewer resorts each year in the state as a pool from which to recruit new members. Ideas to continue viability as a group included selling ads on website, tiered membership for marketing, associate member drive, and the possibility of allowing campgrounds only to become a member (the debate included the history of why the group has not previously: namely that we'd like to focus our legislative lobbying efforts on the common smaller resorts with cabin rentals.) The membership committee decided to craft a survey (perhaps a couple) to get more feedback from general membership to help them formulate a plan. They will be wanting your comments and opinions!

All in all, it was productive and motivating for all committees. Legislative Committee is busy filtering down issues to three main ones for Day on the Hill. Possibilities include Child Labor Law revisions, rural access for Broadband internet, service (emotional support) animal regulations, health insurance, and the ever-prevalent Post-Labor Day School Start. Education Committee is rightly proud of excellent Workshops, Conferences and Resort Tours the last few years and has made a fresh goal to prioritize more School of Resorting Classes, particularly during winter season.

All committees welcome input, ideas and suggestions from members at large. Feel free anytime to connect directly with the chairs of the appropriate committees below if you have an opinion or feedback:

**Legislative Chairperson:**

Jim Wherley, Sunset Bay Resort  
218-758-2080 • [info@sunsbay.com](mailto:info@sunsbay.com)

**Membership Chairperson:**

Deb Eickhorst, Kohl's Resort  
218-243-2131 • [relax@kohlsresort.com](mailto:relax@kohlsresort.com)

**Education Chairperson:**

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

**Marketing Chairperson:**

Mike Schwieters, Boyd Lodge  
218-543-4125 • [Mike@BoydLodge.com](mailto:Mike@BoydLodge.com)

**Community of Minnesota Resorts President:**

Tom Marnik,  
Timber Trails Resort  
218-566-2376 • [tommarnik@timbertrailsresort.com](mailto:tommarnik@timbertrailsresort.com)

*It is our sincere pleasure to serve you as your CMR Board of Directors!*



## Blast from the Past

By Ryan and Liz Ahrendt, Half Moon Trail Resort

Over the years, our family and staff have had some laughable moments here at the resort and we thought we'd share a couple Half Moon Trail Resort bloopers - throwback style!



The Half Moon Trail Resort fire truck was an old relic that had been used for fighting grass and brush fires at Itasca State Park. After it had been retired from its fire-fighting duties, it was put into service at the resort to give the guests a

short zippy ride down the road, blaring siren and all! The guests enjoyed the piece of local history, and the kids enjoyed the thrilling ride until insurance deemed the ride too dangerous. Soon after my parents had bought the resort, my dad was about to take the crew off on an exhilarating ride. My dad, bless his heart, didn't know much about mechanics at that point, but noticed that the gas gauge read close to **E**, so he went to add a little gas to the tank. However, the old truck was quite different than any other vehicle he had put gas in before, so he just looked for a relatively familiar *gas-ish* looking cap and started pouring in some fuel. A kind-hearted guest, who was a bit more familiar with the mechanical world, quickly stopped him and explained that he was pouring gas in the radiator! The crew would have been in for quite a surprise if they had steamed off down the road with a highly combustible liquid for engine coolant! My dad thanked the guest profusely for his words of wisdom and with his help, proceeded to drain the radiator before embarking on their little ride. It was a good thing my dad could laugh at the situation, because after that there was no shortage of bantering, and teasing about his skills as a grease monkey!

Half Moon Trail Resort also used to own an old *Viking Ship*. It was acquired by the resort prior to my parents (Dave and Mary) taking *owner-ship* and was used for several years for various resort



activities. It was a gargantuan fiberglass boat that was originally used in an outdoor pageant before it was purchased by the resort. When used in the play, it was powered by several long wooden oars which are now used as curtain rods in our lodge. Soon after it was bought by the resort, it was modified so a small outboard motor could be used inside the main part of the ship. It had *viewing* wells inside the boat, so you could look down and see fish as if looking into an aquarium. Although very unique to the resort, it was a challenge to keep afloat as it had several small leaks in the fiberglass hull. Most of the time, a small bilge pump was enough to keep the water inside the boat at bay. However, at some point, the battery for the bilge wasn't changed out and we found the *ship*, in all its glory, sitting on the bottom of the lake! Thankfully, it was docked in only in a few feet of water. Once we capped off the motor well, so water could no longer come into the boat, we bailed like crazy! Since the boat was approximately 25 feet long and 12 feet wide, it was no small task to get all that water out. It wasn't long after that we decided that the boat was becoming a little too unique for our liking and was donated to a local organization.



