



# Minnesota Resorter

*Resorters Helping Resorters*

Winter 2019 | Vol. 35 No. 1

**2018**  
**Resorter**  
**of the Year**

**Tips &  
Tricks**

**DOH**  
**February**  
**19<sup>th</sup>-20<sup>th</sup>**



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## COMMUNITY OF MINNESOTA RESORTS DAY ON THE HILL

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FEBRUARY 19 & 20, 2019

SEE PAGE 22 FOR MORE DETAILS.



# Minnesota Resorter

*Resorters Helping Resorters*



A Community of Minnesota Resorts Publication

Winter 2019

Vol. 35 No. 1

**COMMUNITY OF MINNESOTA RESORTS**

**PRESIDENT**

Tom Marnik  
218-566-2376  
tomarnik@timbertrailsresort.com

**VICE PRESIDENT**

Clint Mueller  
218-751-5057  
clintm@paulbunyan.net

**OFFICE MANAGER**

Jim Wherley  
320-212-5107  
CMR@Minnesota-Resorts.com



**EDITOR**

Ann Warling  
218-821-1031  
ann.warling@gmail.com

**LAYOUT & DESIGN**

Amanda Wheece  
763-412-9137  
supermandee@yahoo.com

**ADVERTISING**

Linda Gronholz  
218-543-5245  
lmgronholz@hotmail.com

**EDITORIAL ASSISTANTS**

Jennifer Bloomquist  
Lynn Scharenbroich  
Tim & Carolyn Aarsvold  
Jim & Kristin Wherley  
Pat Addler  
Kim Bowen  
Patty Mueller  
Karen Senger

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*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**

## You Got to be *Loony* Not to be a Community of Minnesota Resorts Member

The number of resorts in Minnesota at last count is 740. Now, more than ever, resorters need to pool their influence and knowledge to keep our unique part of the hospitality industry strong. Of the 740 resorts, approximately 300 belong to one of the two resort associations in the State. That leaves 440 resorts missing the opportunity to:

- Positively change and monitor new legislation.
- Stay informed of the ever-changing world of resorting while lending their experience to others.
- Keep your cabins and campgrounds full.

Only if our entire resort community stays economically strong, do we all survive and thrive. Personally, I feel it is not just a self-benefit but a duty of all resorts to be part of an organization that is looking out for the interests of *all* of us in the industry - everyone contributing to a common goal that we cannot accomplish individually.

So, what is the Community of Minnesota Resorts (CMR) doing new to warrant joining us? Our organization is founded on the three-legged stool of **education, marketing, and legislative** all held together by the seat which is **membership**. Here is just a *taste* of what we are currently doing in each of these legs.

**Education:** We just finished our fun and educational fall conference (See the article on pages 10-11). Time well spent by all.

**Legislative:** We have one of the best, if not the most highly-respected lobbyist, Joel Carlson, advocating for us at the State Capitol. He certainly is the best in the tourism industry.

**Marketing:** We are researching a new branding initiative with the intent to drive people to our members' Resort Directory website resulting in new guests booking a cabin at your resort. Look for a completely revamped website.



## Beware of Loons on Billboards

*LoonyINMinnesota.com* coming in 2019

The Community of Minnesota Resorts is putting a high priority on helping you market your resort in ways you can't afford to do yourself.

For those of you in the aforementioned 440 resorts not active, please strongly consider joining us for your benefit and the benefit of the resort industry as a whole. You would be *loony* not to.

## Thank You

*I would like to thank outgoing board member Kristin Wherley for her leadership, especially her efforts in making this magazine a success. I would also like to congratulate the newly-elected or re-elected board members: Mike Schwieters, Bob Schimerowski, Scott and Jenn Tanke, Jim and Jill Dillion, Mike and Linda Schultz, Jen Bloomquist and Bob Barton. It is great to have lots of new blood which I am sure will spark unique ideas and drive enthusiasm.*

*I would also like to personally thank Dave Kirchner for his generous donations that have and will continue to fund the Carol Kirchner scholarship for a total of 25 years.*

## What did I learn this year?

By Karen Senger, Cedar Point Resort

If asked, “What did you learn this year?” I imagine you could think of a few things. At the CMR Fall Conference this year, I asked that question to the room full of resorters. In the room were brand new resorters to very experienced resorters. Some responses were serious and some were humorous. I think many of us can both understand the responses as well as learn from them. And, it is fun to hear!

***No matter how long we have been resorters, we still learn new things. So, what did your fellow resorters learn?***

- It pays to put money into the resort. We added 3D imaging; the guests love to be able to see the cabins on-line. Even if you have been at your resort for many years, never quit investing time and energy into your resort. It is your biggest investment.
- It is not always worth making exceptions. Haven't we all made that exception (whatever that may be) and it backfired. Sometimes exceptions are worth it and sometimes they are not.
- Wonderful people want to come up to vacation. The vast majority of our guests are really wonderful people that look forward to their vacation all year. For some it is the ONLY time that they get to get away. Remember to smile even at those that you don't appreciate and remember that most people truly are wonderful.
- How to delegate. Many hands make for less work. Rely on other resorters, don't be afraid to ask for help and advice. Best answers come from others. Take some time for yourself. Give up a bit more so you can spend more time with family and friends. Commercial laundry is worth every penny. Don't we know it. We may be able to do *it all!* But, should we? Perhaps think about delegating or asking for help. Many comments revolved around this concept.

- When free labor disappears (kids), it is a pain at best. If our kids are at home, we do have a tendency to rely on them. And, when they move away, for whatever reason, it certainly is an adjustment. We have some choices, we can either pick up the slack, reduce our services or hire out a little more.
- How to stay out of the way of managers. This resort owner had managers for their resort and they learned how to stay out of the way. It would be difficult, but it can be done.
- Waves do a lot of damage. We had a couple resorters (one was in their first season!) that incurred some storm damage. Many of us have dealt with that. We just have to continue on.

***Some newer resorters comments:***

- I have a new meaning of the words *on-call!* I think most of us can agree with that. Although we may look forward to summer, it is for different reasons. For many it is a time to *kick back and relax*. For resorters it usually means to *kick it in gear*.
- How many beautiful lakes are in the area? If you aren't from Minnesota, I think it is a wonderful surprise to see the beauty in Minnesota waters.
- May 1-October 31 doesn't mean the same thing to us anymore. Isn't that the truth? That date span certainly means something different when you own or manage a resort. It is referred to as *the season*.
- We are new at resorting, everything was new. Don't we all remember being new?

