

# Minnesota *Resorter* *Resorters Helping Resorters*

**Education:**  
*CMR Scholarship Winners*

**Marketing:**  
*Free CMR Membership*

**Legislation:**  
*A Year Unlike Any Other*



Fall 2020 | Vol. 36 No. 3

A PUBLICATION OF THE COMMUNITY OF MINNESOTA RESORTS





Jennifer Bateman  
218-252-9648  
Jennifer@  
LakeCountryResortSales.com



David Moe  
218-316-0576  
David@  
LakeCountryResortSales.com



Tim Aarsvold  
320-760-5427  
Tim@  
LakeCountryResortSales.com

**WE'RE BACK!**

We may have sold our beloved resorts, but you can't get rid of us that easily!

**Let us help you sell your resort.**

- **WE WORK AS A TEAM**  
The knowledge and expertise of three agents
- **WE ARE MEMBERS OF THE MLS**  
Bringing you the most potential buyers
- **WE HAVE EXTENSIVE RESORT EXPERIENCE**  
68 years of combined resort ownership experience with investment resorts, small resorts, and fractional real estate resorts.

**LakeCountryResortSales.com**

**SEPTIC CHECK**

**LAYING THE GROUNDWORK**



A facility expansion partnership between Minnesota National Golf Course of McGregor and Septic Check.

- RV park and 4 year-round cabins
- Sewer and water system design
- Turn-key construction of the entire facility & installation of 49 sites
- Long-term maintenance
- Water use monitoring to allow for growth without requiring system expansion

**Making growth possible and keeping things beautiful.**

**320.983.2447 / SEPTICCHECK.COM**

# Minnesota Resorter

Resorters Helping Resorters



A Community of Minnesota Resorts Publication

Fall 2020

Vol. 36 No. 3

## COMMUNITY OF MINNESOTA RESORTS

### PRESIDENT

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

### VICE PRESIDENT

Kim Bowen  
relax@crowwing.com

### 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

Kim Bowen  
Timberely Christiansen  
James & Kayla Daigle  
Tim & Kathy Marnik  
Clint & Patty Mueller  
Jim & Kristin Wherley

**PRESIDENT'S PEN** .....PAGE 4  
*Clint Mueller, Balsam Beach Resort*

## EDUCATION

**CONGRATULATIONS TO THE 2020 CMR SCHOLARSHIP AWARD RECIPIENTS** .... PAGE 6

**CONNECTION AND TECHNOLOGY** ..... PAGE 8  
*Kayla Daigle, Two Inlets Resort*

**CMR FALL CONFERENCE MOVES TO SPRING 2021** ..... PAGE 9  
*Timberly Christiansen, CMR Education Committee Chairwoman*

## MARKETING

**FREE CMR MEMBERSHIP** ..... PAGE 10  
*Adam and Kelley Olsen, Joe's Lodge*

**WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS...** PAGE 11

**BECOME A MEMBER** ..... PAGE 12

**RESORTER RECIPES** ..... PAGE 14  
*Patty Mueller, Balsam Beach Resort*

**CEDAR POINT RESORT NEW OWNERS** ..... PAGE 16  
*Karen Senger, Retired Resorter*

**YES, WE CAN HEAR YOU**..... PAGE 17  
*Kim Bowen, Crow Wing Crest Lodge*

**BLOGGING... IT CAN BE FOR EVERYONE**..... PAGE 18  
*Karen Senger, CMR Digital Marketing Liaison*

## LEGISLATION

**LEGISLATIVE ADVOCACY RESULTS IN PASSAGE OF SF 3358** ..... PAGE 19  
*Jim Wherley, CMR Legislative Committee Chairman*

**HANDY RESORTER** ..... PAGE 19  
*Karen Senger, Retired Resorter*

**2020 A YEAR UNLIKE ANY OTHER** ..... PAGE 20  
*Joel Carlson, Community of Minnesota Resorts Lobbyist*

**A DAY IN THE LIFE OF A RESORTER**..... PAGE 22  
*Kim Bowen, Crow Wing Crest Lodge*

**About the cover:** This photograph was submitted by Patty Mueller, Balsam Beach Resort, Bemidji.

*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 Clint Mueller  
*Community of Minnesota Resorts*

