



Join Us!  
for the...

**2019**  
Community of  
Minnesota Resorts  
Fall Conference

**November 3-5, 2019**  
**at Sugar Lake Lodge**  
37584 Otis Lane  
Cohasset, MN 55721



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Fall Conference Committee

Community of Minnesota Resorts - CMR

**Take a vacation day of your own in the Grand Rapids Area.**  
**We've got a "Resorter's Fun Day" planned for Saturday, November 2nd.**

*Here are the details:*

**1:30 - Meet at Sugar Lake Lodge.**  
**1:45 - Carpool to the Forest History Center for a private tour.**

This 1900's logging camp will be reenacted along with a tour of the visitor center. We will spend about 2 hours touring the facility.

**4:00 - We will then head to a brand new wine bar called Unwined Up North.**

Located across the street from the wine bar is the new Rapids Brewery. They will give us a free tour of their facility to see how beer is brewed. Both locations have appetizers and dinner options.

**After eating here, we will head back to Sugar Lake Lodge for a tour of their facility.** We will end the night hanging out in the hospitality room.

**Cost: \$10 per person for the Forest History Center Tour.** Beverages and food are at your own cost.

**Check on your registration form that you intend to go on the Forest History Center Tour, as we need to tell them how many people to expect. If you can't make the entire event, feel free to join us whenever you can!**

**Fall Conference Registration Form** (Registration Deadline: October 27th)

Name(s) \_\_\_\_\_

Resort Name \_\_\_\_\_

Address \_\_\_\_\_

City/MN/Zip \_\_\_\_\_ Phone # \_\_\_\_\_

Email Address \_\_\_\_\_

Number of People Attending \_\_\_\_\_

Total Enclosed \_\_\_\_\_

*Make checks payable to:*  
*Community of Minnesota Resorts*  
*PO Box 61 • Dent, MN 56528*

Cost: \$150 per person (CMR member)

\$100 per person if more than 3 people from same member resort  
\$200 per person (Non-CMR member)

Join the CMR at the door and get the member registration price.

Can't come for all three days? Call the CMR office for daily rates. 320-212-5107  
(No refunds can be given after October 27th deadline)

\_\_\_\_\_ Number of people who will be going on the Forest History Center tour on Saturday

**Sunday, November 3rd to**  
**Tuesday, November 5th, 2019**



37584 Otis Lane, Cohasset, MN 55721

Room Rate: \$95/night plus tax

A variety of room sizes are available.

Call 218-327-1462 ext.587 to reserve.

Must ask for this special CMR rate when booking.



## AGENDA

### Sunday, November 3, 2019

- 11:00** Registration/Social Time
- 12:00** Conference Begins
  - Succession Planning from All Angles
  - Crackerbarrel
- 2:30** Break
- 2:45**
  - Employment Law Essentials
  - Legislative Update - Expanded opportunities for youth employment, resort property taxes, and more. Bring your problem solving ideas and help us plan for Day on the Hill 2020!
  - Crackerbarrel
- 5:30** Dinner
- 7:00** Entertainment: Organized Chaos
- 9:00** Hospitality Room

### Monday, November 4, 2019

- 7:15** Breakfast
- 8:15** Conference Begins
  - Effective Communication
  - Resorter Panel - Parenting Kids on a Resort
  - Resorter of the Year Award
- 12:15** Lunch
- 1:00 - 4:00**
  - Vendor Show
  - CMR Annual Meeting
  - Silent Auction Final Bidding and Closing
- 4:15** Dinner
- 5:30** Dinner
- 6:15** Dinner
- 7:30** Hospitality Room

### Tuesday, November 5, 2019

- 7:00** CMR Board Meeting
- 7:15** Breakfast
- 8:15** Conference Begins
  - Introduce new CMR Board Members and Officers
  - DNR Loony Talk
  - Crackerbarrel
- 10:00** Break
- 10:15**
  - Dealing with County & Local Government Approvals
  - Minnesota Tourism - Today and Tomorrow
- 11:45**
  - Final Remarks and Grand Prize Drawing



## CONFERENCE TOPICS

### Succession Planning from All Angles:

The first three professionals will touch on succession planning. You should be thinking about your exit strategy at any stage of your resorting career. This group of professionals will touch on several important areas to help you be ready.



#### Minnesota Resort Sales

— **Daniel G. Houle, Associate Broker**

Dan will discuss what he finds helpful and vital to increase your resort value. There are things you can do right now. He will also review both the buyer's and seller's perspective when working on a sale.