As an experienced resorter not *everything* will be new. But, no matter how long we are at it, we learn *something* new every year.

## 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.

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!

### New CMR Associate Members

Jill Andersen  
Lonesome Cottage Furniture/Fireside Lodge,  
Pequot Lakes

Philip Schmitt  
Clifton Larson Allen, LLP (CLA), Baxter

John Seekon  
Orion Resort Sales, Grand Rapids

### Retired Resorters

Dave Kirchner, Vinton, IA



## 2018 Resorter of the Year

By Timberly Christiansen, Finn 'n Feather Resort



*Karen and Tim Senger of Cedar Point Resort, 2018 CMR Resorter of the Year*

Every year at the Community of Minnesota Resorts' (CMR) Fall Conference, the Resorter of the Year Award (ROY) is presented. This award is given to resorts who exemplify the spirit and the goals of the CMR. The criteria centers around the operation of a successful and progressive resort business, service to the industry both at the local and state level as well as community service in other areas. Mentoring and helping other resort owners and membership in the CMR are also part of the requirements. Nominations

for this award are generated entirely by CMR members. Members are encouraged to consider their fellow resorters and nominate peers that they feel uphold high standards and contribute to the resort industry.

Each nominated resorter is interviewed by the ROY Committee, which consists of the past three recipients of the award. The committee tours and interviews the nominated resorts, which allows the committee to learn more about each resort/owner, but it also makes it more challenging to select the most deserving candidate. This year was no different. We sincerely thank the resorts who were nominated for opening their hearts and homes, as well as taking time out of their busy schedules to meet with the committee.

Our ROY winners for 2018 have completed their 17<sup>th</sup> year of resort ownership! Before purchasing the resort, she worked in Eagan for an insurance company, and he worked as an electrician. They spent a lot of time at her parents' resort and during that time they began to dream of owning their own resort. After looking at a number of resorts, they purchased her parents' resort in 2002. They really felt that resort was the one for them. When they moved to the resort, their two daughters were in Kindergarten and 2<sup>nd</sup> grade. Today, both girls are independent young women finishing college and starting their own lives.

When they purchased the resort, there were nine rental cabins and 12 campsites. It also had a pool and a full-service restaurant in their lodge serving breakfast and bar food. Over the years, they made many improvements including building themselves a new home attached to the lodge, almost doubling the number of bedrooms on the property, and turning the old owner's home into a rental. They took legal steps to pull the entire resort back under their sole ownership from a cooperative-type ownership model

## Nominating Resorters for the 2019 Resorter of the Year Award

**SEPTEMBER 1, 2019 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:**

Resorter 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.

which added another cabin to their rental pool. In recent years, they added two lake homes to the resort property. Today, they have over 30 acres of land and 3,000 feet of shoreline. Over the years, they've also added many amenities such as a beach, water toys, and resort activities. Their plans are to perfect what they are currently doing!

Over the years, they've had to stay on top of the many changes in the industry specifically with the trend toward shorter stays and last-minute bookings. They believe that the addition of online availability has been beneficial in adding to their last-minute bookings, even though they held out for a long time before putting their openings on their website. They also believe their journey from making the resort primarily a fishing resort to a family-orientated resort has helped.

For years, it was just their immediate family doing all the work. They also wish they would have started the resort activities sooner.

Both of these resorters are long-time supporters of the CMR. They have been members for all of their 17 years, have been on the CMR Board for eight years, and she served two years as president. He is the trail coordinator for their local snowmobile club, and she sits on their local lodging tax committee. She has been involved for the last few years with the rewrite of the State of Minnesota's Lodging Code and is currently sitting on a task force to create a Vacation Rentals by Owners (VRBO) Ordinance for their county.

Overall, this year's winners of the ROY Award exemplify CMR's Motto of *Resorters Helping Resorters* and have supported the CMR and fellow resorters in a million ways. We are proud to announce Tim and Karen Senger of Cedar Point Resort as this year's winner of the 2018 CMR Resorter of the Year Award.



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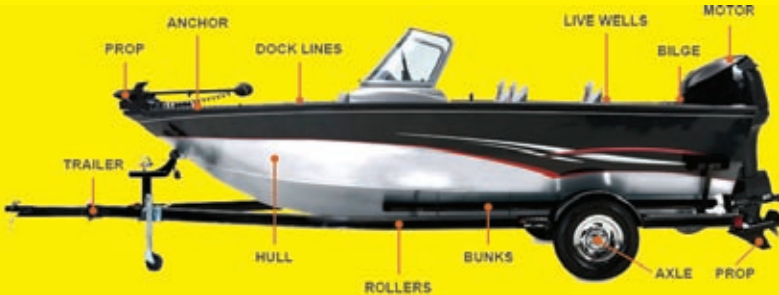
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# EDUCATION

## 2018 CMR Resort Tour

By Timberly Christiansen, Finn 'n Feather Resort

The 2018 Annual Community of Minnesota Resorts Tour was held this September in the Longville/Remer area. It was a beautiful day with just over 40 attendees. The group began at Timber Trails Lodge, in Remer. We then continued over to Little Boy Resort, in Longville. After viewing all the grounds there, we finished up at Brindley's Harbor Resort. Thank you again to all those that attended and for all the resorts willing to open their doors for the tour!

### Timber Trails Resort - Tom and Kathy Marnik



Timber Trails Resort is on 17 acres in the Chippewa National Forest on Big Boy Lake in Remer. Big Boy Lake is a 3,400-acre lake with 27 miles of shoreline. Big Boy Lake is a great fishing lake. Less than 30 percent of the lake is developed, with the majority of the development being summer cabins. The resort has 10 cabins (three cabins are winterized and open year-round), six seasonal sites, and six campsites.



#### History of the Resort

Opened in 1948, the Marniks are the 4<sup>th</sup> owners of the resort. They purchased Timber Trails Resort in March 2012. Prior to the Marniks, the resort was mainly a fishing resort with families tagging along during the summer weeks. They added family as a highlight to the resort. Their first summer, they put a BONGO in the water and it was an instant hit. Since then, they have added kayaks, SUP, paddleboat, fun-bug, and water mat. They have expanded the swim beach and leveled it out more.