I hope this finds all of you healthy and very busy with guests! It has been a rollercoaster ride this season with resorts being shut down until the May 1<sup>st</sup>, camping being shut down until the June 1<sup>st</sup>, and the cancellations were overwhelming at times. There were so many unknowns that all of us were facing and with not a lot of clarity on a proper path going forward, it led to sleepless nights and a few headaches. Hopefully, the tide has turned for all of

you as it has for us here at Balsam Beach. We have filled most of our cancellations and the phone keeps ringing, at this pace, it will be our best year ever. I hope all of you are having the same fortune.

I would like to take this time to welcome all of our new members to the Community of Minnesota Resorts (CMR), *Welcome to the Community of Minnesota Resorts*, we welcome you with open arms, we look forward to assisting you in every way possible, we are more than happy to listen to your concerns and issues, we look forward to sharing ideas and solutions to resort-related problems, and hopefully you have taken advantage of our Yahoo Groups and Facebook chat lines. Feel free to contact me or any of the CMR board members with your concerns or issues during your membership. I would like to remind all the resorts in the State of Minnesota that the CMR is offering a free membership to resorts with three cabins or more, the membership runs from now through August 2021 at no cost to you. The CMR wanted to help ease any financial burden that our fellow resorts may be going through during these COVID 19 times. *Resorters helping Resorters* that is what we are all about.

The CMR along with our Lobbyist Joel Carlson were instrumental in gaining the approval for resorts across the state to open by submitting how resorts could function and provide social

distancing and other measures to mitigate the spread of the virus while maintaining a safe vacation experience for our guests. The CMR joined forces with Hospitality Minnesota, the Minnesota Licensed Beverage Association, and the Minnesota Craft Brewers Guild in support for an Economic Relief Package hoping to show the Governor and Legislators that the Hospitality Industry stands united in our fight to reopen for business and the need for some form of economic aid. The CMR and Carlson were also vital in getting a bill passed by working with the Department of Labor and Industry that allows 16- and 17-year-olds to legally operate riding lawn mowers and mowing equipment at resorts. I cannot stress enough the importance of having a very good lobbyist down at the Capital on the front lines at the House and Senate buildings helping us make changes to be successful resorters.

Back in late April and early May when all this COVID 19 was ramping up, the CMR was very vocal in the media with our concerns. CMR board members along with myself had multiple interviews with the *Star Tribune*, *Outdoor News Magazine*, Bob Total Country Radio (The 4 Outdoors Men) out of the Twin Cities, Lakeland Public TV, and a few others. Our message was always consistent *We are open for Business* and are taking all the precautions set forth by the Minnesota Health Department and the Center of Disease Control to keep our guests safe. Go to a Minnesota resort for your vacation needs this summer.

As for the CMR Fall Conference, the board had decided after a long discussion to hold off on the Fall Conference due to COVID 19 concerns that our membership had expressed through the survey that was sent out. We are planning for a CMR Conference to be held in March 2021 in place of the Spring Workshop, it will be a three-day conference (Friday – Sunday) and we will be planning for a ZOOM meeting for those of you who cannot or wish not to attend in person. The CMR Fall Tour was also talked about and our Education Committee will be trying to set up small regional get togethers at resorts instead of a one area tour. If interested in hosting a get together please let me know and I will have our Education Chair contact you. Stay Safe, Stay Healthy!

Clint Mueller  
Balsam Beach Resort

Submit Your Nominations for the Community of Minnesota Resorts 2021 Resorter of the Year

Sign in to the Membership area at [www.minnesota-resorts.com](http://www.minnesota-resorts.com) for information.