#### Minnesota Business Finance Corp. (SBA)

— **Terry Stein, VP Business Development**

Terry will explain how to get your affairs in order so you are prepared when it is time to sell. It is important to get the financial pieces involved early in the process. He will make you aware of what the buyer needs to get their

bank financing approved, which will make the whole selling process smoother. These details will help get your resort sold! It's never too early to be ready.



#### Clifton, Larson, Allen CPA

— **Jim A. Haakonson, CPA**

As a tax professional, Jim has a strong understanding of the tax implications of selling your resort and what you can do to benefit yourself now and/or when you are ready to sell. He will also talk about how strong bookkeeping can positively impact your sale transaction.



#### Employment Law Essentials

— **Hal Spott, Attorney at Hanft Law, Duluth**

We're all hiring help in some capacity. Acceptable hiring questions, overtime pay, state and federal forms required, reference and background checks and employee benefits are just a small sampling of what will be covered in this session. Come with your questions!



#### Effective Communication

— **Marc Bloomquist, co-owner of Cedar Rapids Lodge**

Marc, is a motivational speaker and trainer whose services are requested by business groups that appreciate his ability to bring

smiles to people's faces and laughter to their gut. As a resort owner himself, his connection to this sometimes challenging career will make this presentation very personalized. Marc actively solicits audience participation as part of his enthusiastic yet non-threatening approach.

#### Loony Talk — Minnesota DNR Representative

Minnesotans loves loons. And visitors to the state do too. Because of their importance to tourism, the MN DNR has a loon monitoring program as well as 39 years of the volunteer loon watcher survey. This year brings news of a possible National Loon Center in Crosslake, MN. The DNR's non-game wildlife program oversees loon activity and will share many of their findings and future ideas.



#### Dealing with County & Local Government Approvals

— **Chad Connor, Widseth, Smith, Nolting**

Want to make improvements to your property but hate to think about all the red tape of getting the necessary approvals?

This session will deal with the ins and outs of dealing with board and local government approvals no matter where your resort is located. Local ordinances regarding shoreland properties, such as set back, bluff, wetland and density requirements will be discussed. You will walk out of this session with tips and tricks to get faster approvals with less of a headache in the process.



#### Minnesota Tourism - Today and Tomorrow

— **John Edman, Director, EMT**

John Edman has served 19 years as Director for Explore Minnesota Tourism and has worked for four Governors of three different political parties. He is responsible for the development of statewide plans to promote Minnesota as a tourism destination. John will provide his annual update on what is happening with tourism at the state level.

#### Panel of Resorters

Often times we learn the most from our peers. While by no means parenting experts, hear from a panel who is willing to share their experience and philosophies with raising their children while running a resort. From birth to toddler, teens to twenties, so many questions come up! Hire a nanny or not? How to handle discipline with guests present. Rules



for your kids playing with guest kids. Were summer sports allowed? Did you require your teens to work at the resort, whether they wanted to or not? Did you share the financial end of the business as a learning opportunity? You're sure to get some useful nuggets from what is likely to be a humorous panel!

#### Entertainment

High NRG Entertainment will lead us through "Organized Chaos", the most unique live interactive DJ entertainment show around! It combines Music Bingo, Trivia, DJ Music, Karaoke and Laughter all into one show, so get ready to relax and have a great time!

#### CMR Legislative Update

Sound legislation and regulations are critical for a successful resort business. Our legislative segment this year will focus on expanded opportunities for youth employment, resort property taxes, and more. Bring your problem solving ideas and help us plan for Day on the Hill 2020!

#### CMR Annual Meeting

Join fellow CMR members to find out what your organization has been working on this year and the focus for next year. Nominate and vote for your new Board Members.

#### Silent Auction

The CMR Legislative efforts benefit each and every resort, and this auction is a fund raiser to offset the expenses of Day on the Hill. Don't forget to bring items to donate for the auction and money to "win" bids! **And remember**, if you can't attend the Fall Conference you can still contribute to the CMR Legislative efforts by making a check out to the CMR, noting it is for DOH in the memo section, and mail it to: CMR PO Box 61 Dent, MN 56528 or donating an item by contacting Nancy Loren at 218-851-5692.

#### CMR Vendor's Show

What's the latest in products of interest to resorters? Come to the Vendor's Show to find out! And, of course, there will be the great prize giveaways. Must be present to win.

#### CMR's Famous Crackerbarrel Sessions

We always get feedback that attendees really love these fun, informative, informal sessions where resorters share ideas and experiences with fellow resorters. Bring questions that you want to ask other resorters.