The Marniks took on their first big project right away: remodeling the original owner's home – a two-bedroom, one-closet cabin with a dirt floor garage into a five-bedroom, two-bath cabin. At the same time, they built a new home/lodge (all in the first winter). Other major improvements include the *Tree House* cabin. Marnik's took the least rented cabin and made it one of the most popular. They have recently put TVs with DISH Network in all the cabins. They hope to add Wi-Fi as well.

#### Prior to Resorting

Originally from Massachusetts, the Marniks moved to Bellevue, NE in 1992 with their two young children. Tom was a Civil Engineer specializing in land development and Kathy was a Pediatric Registered Nurse. Summer vacations were always important growing up, and they continued that with their family. They found a resort on Leech Lake that reminded them of back east and vacationed there every summer with their family.

#### Future Plans

In the next five years, the Marniks plan on knocking down the original cabin (Forest Edge) and building a three-bedroom in its place and adding a six-bedroom as well in the old boat corral area.

### Little Boy Resort – Troy and Nancy Loren



Little Boy Resort on Little Boy Lake consists of 1,200 feet of lakeshore, nine cabins (two year-round), 18 campsites, and 25 seasonal sites.

#### History of the Resort

The Little Boy Resort started in 1929 as a place to house and feed loggers. In 1934, Fred Deisch began renting cabins to families of loggers. The Lorens are the 5<sup>th</sup> owners in 89 years. In the 14 years the Lorens have owned the resort, they have built a four-bedroom (Eagle's Nest), made six more seasonal sites, and seven more campsites. They built two storage buildings, bought a park model camper that sits on the lake lot ½-mile north that is rented by the month, and just last October they purchased the home just north of the beach. Bearsden cabin is a four-bedroom, 1 ½-bath cabin that is secluded and has a great view of the big part of the lake. In 2016, they purchased the five cabins on Lake Wabedo, once known as Log Cabin Bay Resort, built in 1933. They rent four of the cabins and their daughter, Jordan and her boyfriend, Robert, live in the other one and oversee the property.



#### Prior to Resorting

Prior to resort life, the Lorens were living in Becker, MN. Troy was a custodian/grounds keeper at the Becker Schools, and Nancy owned and operated her own beauty salon and was and still is a Financial Analyst with Primerica.

Troy's grandparents at one time owned and operated Wilson Bay Resort on Gull Lake. They sold Wilson Bay when he was 13 years old, and from that day on he dreamed of having a resort. In 1997, they bought lake shore on Little Boy, and over the years they got to know the owners of Little Boy Resort. In December 2003, the owners of the resort called the Lorens and asked if they were serious about owning a resort. The Lorens worked with the owners through the next summer on the weekends and took ownership November 2004.

#### Future Plans

The Lorens have BIG dreams and plans. (Where would you get without them?) In one to five years, they plan to put steel roofs on the remaining three cabins, replace decks on all cabins and are thinking about vinyl log siding. In five to 10 years, they want to add a new home/lodge/shower house, would like to tear down all three and build a walk out with lodge and shower house on lower level and a home above. In 10 – 15 years, their son would like to purchase resort.



## Brindley's Harbor - Greg and Tim Campbell



Leech Lake is the third largest lake within Minnesota borders at 112,000 acres and has about 200 miles of shoreline. It is a popular fishing lake noted for its muskie, walleye, and perch angling. Except for a small area off the shore of the town of Walker, it is totally within the boundaries of the huge Leech Lake Reservation.

The reservation is not a closed reservation: much of the land is federally, state, county and privately owned. Brindley's is privately owned by the Campbell Family and has 36 acres and about 1,300 feet of shoreline.

### History of the Resort

Brindley's Harbor Resort was founded in 1956 by Joe Brindley who was a policeman in Iowa. Actually, Joe's mother had purchased the land with a small cabin in 1952 -53. That small cabin has been modified numerous times and is now the four-bedroom Cottage 14. It was a simpler time – the road to Pine Point (through the wetland to the west of the resort) was unpaved and in the spring of the year was often unpassable without the aid of a tractor helping tug cars through the mud. Residents of the point, including a very large resort then known as *Big Leech*, pressured the county to improve the road. The Brindley property had an undeveloped gravel deposit and a county administrator and Joe simply shook hands and traded gravel for the road in exchange for the county digging Joe a harbor. The harbor was later enlarged and today is a major asset to the resort, particularly due to lake size and potential for three- to five-foot waves.

Brindley's lodging is diverse with small one-bedroom duplex cottages, traditional wood frame two-, three-, and four-bedroom cabins, to five-bedroom, five-bath duplex log homes. A three-bedroom rental home across the road from the lodge was built in 1972 as the Brindley's retirement home. The Campbell family purchased the resort with 16 rental units in 1996 as the 5<sup>th</sup> owners. Today, there are 21 rental units and considerably more acreage. Parents, Paris and Jean, are in their mid-seventies and built their retirement home in the woods across the road in 2007. Sons, Greg and Tim, now manage operations and live in the rear of the lodge.

### Future Plans

The Campbells short-term plans are to drag themselves kicking and screaming into the world of millennials by adding personal water craft rentals and equipping their rental boats to facilitate water skiing and tubing. A new insurance provider will be required.



# Have a resorting tip or trick?

Contact Ann Warling  
218-821-1031  
ann.warling@gmail.com

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# The 2018 Community of Minnesota Resorts Fall Conference

By Karen Senger, Cedar Point Resort

Wow, it went so well! Just like there are so many different resorts, there are that many different resorters. Because of that, it can be a challenge to come up with topics that EVERYONE will enjoy. I think your Community of Minnesota Resorts (CMR) Education Committee did a great job this year and as I looked through the feedback forms, the comments certainly reflected that! Thank you to all that attended and to those that both organized or presented at the conference.

This year's CMR Fall Conference was held at Cragun's Resort on Gull Lake in Brainerd on October 28 – 30, 2018. We had over 80 participants. We know that there is a future in resorting. At the conference this year, we had three couples that were not currently resort owners but were looking to either manage or purchase a resort. What a great place to start . . . with a bunch of resorters! I hope they find that perfect resort. Along with the *pre-resorters* we had resorters that have been in the business for decades. We all learn from each other.

Our conference actually started the day before the conference on Saturday for the Resorter's Fun Day. Over 20 of us got on the bus to go to three Brewery Tours. What a fun way to spend an afternoon... with a bunch of resorters. Some of us were friends before this day, but we were all friends after this day.