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## HOW TO TAKE THE BEST PHOTO FOR YOUR SOCIAL MEDIA

By Rebekkah Anderson, Art Unlimited

Taking pictures for social media can be intimidating but knowing how to capture your photo can actually make a huge impact on the final result of your image. Here are seven tips to keep in mind when trying to capture the best photo for social media:

### Utilize Light



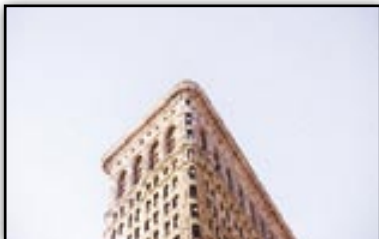
That golden hour of the day with the perfect honey colored light, can be hard to come by (especially in a time crunch or on a cloudy day). You can implement lighting strategies to get dramatic effects or increase the clarity of your photo.

### Don't Get Too Edgy



Keep the focus of your photo inside the sub-frame. Sometimes It's best to imagine the edges of your photo as being the mat that complements the focus.

### Designate a Focal Point



Think about how you are directing the eye of your viewer. All aspects of your photo should point the viewer to your focus without drawing them away from the photo due to distracting edges.

### Feel the Difference



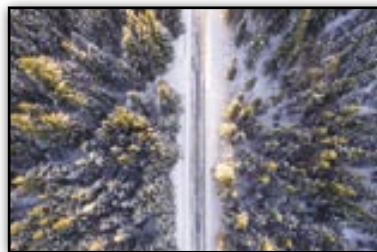
If there are elements of your picture that would make you want to reach out and touch them with curiosity, you're getting the hang of texture.

### See the Difference



Texture can also be utilized by having a variety of patterns, sizes, and shapes. This can create an appealing interplay between the different dynamics of your photo. Creating contrast, creates interest.

### Get Inspired



Have you ever gone on a walk with someone who finds the most simplistic things a joy? Or who stops to watch a snail crawl across the sidewalk? Seeing things from that perspective can resemble what simple joys can spark your creativity. Try looking at something upside down or from an aerial viewpoint.

### Are Odds in Your Favor?

Here are three things that you do to use odds in your photos:

#### *Trick the Eye*



Separating your image into thirds allows you interact with the brain in a way that makes your image aesthetically pleasing. The rule of thirds breaks an image up with two vertical and two horizontal lines like a grid. Placing the focal points of the image on one of these lines, instead of in the center, will look more natural to the human eye.

#### *Arrange Your Layout Oddly*



When you have more than one object to use in your photo, have an odd number. For some odd reason (pun intended), three is better than two, and five is better than four.

#### *Create Depth*



Depth can be a difficult concept when developing an image. Thinking about depth in three parts can be helpful. There's your foreground, mid-ground, and background. Pick one as your focus and utilize the others as complementary prop placements to your focus.

Hope these were helpful tips for you in producing great images for social media! Additional information is available at [www.artunlimitedusa.com](http://www.artunlimitedusa.com).

## Stay Connected During the Legislative Session...

Submitted by Joel Carlson, Community of Minnesota Resorts Lobbyist

For those of you following specific bills or legislators on the agenda, the House Information office has compiled a handy list of places to look.

### Stay Informed:

To find our nonpartisan session daily coverage: <http://www.house.mn/sessiondaily/>

Find and track bills: <https://www.leg.state.mn.us/leg/legis>

Schedules of standing committees and upcoming meetings: <http://www.house.leg.state.mn.us/schedules>

House TV webcast schedule: <http://www.house.leg.state.mn.us/hvtv/schedule.asp>

Broadcast schedule of upcoming House meetings and events: <http://www.house.mn/hvtv/hvtv.asp>

Audio and/or video of current or past meetings: <https://www.leg.state.mn.us/leg/multimedia>