## [A Message to You from Your Friends at...](#)



**52... The number of Resorts and Campgrounds we have **SOLD** in the last 4 years!**

**Having said that, we are in need of Owners that want to sell...  
and sell right. Our 6 full time offices serve the Resort & Campground industry only.  
We don't sell Land, Cabins, Lakeshore or any other types of Real Estate,  
just operations like yours.**

### [Mike Anderson, Broker / Owner](#)

**Email:** [Mike@MNResortSales.com](mailto:Mike@MNResortSales.com) **Cell:** 218-213-1997

Mike takes care of the Brainerd Lakes region including Cass, Crow Wing, Aitkin & Mille Lacs counties as well as Kanabec, Pine & Carlton counties. Easy access to these areas via major highways makes for busy Resorts & Campgrounds, typically less than 2 hours from the Twin Cities is a major factor when buyers are looking to purchase an operation from us. Mike grew up on the family Resort in Alexandria, working Summers there for 16 years. Then he and his wife & 2 young children owned & operated a Resort south of Duluth for 8 years. For the last 17 years now, Mike's been helping Buyers & Sellers in this industry realize their goals of either selling or buying a Resort.

### [Mike Wolfe, Southern & Central MN Agent](#)

**Email:** [Mike@WolfCamp.net](mailto:Mike@WolfCamp.net) **Cell:** 507-473-0047

Mike Wolfe travels Central & Southern Minnesota helping Resort and Campground owners who are looking to sell their operation. He works an area of more than 55 Counties and is not afraid of traveling to any part of the State to help sellers identify a buyer. He is selling and listing properties throughout the entire year. The 2019 summer season was an unusually busy year and he has helped close properties, even in mid-season. Mike knows the area very well and is always looking forward to meeting new sellers.

### [Dan Houle, Central and Northern MN Associate Broker](#)

**Email:** [DanielGHoule@Gmail.com](mailto:DanielGHoule@Gmail.com) **Cell:** 218.235.0413

Dan has a background of Resort ownership and strong Resort Real Estate experience coupled with a Northwoods background of fishing, hunting, boating and Seaplane flying. Major Northern Tourism destinations such as Walker, Bemidji, Park Rapids, Grand Rapids, Voyageur National Park, Orr, Lake of the Woods, Ely, and the scenic North Shore are handled by the North Office staff. He specializes in Confidential Listings and has strong contacts with local lenders to get your property financed for the next generation of Resort owners.

### [Ross Coyer, Central and Northern MN Sales Agent](#)

**Email:** [Ross@MNResortSales.com](mailto:Ross@MNResortSales.com) **Cell:** 218-757-3122

President/owner of a multi-generational family Resort established in 1906 in Northern Minnesota, Ross is a millennial who grew up learning the ins and outs of his own Ma and Pa Resort. He learned essential values from his parents and is able to use his experience in pinpointing opportunity, educating newcomers to the industry and being an advocate for the Resort lifestyle. Ross specializes in streamline resort management, reservation systems, human resources, and customer service. Based on Pelican Lake in Orr, Ross is a year-round resident you might run into on the lake on the trail or on the job.

### [Karen and Tim Senger, Central and Northern MN Sales Agents](#) **Email:** [Sengers@MNResortSales.com](mailto:Sengers@MNResortSales.com) **Cell:** 218-256-2288

We are excited to add Tim and Karen. They will be working as a team with Dan and Ross in the northern region. MN Resort Sales just sold their Resort in 2019. They successfully owned and operated their MN Resort for 17 years. They know all the ins and outs of owning, listing, and selling a Resort. They also have been very involved with the Community of Minnesota Resorts. They were both on the CMR Board for many years. Karen was even the CMR President for 2 years. They will be working to answer your questions and help you successfully list and sell your Resort.

### [Joan Petersen, Central MN Sales Agent](#)

**Email:** [Joan@MNResortSales.com](mailto:Joan@MNResortSales.com) **Cell:** 218-839-4711

We are also excited to add Joan to our team. Joan has over 12-years of experience building and operating an RV Resort in central Minnesota. She is very familiar with the successes and challenges involved in Resort ownership. The experience of building an RV Resort from the ground up and running the operation for more than a decade makes her an excellent source of knowledge for Resort buyers as well as Sellers. Joan also understands and can empathize with Resort owners who have made the tough decision to sell, yet feel the need to keep the listing confidential. She will help guide sellers through the listing and sales process to ensure a positive outcome for all.