There are so many comments that we can touch on regarding all the speakers. We will address some of them here and will be asking some of them to write articles for future magazines. The reality is that not EVERY resorter is able to go to the CMR Fall conference, but those not attending are still important people! There is no way that we can go through all the conference topics on paper, but here is a teaser!

## Contract for Deed

Zach Johnson talked to us about Contracts for Deed. All of us at one point will be getting out of the resort business. At one point we retire, pass it on to family... or die. If we want to sell our resort having a Contract for Deed seems to be an option that buyers and sellers are considering more often again. Zach was certainly knowledgeable on the topic. It made us realize that having an experienced lawyer involved in the process is vital to make sure all bases are covered.

## Science Behind Cleaning Products

You think you know it all? Chris Gatewood, Cole Papers, proved to most (all??) of us that we don't. Some of the feedback that we received from participants about what they learned, other than Chris is funny AND smart, is that there were certain things we are doing wrong.



CMR Fall Conference participants obtained valuable information from conference presenters and classes.

— Thank you! —

The Community of Minnesota Resorts would like to give our heartfelt thanks to those who make the Fall Conference a success. We are thankful for the following businesses for their sponsorship.

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*For example:*

- You should put the chemical in the water last (not first and then add the water).
- More carpet shampoo is NOT BETTER (more residue remains on the carpet, and that residue is doing what it should - collecting dirt - and keeping it on your carpet).
- Bleach keeps its potency for only three to six months.
- **Four steps of cleaning:**
  1. Apply (the cleaning agent)
  2. Dwell time (time for it to work or kill)
  3. Assist/Agitate (rub, wipe, etc. to help the cleaning agent)
  4. Rinse (to remove the cleaning agent and dirt)
- Ready to use products are usually better than concentrate. The manufacturer makes sure that the correct amount of water to the cleaning agent is used as well as the correct type of water. If you use a concentrate, make sure to use soft water. If you use hardwater then the cleaning agent may have to fight through the water hardness before it is able to do the job it was designed to do. Soft water saves on your appliances, too.

• **Three terms:**

- Cleaner* - removes germs and dirt particles.
- Disinfectant* - Kills microorganisms. It doesn't kill all bacterial spores.
- Sanitizer* - Most effective and kills certain bacteria.



Cracker-barrel discussions at the CMR Fall Conference always provide valuable nuggets of information that can help when planning for next year's resorting season.

## Sunday Night's Entertainment

*The many topics at the conference were awesome. But, the entertainment on Sunday night was so much fun! This year we played the Team Trivia Game. Based on the feedback forms, it was a hit and resorters seemed to really like that the teams were random. Who knew that resorters liked to talk? The questions weren't easy. Unfortunately, my table didn't win, but it was good entertainment!*



*That was so much fun!!  
Lots of laughs, thanks!*

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# The Community of Minnesota Resorts

What the CMR Can Do for You!

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Print out an application  
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membership/](http://Minnesota-Resorts.com/membership/)

When on the page, you can click to fill out an on-line application, or print an application to complete and mail in. (Are you a vendor offering products or services resorts would be interested in? Find a CMR Associate Member Application on our membership page also.)

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

### TACO PIE

- 1 pound ground beef
- ½ cup chopped onion
- 1 - 1 ¼ oz. envelope taco seasoning mix
- 1 - 4 oz. can chopped green chilies, drained
- 1 ¼ cups milk
- ¾ cup Bisquick
- 3 eggs
- 2 tomatoes, sliced
- 1 cup shredded cheddar cheese

Heat oven to 400°F. Grease a 10" X 1 ½" pie plate. Cook and stir beef and onion until beef is browned. Stir in taco seasoning mix. Spread mixture in pie plate and top with green chilies. Beat milk, Bisquick, and eggs until smooth (1 minute with a hand beater). Pour into pie plate. Bake 25 minutes. Top with tomatoes and cheese and bake additional 8-10 minutes or until knife inserted into middle comes out clean. Cool 5 minutes. Serves: 6-8



### PORK CHOPS WITH APPLES AND STUFFING

- 6 - 1" thick boneless pork chops
- 1 Tbsp vegetable oil
- 1 - 6 oz. package crushed stuffing mix
- 1 - 21 oz. can apple pie filling with cinnamon

In a skillet, brown pork chops in oil over medium high heat. Meanwhile, prepare stuffing according to package directions. Spread pie filling into a greased 9" X 13" X 2" baking dish. Place pork chops on top; spoon stuffing over chops. Cover and bake at 350°F for 35 minutes. Uncover; bake 10 minutes longer or until a meat thermometer reads 160°F.



### MEATBALL AND POTATO HOT DISH

- 1-pound ground beef
- 2 eggs
- 2 Tbsp milk
- 2 Tbsp flour
- Salt and pepper to taste

Mix all together, except for flour. Form into meatballs and roll in flour. Brown in butter in a frying pan.

- 2 cans sliced potatoes
- 1 - 22.6 oz. large can cream of chicken soup
- 1 - 10.75 oz. can chicken with rice soup

Mix the soups together. Add 1 tsp garlic powder, if desired. Place meatballs in the bottom of a 9" X 13" pan. Place potatoes on top. Pour soup mixture over all. Cover with foil and bake 1 hour at 350°F.

*\*Can use frozen meatballs.*

*\*Only use canned potatoes, as fresh ones tend to get mushy.*



### BAKED SPAGHETTI

- 8 oz. uncooked spaghetti, broken into thirds
- 1 egg
- ½ cup milk
- ½ tsp salt
- ½ pound ground beef
- ½ pound ground Italian sausage
- 1 small onion, chopped
- ¼ cup chopped green pepper
- 1 - 14 oz. jar meatless spaghetti sauce
- 1 - 8 oz. can tomato sauce
- 1-2 cups shredded mozzarella cheese

Cook spaghetti according to package directions; drain. In a large bowl, beat egg, milk and salt. Add spaghetti; toss to coat. Transfer to a greased 9" X 13" X 2" baking dish. Cook beef, sausage, onion and green pepper until meat is no longer pink; drain. Add spaghetti sauce and tomato sauce; mix well. Spoon over noodles. Bake, uncovered, at 350°F for 20 minutes. Remove from oven and sprinkle with cheese. Return to oven and bake 10 minutes longer or until cheese is melted. Let stand 10 minutes before cutting and serving. Serves: 6-8





## Kirchner Recognized for Scholarship Donation

By Jennifer Bateman, Two Inlets Resort

Dave and Carol Kirchner purchased Shangri-La Resort in Cass Lake in 1992. Encouraged to get involved in the Community of Minnesota Resorts (CMR) by Steve and Bunny Fox from Sugar Point Resort, they became board members. Dave quickly found himself serving as president and Carol, who was a school teacher, was very active on the scholarship committee. In a short time, they made many friends within the organization.