For a list of legislative publications: <http://www.leg.mn/leg/publicat>

Summaries of bills and issue areas from the nonpartisan House Research Department: <http://www.house.mn/hrd/hrd.aspx>

Legislative Reference Library: <https://www.leg.state.mn.us/lrl/>

### Member information

Representatives and their contact information: <http://www.house.mn/members/hmem.asp>

Senators and their contact information: <http://www.senate.mn/members/index.php>

To learn who represents you:  
<http://www.gis.leg.mn/iMaps/districts/>

To email a representative, follow this format:  
**rep.(first name).(last name)@house.mn**

To email a senator, follow this format:  
**sen.(first name).(last name)@senate.mn**

### Mailing addresses

State Capitol  
75 Rev. Dr. Martin Luther King Jr. Blvd.,  
St. Paul, MN, 55155-1206

State Office Building  
100 Rev. Dr. Martin Luther King Jr. Blvd.,  
St. Paul, MN, 55155-1298

Minnesota Senate Building  
95 University Avenue West,  
St. Paul, MN, 55155-1206

### Key 2018 dates

**Begins: Feb. 20**

**Easter/Passover break: March 30 to April 8**

**Constitutional deadline to adjourn: May 21**



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# LEGISLATION

## A Day on the Hill

Submitted by Community of Minnesota Resorts' Legislative Committee



*Jim Eickhorst-Kohl's Resort ready to go visit legislators.*

The Community of Minnesota Resort's (CMR) Annual Day on the Hill (DOH) occurred a little later this year, with our visit to the State Capitol on March 13-14. With the Minnesota State Legislature starting their session in late February, we scheduled our trip in March so that they were able to meet with us.

We would like to thank our bus driver, Terry Duhn, for once again picking us up at various cities across the state and maneuvering us through city traffic safely. He also joined us in our lobbying efforts, as he and his wife once owned a resort themselves. The ride on the bus has become a favorite for those who make the trip to the Capitol, as it's a great time to catch up with old friends, make new ones, and find out what everyone is planning for the upcoming season.



*House Environment and Natural Resources Policy and Finance Committee Meeting. Check out Representative Dan Fabian sporting his CMR fishing vest!*

We also want to thank those who make the trip with us year after year - it is so fun to see all those crappie pins on people's nametag lanyards! Every year of attendance is awarded with a crappie pin. Some people must have tired necks by the end of the day with all the pins they have accumulated!

A special thank you goes out to three of our members who attended DOH for the first time! John Kimpel, of Kimp's Kamp on Dead Lake - Dent, joined us. His resort has been in his family for over 70 years! Christopher Barton, Bob and Katie Barton's son, Hidden Haven Resort - Cohasset, attended with his dad and lent us his fresh perspective. Julie Wells, Diamond Lake Resort - Spicer, made the time in between her outside job to lend her voice. No matter where you are in your resort journey, DOH is always a time to learn something new.



*Some of our group at the Minnesota History Center.*

So, what do we actually do at DOH? Once we arrive in St. Paul, we meet with our lobbyist, Joel Carlson, and his assistant, Tami Lafavor, in our *homeroom*. They work very hard to make our visit worthwhile and easy for us. THANK YOU!! We receive an overview of what is going on at the Capitol and discuss our issues. This year we focused on:

- Opposing any changes to existing 1c Mom and Pop tax classification
- Supporting expanded/expedited installation of broadband internet service to rural Minnesota
- Supporting legislation which would penalize those who misrepresent a pet as a service animal
- Supporting tax exempt purchases of building materials and supplies for resort and recreational camping area improvements
- Supporting Explore Minnesota Tourism
- Supporting Post Labor Day school start

We were visited the first afternoon by John Edman, Explore Minnesota Tourism (EMT) Executive Director; Judy Erickson, Minnesota Rural Broadband Coalition; and Representative Steve Green, Fake Service Animal bill author.



Clint Mueller-Balsam Beach Resort-is really "Hooked" on resorting!