[MNResortSalesNorth.com](http://MNResortSalesNorth.com)

[MNResortSales.com](http://MNResortSales.com)

[WolfCamp.net](http://WolfCamp.net)

## Congratulations to the 2020 CMR Scholarship Award Recipients

Each year the Community of Minnesota Resorts (CMR) offers scholarships to a student in high school or a current undergraduate or technical school student. The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years and is currently a member in good standing. CMR Associate Members are not eligible for scholarships.

The CMR Scholarship Committee, consisting of a number of your fellow resorters, and guided by your CMR Office Manager, reviewed the applications and chose this year's recipients. Your CMR is pleased to announce the following have each won a scholarship for the upcoming 2020-21 academic school year. Included is their picture, educational/resort information and the answer to the essay question: "How has living and/or working at your family's resort shaped your present character and your future plans?"



### Pine Insurance Company Scholarship Recipient

## Jordan Porth

*Daughter of John & Sherrie Porth, Loon Point Resort, Bigfork*

*Currently attending Grand Rapids High School-anticipates attending the University of North Dakota majoring in Biology-with a Professional Health Services emphasis*

It was the winter of 2014, when my parents informed me that we were moving to northern Minnesota to live on and run a resort. I was 12 years old at the time, in the 6th grade and had lots of friends, so the idea of moving was absolutely dreadful. Today, looking back, the move was not only the best thing for me but also, my whole family.

Living on a resort as a kid has been a very interesting experience. The work seems to be never ending but I've witnessed that hard work does pay off because I overhear guests commenting on how they appreciate the cleanliness of their cabin and how manicured the property is. I've also heard my parents comment on how much their hard work has paid off by the increased bookings every year. This hard work mentality has helped me shape my character by allowing me to realize that hard work does pay off, in one form or fashion. I have great plans for my future which will require much education and dedication, so knowing that hard work always pays off will keep me motivated and pushing to always strive forward.



### Community of Minnesota Resorts Scholarship Recipient

## Cael Sams

*Son of Brian & Heather Sams, Campfire Bay Resort, Cushing*

*Currently attending Staples-Motley High School-anticipates attending the University of Sioux Falls majoring in History Education*

I've lived at Campfire Bay Resort my whole life. I've always been taught to work hard and push through things even if it's difficult or unpleasant, because the outcome will always be greater than the struggle. I've learned a lot of important life skills from my dad, whether it's construction, plumbing and heating, or even helping with electric as we rebuilt or renovated cabins. I've also learned how to run the front desk, make lattes, cappuccinos, and waffle cones, and help guests out from my mom in our lodge. I think the resort has helped me develop good social skills, as well as good values, because my parents strive to treat everyone like family. I've learned to be a good listener and be patient because I've seen how important it is to treat everyone with respect and kindness. Both of my parents were teachers before buying the resort and teach organized activities at the resort every week, so I want to be a teacher as well. Since I'll have my summers off I plan to help out at the resort. Then, maybe one day, I'll continue to follow in their footsteps and take it over when they retire.

## Carol Kirchner Memorial Scholarship Recipient

**Rachel Pitt***Daughter of Dana & Cindy Pitt, Bailey's Resort, Walker**Currently attending Walker-Hackensack-Akeley High School-anticipating attending University of Wisconsin-Eau Claire, majoring in Business.*

I was born in May on *The Opener* and have spent my entire life at Bailey's Resort. This experience has taught me many things such as, learning what it takes to run a business, specifically a resort. The skills required to be a resort owner are extremely varied, and the jobs are endless. I have been cleaning cabins every Saturday for as long as I can remember and helping throughout the week when my parents needed an extra hand. This has taught me to work hard and efficiently. Throughout the season a variety of guests stay at Bailey's, teaching me communication skills, how to be patient and how to be a quick problem solver.