Sadly, in May of 1998, Carol did not return from her regular morning walk on the township road near the resort. Following her death, many memorials were given by fellow resort owners that helped start the Carol Kirchner Memorial Scholarship. The first \$500 scholarship was given in 1999 and has continued annually ever since!

Dave joined us this year at the CMR Fall Conference, driving up from central Iowa. He donated an additional \$3,000 to the CMR scholarship fund to continue Carol's memorial scholarship into 2024, which will bring the total number of Carol Kirchner Memorial Scholarships given to 25 student recipients.

The CMR recognized Dave for his contribution to the scholarship fund. He was presented with a list of all the Carol Kirchner Memorial Scholarship recipients over the years, and also a life-long retired resorter membership in the CMR.

**HEADED FOR COLLEGE?**

**APPLY FOR A CMR SCHOLARSHIP!**



Each year the Community of Minnesota Resorts offers four scholarships to a senior in high school, or a current undergraduate or technical school student. We are excited to now offer two-\$750 scholarships and two-\$500 scholarships to meet the educational needs of our members' children and grandchildren. 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**

# MARKETING

## CMR Vendor Show

By Kim Jamtgaard, Wildwood Resort

The 2018 Vendor Show was held on Monday, October 29<sup>th</sup> during the Community of Minnesota Resorts (CMR) Fall Conference at Cragun's. We would like to thank the following vendors who support the CMR and its members through their participation! As you start to think of your upcoming resort season, we encourage you to look to our conference sponsors and vendors to provide your services and supplies.



## 2018 CMR VENDORS

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www.adventurewithkeen.com

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tedb514@yahoo.com  
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scott.carter@aquariushs.com  
www.kineticomn.com

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www.andrew.sternke.myaxa-advisors.com

### Christiansen & Associates

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cagiftinc@hotmail.com  
www.cagift.net

### Clifton Larson Allen LLP

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# THANK YOU!

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www.mnresortsales.com

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ebotz@ravesports.com  
www.ravesports.com

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(952) 212-3117  
blake@umn.edu

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(720) 420-7783  
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Russ Schaefer  
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russ.dodge@icloud.com

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THANK YOU! A BIG THANK YOU TO ALL THE CONFERENCE VENDORS!



## Tips and Tricks

By Karen Senger, Cedar Point Resort

At the 2018 Community of Minnesota Resorts (CMR) Fall Conference, one of the favorite segments is the cracker-barrels and Resorter Panels. We have the opportunity to ask questions and share our ideas. Below are just some of the ideas and insights that were shared. Not everything works for every resort. So, read through these and see if there is something you can use. These comments are from a number of different resorters.

### If you were to start over, what would you do differently or the same? What are some of the top things that you have done?

- ❖ *Invest more money on WiFi to have faster internet throughout the resort.* It was a great investment and it made the guests happy. Some resorters commented that they didn't have the bandwidth to accommodate this.
- ❖ *Don't make major changes the first year.* See how things are running and then make changes. Don't change just for the sake of change. Of course, if there are things that need to be changed right away, that is fine. It is your resort!
- ❖ *Make sure that previous owners do not stop advertising before you buy the resort.* It can certainly hurt your bookings the first year. This resorter found out after the previous owners closed that they quit advertising. Yikes.
- ❖ *Notice negative signs around the resort.* Take them away or reword them to be positive. Make it a more comfortable atmosphere for the guests.
- ❖ *Feedback forms from guests: You can hear directly from them what is working and what is not.* Some noted that they would rather ask the guests directly. But some guests may be uncomfortable with that. Do what works for you.

### What have you done to increase bookings?

- ❖ *Added on-line availability.* This has really cut down on the number of phone calls because guests know what is available. Potential guests are less likely to send emails or make phone calls to see if there is even a cabin open when they want to come. Some resorters noted that they really want the phone calls because they can get to know their potential guests and also talk them into different cabins or weeks if what they asked for isn't available. There are pluses and minuses for each.
- ❖ *Added on-line booking:* Like above, more and more potential guests want to be able to reserve their cabin right away. Not all guests want to talk with us ahead of time. There were comments from resorters they wanted to talk to the guests so they can make sure it is a good fit, etc. You can include the availability or reserve on-line, but then not confirm it until you review and approve it. Ask yourself, when you reserve a hotel room do you want to call the hotel?
- ❖ *Long-term rentals:* Advertised for winter business with area hospitals and clinics because they seem to hire traveling nurses and doctors. There may also be building and road projects in the area too.
- ❖ *Advertised on Craigslist.* Use Craigslist to book for last minute openings, long term winter guests and shoulder season openings too. Some resorters said that they thought these guests were expecting deals.

- ❖ *Used Vacation Rental By Owner (VRBO) and other booking websites for adjacent lake homes as well as resort cabins.* It was more work keeping the availability updated and the listing current, but it was another way to get our name out there.
- ❖ *Purchased more and better boats and pontoons.* They really do pay for themselves. Our guests like to have clean pontoons that don't have ripped seats etc.

### What do your guests like the most?

- ❖ *Clean property and cabins.* Not all cabins are recently remodeled, but they can be clean and the grounds picked up and taken care of. Walk around your resort with an open mind and look at it like your guests would. Guests like well-maintained cabins and grounds. Everything should work as it should.
- ❖ *Personal connection with kids and/or pets.* Talk to the kids. Ask them questions. Parents like if you pay attention to their kids, know their name(s), etc. If you allow pets and a guest brings one, they typically like to talk about them.
- ❖ *Activities.* Some resorters noted that they do activities for the whole family, others for the kids, one noted that they do a fishing class and some said that they don't do any activities. When you decide what you want to do you have to take into consideration cost, time, facilities and staffing. Remember, every resort is different.