After assigning small groups of resorters to meetings with representatives and senators for the following day, we headed off to our tour of the Minnesota History Center, located across from the Capitol. If you've never been to the History Center, please try to include it in your next trip to the cities. We viewed the 1968 exhibit, which brought back many memories to most of us. A real Huey helicopter was there, and displays from the Vietnam War, protests, assassinations of Robert Kennedy and Martin Luther King, Jr., peace signs, love-ins, and music and television were highlighted. The exhibit *Open House: If*

*These Walls Could Talk* depicted a house in the Railroad Island neighborhood of East St Paul, as a window into the daily lives of the families who lived there over time. Stories of families, from the first German immigrants through the Italians, African-Americans, and Hmong who succeeded them, are told through rooms representing different eras of the house. Ask Su Ugstad, Balsam Bay Resort - Remer, what she thought of the interactive exhibit - she had a surprise in one of the rooms! Another exhibit highlighted the iron mines on the Range in Northern Minnesota. Jim Wherley, Sunset Bay Resort in Richville, had fun showing some kids how to load the *dynamite* into the wall and then blow it up. He really wanted to do it himself, but the kids prevailed! After the History Center, we had dinner and great conversations at our hotel.

Day 2 of our trip started early, with our group attending the House Environment and Natural Resources Finance Committee meeting. We were able to listen to testimony about EMT's grant program that focuses on helping new events come to our state. Our own Carolyn Aarsvold, Geneva Beach Resort in Alexandria, testified, along with Joel, about how important tourism funding is to our resort industry. After the meeting, we were able to take a group photo with the representatives. They seemed really happy to have us join them! Representative Dan Fabian even wore one of our fishing vests to support us!

Then our individual small group meetings began. We split up and went our separate ways, carrying our folder of information to leave

with each legislator as well as our *leave behind* item, the daredevil fishing lure. These beautiful wooden lures were handmade by Clint Mueller, Balsam Beach Resort-Bemidji; and were the hot item to be had at the Capitol! The backside of the lure had our issues printed on it so that the legislators would remember us. Each meeting lasted anywhere from two minutes to 20, depending on how much time was available. Those we weren't able to visit had information (and lures) left for them with their assistants.



Our Support the CMR "Hook Line and Sinker" lure.

Later in the morning, we were fortunate to be able to attend the Senate Environment and Natural Resource Finance Committee meeting, which is the counterpart to the House committee meeting. We also had visits to our group in the afternoon from the House Majority Leader Joyce Peppin, Speaker of the House Representative Kurt Daudt, and Senator Carrie Ruud.

So, as you can see, it is NOT a scary event, and fun is interspersed with our work. Please plan to join us next year for our DOH activities! We need to show up to voice our concerns and the more people we have, the more legislators we can deliver that message to. What we find refreshing is that everyone we speak with at the Capitol has their own personal memory or story to tell of how resorts in Minnesota have shaped their lives. We DO matter to the people of this state and to its' economy!



Relaxing at the hotel before dinner.

# Kathy's Kraft Korner

By Kathy Marnik, Timber Trails Resort

## Wooden Spoon Puppets

### Supplies:

Wooden spoons (Dollar Store buy)  
Fancy shoelaces (Dollar Store buy)  
Pipe cleaners  
Scraps of felt, lace, etc.  
Low temp glue gun (adult assistance)  
Small wiggle eyes  
Black marker, fine line  
Yarn

### Instructions:

Puppets can be left natural or painted different skin tones. When dry, wrap handle with fancy shoelaces or pipe cleaners, starting at the top adding dabs of hot glue as you wrap to hold in place. Add small collars from felt or lace depending on your puppet. In one instance we used pipe cleaners to make the collar. Use the picture for reference or create your own original character. Glue on wiggle eyes. Draw on facial features. Create hair from yarn, furry fabrics or in one case we used pipe cleaners wrapped around a skewer to create kinks. Once finished, kids can enjoy hours of imaginative playtime fun with their puppet creations.



## Rattlesnake Wooden Spoon

Don't get too close, this Rattlesnake Wooden Spoon may bite, but I don't think so. *Trivia:* The longest rattlesnake on average is the Eastern Diamondback, it is the longest and heaviest rattlesnake. They usually average lengths of 3.5-6 feet in length. They are capable of growing over 7 feet but this is rare.