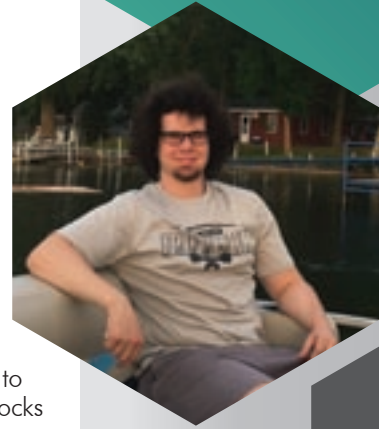
The resort is a special place where I have made many memories and lifelong friendships. I have loved being a *resort kid* and it has inspired me to want the same for my future children. After graduation in May, I will start my college experience at the University of Wisconsin-Eau Claire in September 2020, studying business. Bailey's has been in the Pitt family for 29 years and I would love to keep it in my family. For that reason, and also the amazing experience I have had throughout my life so far with the resort, I definitely see myself being a future owner of Bailey's Resort.



## Minnesota Resort Sales Scholarship

**Patrick Schimerowski***Son of Bob Schimerowski, Diamond Lake Resort, Arwater**Currently attending South Dakota State University studying Construction Management*

My experience at my family's resort has been very important to me and has turned me into the person I am today. Through thick and thin, we pushed to keep that place open and enjoyable to the resort guests. Whether it was dealing with frozen pipes, fallen trees, septic tanks cracking, docks or lifts being torn apart, and of course chasing down the water trampoline after every summer storm. You name it we dealt with it. These situations and of course dealing with the guests are what I believe got me interested in construction management and influenced my character in ways that have only positively affected my life.




---

***For the first time-ALL FOUR APPLICANTS WILL RECEIVE \$750!***

***We would like to take this opportunity to thank the members of the CMR for their sponsorship of scholarships via membership dues, and the Pine Insurance Company, the Carol Kirchner family, and Minnesota Resort Sales for making additional scholarship awards possible through their generous sponsorship donations.***

---



# EDUCATION

## Connection and Technology

### *A lifeline in the Spring 2020*

By Kayla Daigle, Two Inlets Resort

The Community of Minnesota Resorts (CMR) Board met for strategic planning in the Fall, one bounding goal was to create more video content for resorts that weren't able to attend conferences. We wanted all Minnesota resorts to feel a part of our community, to understand our goals, and needed to figure out a way to accomplish that. We had no idea we were going to be jumping to that model so quickly!

The 2020 Spring Workshop was canceled, but we knew there was so much confusion, shifts, and options that we all needed to discuss and wrap our minds around, and so quickly. I was feeling like I needed to meet with everyone - our accountant, financial planner, a lawyer, our bank, veteran resorters, insurance, anyone who could help shed some light on the current situation to help me understand the next steps we needed to take. Our community has such strong resources and knowledge, I knew we would be better if we could all get together and problem solve our way out of a lot of issues.

What developed was beautiful! With the help of CMR Office Manager Jim Wherley and CMR Lobbyist, Joel Carlson we hosted five speakers, welcomed two special guests including Senator Carrie Ruud and Deputy Chief of Staff Patrick Tanis and collaborated with close to 100 Minnesota resorts via Zoom. We soaked in a good four hours of what felt like the most important content we could get. We hit on economy updates, from CMR Associate Member Ben Weerts, and legislative updates from Joel Carlson, disaster relief options from Brett Larson at Messerli and Kramer Law Firm, the bank's perspective from CMR Associate Member Roger Stewart at Northwoods Bank, and then walked through resort preparedness together with Jim Wherley.

The collaboration was life-giving in a time where everything felt extremely bleak. If I was grasping onto anything, it was the connections I was making with fellow resorters who had been in the field a whole lot longer than I was and knew exactly what to say to encourage and give me a little bit of hope for what would mature into a successful year.