### What are your best suggestions?

- ❖ *Join the CMR.* (This truly was said, it isn't just us tooting our own horn!) Learning from other resorters has made us be a much better resort and resorters!
- ❖ *Stay calm, even in bad weather (wind!).* We had a bad wind storm early this summer. We remained very calm with all the work that needed to be done after and the guests commented on how we reacted to this situation.
- ❖ *Decorations in cabins.* Our guests like how we decorated the cabins. They don't usually get the up-north decorations in their own homes so they really like it when they come to the cabin.
- ❖ *Purchase adjacent/contiguous property when it comes available.* Even if you aren't ready to expand, it is great to have it. So, if it is as all possible, make the purchase.
- ❖ *Collect deposit on repeats before they leave.* We started collecting the deposit for the following year when the guests leave. It was a great way for us to keep our availability current and accurate. Larger groups tend to look earlier for the following year and we wanted to make sure that we aren't missing out on the bookings because we didn't know *for sure* what we had available.
- ❖ *Plant trees on your property.* Even if you think you have plenty, plant more. They all die and it is great to have some at every stage of the life cycle. You may not benefit, but the next owners of the resort sure will. It could impact the value of your property.
- ❖ *Changed to two-day change over.* More resorters noted that they are having difficulty acquiring enough cleaning help to get all their cabins cleaned in one day so some are moving to a Friday and Saturday turnover or a Saturday and Sunday turnover. One

resorter even said that they changed to a four-day change over. It helped with getting cleaning help.

- ❖ *Make updates, even if they are small.* Make sure that guests know what you have done. Feel free to brag a little.
- ❖ *Do repairs promptly and keep the guests updated on the status of repairs or complaints they may have.* If you are working on it, make sure they know. Otherwise they may think that you are ignoring it. Even if they say, “Oh you don’t have to do it now.” Many guests really may appreciate that you react right away.
- ❖ *Clean up property, this doesn’t have to take much money.* It just takes time and energy!
- ❖ *Get to know your guests, take notes of guests’ personal situations so you can comment on them the following year.* Whatever system you use (paper or electronic), make some personal comments about the guests so you can refer to it the next time they come. Guests love to feel special and for many our resorts are very special to them.
- ❖ *Stress arrival time during the prime summer season.* This resorter sent an email out the week before the guests’ arrival. Included in the email is information about what is going on in the area, what to bring and what not to forget to bring, AIS (Aquatic Invasive Species) and boat transportation and ALSO a reminder about the check-in time and to please not arrive early.



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## 2018 Silent Auction Pays Off Again

By Nancy Loren, Little Boy Resort

We had great donations for the Community of Minnesota Resorts’ (CMR) Silent Auction which was a part of the CMR Fall Conference on October 28<sup>th</sup> – 30<sup>th</sup>, 2018 at Cragun’s Resort.

These are a few of the donations received for the CMR Silent Auction: Adirondack chairs, hockey tickets, wall art, popcorn, gift cards, tools, and much more. Thank you to all that brought items to auction and to everyone who bid on items! We ended up with 64 donations that raised just under \$3,500. It is so important that we constantly communicate our issues to legislators via Day on the Hill (DOH) and stay on top of the proposed legislation that may impact our daily operations and bottom line profitability. It is vital to our businesses that we have Joel Carlson working at the Minnesota State Capitol to keep us aware and support us as resort owners.

The CMR Silent Auction and our newly added Heads and Tails game is 100 percent legislative funding to support our lobbyist’s efforts and our DOH trip to the Capitol coming February 19<sup>th</sup> - 20<sup>th</sup>.

Thank you for your support!



Troy and Nancy Loren, Little Boy Resort, enjoying a CMR Silent Auction item.

## 2019 Session has New Governor, Leadership

Joel Carlson, Community of Minnesota Resorts Lobbyist

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*It's  
critical that  
legislators  
understand  
the  
importance  
small  
businesses  
like resorts  
play in  
greater  
Minnesota's  
economy.*

---

Minnesota voters selected a new governor and majority for the Minnesota House of Representatives in November. We'll soon see how the new lineup performs. After the past two legislative sessions of gridlock, massive omnibus bills, and stalled out policy initiatives regarding elder abuse, drug addiction, and transportation the pressure will be on the newbies to get the public's work done – and done on time.

The long list of legislative flops was indeed a campaign issue – but few believe it was policy issues that lead to flipping 18 House Republican seats to the DFL. The midterm elections generally run against the party of the President, and 2018 was no exception. Across the country Republican lawmakers felt the midterm blues, turning over 38 seats in the US House of Representatives, seven Governorships and almost 400 state legislative seats. Republicans did retain control of the US Senate, which will give us front row seat for watching

a divided government in Washington, D.C.

However, analyzing the election only by the number of losses doesn't provide a complete story. Where the losses occurred, and which voters spoke, is also important to understanding the 2018 election. Women voters, particularly in urban and suburban areas, voted against President Trump and Republicans in record numbers. Young voters turned out in greater numbers than past midterm elections – and they also voted decidedly against the President.

Rural states (and the rural areas of many larger states) remained largely Republican. In Minnesota, two rural seats held by Democrats were taken over by Republicans (Reps. Stauber and Hagedorn) while two incumbent suburban Republican legislators (Former Reps. Paulsen and Lewis) were given the electoral boot.

In addition to the shifting party loyalty of the suburbs, the shift in voting strength to metropolitan areas continues. The decline in rural representation will require groups like Community of Minnesota Resorts (CMR) to become even more involved with legislative efforts. It's critical that legislators understand the importance small businesses like resorts play in greater Minnesota's economy. We need to maintain policies that enhance the tourism industry that every citizen of Minnesotan enjoys. *Get involved!*

### **Governor Walz Sets Up His Administration**

Governor Tim Walz has been aggressively working to get his administration in place to hit the ground running after being sworn in on January 7<sup>th</sup>, 2019. In addition to choosing 22 Commissioners to lead the state agencies, the Governor is charged with preparing a biannual state budget that must be presented no later than February 19<sup>th</sup>.

Minnesota's budget will exceed \$45 billion – and while that is a daunting task – much of the budget is set by funding formulas, payments for nursing care, education and other entitlements that are set by established law. To be sure, the new Governor will put his imprint on key policy priorities that he has championed like opioid abuse, classroom funding, and transportation. Walz has also suggested Minnesota join the growing number of states that have legalized marijuana to control its use, generate revenue, and reduce incarceration for low-level drug offenses.