### Supplies:

Wooden spoons (Dollar Store buy)  
Large google eyes  
Red felt  
White paper scraps  
Green acrylic craft paint  
Black marker  
Low temp glue gun (adult assistance)

### Instructions:

Paint spoon green on both sides. Decorate by adding scales with a black marker. Glue google eyes to the head of the spoon. Cut two small fang teeth out of white paper. Glue to the underside of the spoon. Cut a small piece of red felt to simulate the tongue. Glue to the underside of the spoon. Add eyelashes and nostrils with a black marker.



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# APPLY FOR A CMR SCHOLARSHIP!



Each year the Community of Minnesota Resorts offers four \$500 scholarships to a senior in high school or a current undergraduate or technical school student. March 15, 2019 is the deadline for the scholarship application to be returned to the Community of Minnesota Resorts office. A scholarship application can be printed by going 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 Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy.

If you need further assistance please contact the CMR office at:  
[CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

**DEADLINE TO APPLY: MARCH 15, 2019**

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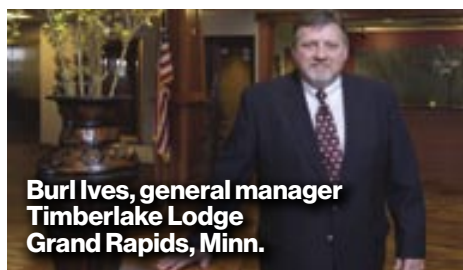
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## Enbridge Pipeline Construction In Minnesota

Enbridge is proposing a more than \$2 billion investment in our pipeline system that will not only enhance U.S. energy security, but provide almost immediate economic benefits to communities in Minnesota.

Hospitality businesses who have experienced pipeline construction in their area are strong supporters.



**Burl Ives, general manager  
Timberlake Lodge  
Grand Rapids, Minn.**

### **It's really more than just during construction.**

*"Pipeline construction is good for the hospitality industry and our local economy, and has been for decades. We experienced at least a 35 percent jump in business during pipeline construction in 2009. Workers and management live in our hotels, eat in local restaurants, use local laundry mats, buy from tire stores and shop at our retail and grocery stores. It's really more than just during construction. They keep coming back."*



**Lisa Biller, manager  
T-59 Motel  
Thief River Falls, Minn.**

### **We absolutely welcome pipeline workers.**

*"Most of our current guests are pipeline workers. I have not had one problem with the pipeline employees. They are so nice. We're even expanding to accommodate the workers. We placed an ad about our new extended stay location opening in Oklee, and were inundated with calls from pipeliners. We absolutely welcome pipeline workers."*



**Rick Filpula, maintenance manager  
Community Campground  
St. Hilaire, Minn.**

### **We doubled our normal income for the campground.**

*"When the pipeline came through in 2009, we expanded from our normal 20 unit campground to offering 30 units. We doubled our normal income for the campground. I definitely welcome the pipeline workers and pipeline construction. All the businesses in town do. There was at least a 25 percent increase in business overall in town that year the new pipeline went in."*



**Doug Howe, co-owner  
Sparkling Waters Restaurant  
Bemidji, Minn.**

### **The economic dollars from expansion are just a bonus.**

*"It was our first year in business when the pipeline construction came through in 2009. Groups of 6 to 8 guys would come in at a time. They always said they'd bring someone back with them. They were so polite. There is no doubt in my mind pipeline expansion is positive. Absolutely. We all use the product, rely on the product and overall it is positive. The economic dollars from expansion are just a bonus."*



**Lisa Robson, owner  
Evergreen Restaurant  
Thief River Falls, Minn.**

### **Those workers are held to a high standard.**

*"Mainly my work for the pipeliners is through catering. I deliver meals to them on site. I catered for 140 pipeliners to two locations in March. I feel safe going out to those sites and when pipeliners come through the door, I know Enbridge draws in good contractors with a priority on safety. Those workers are held to a high standard. Bringing them in is wonderful."*



**Jerome and Cheryl Peters, owners  
Viking Diner and Antiques  
Viking, Minn.**

### **We get the oil where it needs to be without adding more rail cars...**

*"In 2014, as part of the upgrade project Enbridge worked on, we provided togo meals including 50 breakfasts, 100 noon dinners, 100 suppers and another 50 breakfasts in one day. It's a lot of work on our part, but good business. It's all good, real good for the community. We get the oil where it needs to be without adding more rail cars and trucks."*