### **Minnesota House Flips Back to the DFL**

New House Speaker Melissa Hortman (D-Brooklyn Center) will lead 75 DFLers and a freshman class of 39 new members in the 2019 session. The legislature will be more diverse than ever, with many newly elected legislators of Asian American, black, Somali-American, and Hispanic or Latino ancestry.

Xiong will be tied with Carlson as the most common last name in the Minnesota legislature – that's a pretty big change.

The loss of eight Republican women House members will mean the House will remain 32 percent women – despite females being slightly over 50 percent of the population.

Rep. Ryan Winkler will serve as House Majority Leader, and Rep. Kurt Daudt will lead the Republican minority caucus.

<https://www.minnpost.com/state-government/2018/11/the-2019-minnesota-house-of-representatives-is-going-to-be-a-little-more-representative/>

Speaker Hortman has announced a fresh lineup of committee chairs that will lead the process of developing a state budget. In doing so, she deviated slightly from the practice of seniority-based appointments. The Speaker provided chairmanships to junior members that have demonstrated policy expertise and dedication but did so in a manner that does not appear to have left lasting damage to her authority or ability to lead. It's too early to determine a policy director for the new majority but they have pledged to work cooperatively and to get their work done on time.

Here is a listing of House Committee Chairs for 2019:

<https://www.house.leg.state.mn.us/sessiondaily/SDView.aspx?StoryID=13447>

### **Minnesota Senate Remains Largely Unchanged**

Senate Majority Leader Paul Gazelka (R, Nisswa) will again lead



the Minnesota Senate after securing his 34-33 majority in a special election. Sen. Jeremy Miller (R, Winona) will serve as Senate President, and Sen. Tom Bakk (D, Cook) will continue as DFL lead.

Gazelka will have his hands full dealing with a one-vote majority and Republican legislators not wanting to appear to be overly obstructionist to the new DFL Governor. While saying no is an option for some, suburban legislators that just saw their Republican House members get waxed in the 2018 election will be unwilling to be held responsible for a special session or government shutdown by not reaching a compromise.

### State Budget Will be Focus of Session

The main work of the session will be assembling the 2020/2021 biannual budget, which must be completed by June 30<sup>th</sup>, 2019. Governor Walz, coming off a 300,000-vote victory, will rightly feel the mandate to advance some new spending he promoted in the campaign.

Creating the budget will be coupled with the task of addressing conformity with the new federal tax code. The thorny tax conformity issue, which could not be achieved in 2018, will consume some portion of the projected billion-dollar budget surplus and will signal some of the priorities of the new administration.

As the budget unfolds, there will also be renewed pressure to put more funding on the table for transportation and infrastructure. Governor Walz has indicated he'll support an increase in the gas tax to fund

roads and bridges, and other funding has been suggested as well.

Legislators will also work to correct problems with elder care and address opioid abuse crisis. To be sure, the list of issues will be long and with dozens of new legislators to learn the ropes, it could be a bumpy ride.

### CMR Day on the Hill February 19<sup>th</sup> and 20<sup>th</sup>

The CMR legislative committee has set February 19<sup>th</sup> and 20<sup>th</sup> as our Day on the Hill. We email, we cajole, we plead, and now we beg! We need you to come to the Capitol to meet with all these new legislators and help advance policies that enhance tourism and the resorting industry.

Sen. Carrie Ruud said it crystal clear at our Fall Conference – it's critically important to have our voices heard by showing up at the Capitol. While we know that your guests come from all over the state, we have a smaller number of resort area legislators to champion our cause. That is why it means so when you show up...CMR needs to be heard!

Details will be coming out about the bus route and agenda for our visit. We are planning an informal reception with legislators and staff, and a full day of one on one lobbying.

Get on the bus...we need you!

*Joel Carlson owns a Legal Research and Government Affairs business in St. Paul, MN. He has represented CMR at the Capitol since 1997.*



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# CMR DAY ON THE HILL

FEBRUARY 19<sup>TH</sup> AND 20<sup>TH</sup>  
*EVERYONE MARK YOUR CALENDARS*

By CMR Legislative Chairperson Jim Wherley, Sunset Bay Resort

Join your fellow Community of Minnesota Resorts (CMR) friends and travel to the State Capitol to discuss those issues important to us as resort owners. Legislators always know when the CMR is at the Capitol! We wear our fishing vests and stop by with our leave-behind gift that always re-emphasizes our position on the issues at hand.

## ***Get on the bus with us!!!!***

Our issues agenda is still in development. Have an issue you'd like to have considered for Day on the Hill (DOH), or want to sign up to *Get on the bus with us* now? Email the CMR Legislative Chairperson Jim Wherley at [info@sunsbay.com](mailto:info@sunsbay.com), or call him at 218-758-2080, and he will assist you.

Each year we plead for more attendance to this event. This year is no different. We cannot affect change or protect our current position on issues without placing them before the legislators. Our voices must be heard to allow our resorts to continue to operate in a favorable business environment. Even issues we have gained victories on in the past need to continually be reinforced with legislators.

## Consider the following:

- What if Explore Minnesota's budget in whole is not approved? Can you imagine the state not having a tourism department, or even less funds than it has now for tourism? Do you think that without Explore Minnesota presenting Minnesota as *THE* tourism destination in the country we would lose potentially millions of visitors annually?
- What if the Department of Revenue gets language approved by the legislature to state that all resort parcels must be owned by the same entity? Would your taxes, or the taxes of one of your fellow resort owner friends go way up?
- What if the entire state went to a mandatory Pre-Labor Day school start, or even year-round school? Do you think that would cut into the ability of families to take vacations in the summer months? Do you think our shoulder seasons would get even longer?
- Do you think that if any or all of the above occurred your resort would lose revenue?

If you answered yes to any of the above, **YOU** need to get on the bus with us!

Look for more details on Day on the Hill coming soon!





The CMR would like to thank the above individuals for volunteering to be a member of the Board. We would also like to thank Kristin Wherley, who is a retiring board member, and Mike Schweiters Boyd Lodge, and Bob Schimerowski Diamond Lake Resort for renewing their board terms. Their time and talents will be put to good use as we further the Marketing, Education and Legislative initiatives of the Community of Minnesota Resorts!



Community of Minnesota Resorts' New Board Members (l-r): Mike Schultz Ten Mile Lake Resort, Scott and Jenn Tanke Wilderness Bay Resort, Bob Barton Hidden Haven Resort, Jen Bloomquist Cedar Rapids Lodge. Not pictured were Linda Schultz Ten Mile Lake Resort and Jim and Jill Dillon Whippoorwill Resort.

## 2018-2019 Community of Minnesota Resorts Board Members

### Administration

#### **CMR President**

**Tom Marnik**, Timber Trails Resort  
218-566-2376  
tommarnik@timbertrailsresort.com

#### **CMR Vice President**

Clint Mueller, Balsam Beach Resort  
218-751-5057  
clintm@paulbunyan.net

#### **Secretary**

Timberly Christiansen, Finn 'N Feather Resort  
218-335-6598  
finnfeather@hotmail.com

#### **Treasurer**

Tim Aarsvold, Geneva Beach Resort  
320-763-3200  
TJA@GenevaBeachResort.com

#### **Past President**

Karen Senger, Cedar Point Resort  
218-832-3808  
ksenger56657@gmail.com

### Education Chairperson

Vince Proski, Northern Lights Resort  
218-758-2343  
nlr@northernlightsresort.com

### Education Committee Members

#### **Vice Chairperson-School of Resorting**

Timberly Christiansen, Finn 'N Feather Resort  
218-335-6598  
finnfeather@hotmail.com

#### **Vice Chairperson-School of Resorting**

Linda Schultz, Ten Mile Lake Resort  
218-589-8845  
schultz@prter.com

#### **Vice Chairperson-Conferences**

Tina Reuper, Sandy Pines Family Resort  
218-947-4467  
vacation@sandypinesresort.com

Cheryl Proski, Northern Lights Resort  
218-758-2343

nlr@northernlightsresort.com

Jenn Tanke, Wilderness Bay Resort  
608-797-7991  
vacation@wildernessbay.com

Lynn Scharenbroich, Black Pine Beach Resort  
218-543-4714

lynn@blackpinebeach.com

Jen Bloomquist, Cedar Rapids Lodge  
218-243-2487

vacation@crlodge.com

Karen Senger, Cedar Point Resort  
218-832-3808

ksenger56657@gmail.com

### Vendor Show

Tim Senger, Cedar Point Resort  
218-832-3808

ksenger56657@gmail.com

### Vendor Show

Kim Jamtgaard, Wildwood Resort  
218-328-5858

vacation@wildwoodresort.net

### Minnesota Resorter Magazine

Patty Mueller, Balsam Beach Resort  
218-751-5057

clintm@paulbunyan.net

### Legislative Chairperson

Jim Wherley, Sunset Bay Resort  
218-758-2080

info@sunsbay.com

### Legislative Committee Members

#### **Vice Chairperson**

Bob Barton, Hidden Haven Resort  
218-246-8989

bob@hiddenhavenresort.com

Tim Aarsvold, Geneva Beach Resort  
320-760-5427

TJA@GenevaBeachResort.com

Mike Schultz, Ten Mile Lake Resort  
218-589-8845

schultz@prtel.com

Kristin Wherley, Sunset Bay Resort  
218-758-2080

info@sunsbay.com

### Silent Auction

Nancy Loren, Little Boy Resort  
218-363-2188

littleboyresort@arvig.net

### Silent Auction

Patty Mueller, Balsam Beach Resort  
218-751-5057

clintm@paulbunyan.net

### Membership Chairperson

Clint Mueller, Balsam Beach Resort  
218-751-5057

clintm@paulbunyan.net

### Membership Committee Members

#### **Vice Chairperson**

Deb Eickhorst, Kohl's Resort  
218-243-2131

relax@kohlsresort.com

Bob Schimerowski, Diamond Lake Resort  
320-444-5440

fun@diamondlakeresortmn.com

Jim Dillon, Whippoorwill Resort  
218-732-4639

info@whippoorwillresort.com

### Chatline Moderators

Su Ugstad, Balsam Bay Resort  
218-566-2346

balsambayresort@gmail.com

Jill Dillon, Whippoorwill Resort  
218-732-4639

info@whippoorwillresort.com

### Marketing Chairperson

Kim Bowen, Crow Wing Crest Lodge  
218-652-3111

relax@crowwing.com

### Marketing Committee Members:

#### **Vice Chairperson-Website**

Jim Eickhorst, Kohl's Resort  
218-243-2131

relax@kohlsresort.com

Bob Barton, Hidden Haven Resort  
218-246-8989

bob@hiddenhavenresort.com

#### **Vice Chairperson-Advertising**

Tom Marnik, Timber Trails Resort  
218-566-2376

tommarnik@timbertrailsresort.com

Mike Schwieters, Boyd Lodge  
612-269-1105

Mike@BoydLodge.com

Patty Mueller, Balsam Beach Resort  
218-751-5057

clintm@paulbunyan.net

Scott Tanke, Wilderness Bay Resort  
608-792-4301

vacation@wildernessbay.com

### Word Press

Karen Senger, Cedar Point Resort  
218-832-3808

cedarpoint@bigfork.net

### EMT Advisory Council Representative

Carolyn Aarsvold, Geneva Beach Resort  
320-763-3200

TJA@GenevaBeachResort.com

### U of M Tourism Center Advisory Board

Lynn Scharenbroich, Black Pine Beach Resort  
218-543-4714

lynn@blackpinebeach.com

### Staff Members

#### **Lobbyist**

Joel Carlson  
Legal Research/Government Affairs  
6 West Fifth Street, Suite 700

St. Paul, MN 55102

651-223-2868

jdresearch@aol.com

#### **Office Manager**

Jim Wherley

PO Box 61

Dent, MN 56528

320-212-5107

CMR@Minnesota-Resorts.com

### Minnesota Resorter Editor

Ann Warling

18366 Red Cedar Road

Cold Spring, MN 56320

218-821-1031

ann.warling@gmail.com

### MN Resorter Advertising

Linda Gronholz

11423 Fawn Lake Road

Breezy Point, MN 56472

218-543-5245

lmgronholz@hotmail.com



## 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.

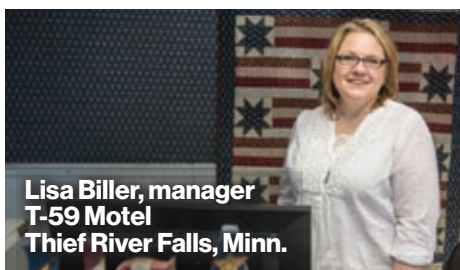
Hospitality businesses who have experienced pipeline construction in their area are strong supporters.



**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."*