When the adrenaline from the first gathering wore off, we had resorts reaching out for more opportunities for connections and collaborations. The super team of Joanna Wallenberg, Timberley Christiansen, Kim Bowen, and I, assembled and we created a two-part follow-up series to brainstorm cleaning options and all things community and recreation spaces in the face of new regulations and precautions. We knew that a hive mind made for better ideas and we didn't have much time for trial and error. Out of our follow up calls, I figured out my game plan, as did other resorts. I took pieces of gold from those calls, hearing from other resorts, and mapped out the beginning of our season. I chose an Environmental Protection Agency (EPA) recommended non-toxic disinfectant, learned how to clean per Centers for Disease Control and Prevention (CDC) recommendations, created sanitation stations per various suggestions. We made a lemonade stand of sorts for outdoor check-ins per another suggestion, adjusted how we made beds, provided amenities, and changed the way we planned to communicate. All those things are what I've missed about working in a team environment, but I was able to do it again. I quickly realized that I didn't need to figure it out by myself, I still had a team to collaborate and bounce ideas off of, knowing that individualization is a strength I wanted to embrace.

Thank you to those that shared their expertise by being a speaker, contributing by being a panel member, for those that asked the questions, and everyone who offered ideas when we were all feeling overwhelmed and uncertain. I'm so proud of all of us for the fast-acting shifts we made to make this resort season one of all of our bests! I'm looking forward to many more future collaborations with you all.



Top Picture: A "lemonade stand" style outdoor check-in station helped eliminate unnecessary indoor traffic

Bottom Picture: Built with some elbow grease and know-how, sanitation stations like these helped put resort guests who wanted access to disinfectants and cleaners at ease

## CMR Regional Fall Gatherings

By Kayla Daigle, Two Inlets Resort

We love gathering for our Annual Community of Minnesota Resorts (CMR) Fall Conference and our CMR Fall Resort Tours, it's typically the highlight of our seasons and a great way to connect with others. As in so many other things this year, it's going to look a little different, but we think it's exactly what we all may need!

In the future, our Annual CMR Fall Conference and Vendor Show will be held in Spring 2021, gathering safely in the Duluth area. As those details are coming together, we wanted to share what we are planning in the meantime!

Gather with your area resorts and enjoy CMR Regional Fall Gatherings for an end-of-season review, distanced potluck, and outdoor casual gathering!

If you'd like to be a host resort (casual outdoor setting) for your region, please message or email me at [vaction@twinlets.com](mailto:vaction@twinlets.com).



# CMR Fall Conference Moves to Spring 2021

## Exciting Plan for Fall Resort Tour, More School of Resorting Events

By Timberly Christiansen, CMR Education Committee Chairwoman

**Save  
the  
Date!**

**March 26-28,  
2021 in Duluth**

It's that time of year again! The time when we as resorters begin to feel the drain of the busy summer life. This year more than ever, I'm sure many of us are feeling the energy tank starting to run toward **E!** This is the time of year when we begin looking forward to Fall, and the Community of Minnesota Resorts' (CMR) Fall Conference. A time when we get together to learn, relax and catch up with other resorters who understand what we are going through.

This year was, to say the least, a crazy summer! From the beginning of the whole pandemic where none of us was sure what do, if we'd be open, how regular resort protocol would work. To today where if you are outside your resort it, is easy to actually forget what is happening in the World around us. It's been a time full of emotions, stress, worry, and even happiness! There are so many new things we

are all experiencing, and for most of us, the CMR Fall Conference is a time to just spill the stories, the frustrations, the craziness.

As our board met recently, we discussed what our options were for holding the Fall conference. Many of you filled out the survey that was sent out to 171 resorts. The feedback was very valuable. We heard from many who were "very excited to attend and see friends," and also some that "really don't think it's safe to hold a conference." We value everyone's opinions and wanted to take some time to really think about what we as the CMR Board represent. We needed to consider every option and see if we could make sure we could offer a safe, fun, relaxing experience like we have in the past.

These are not normal times, and we are all very aware of it. As you have all seen, I'm sure, people are certainly a mixed bag of emotions on the whole pandemic. The bottom line for us was to make sure we could provide a safe environment, but also make it worth coming to the conference. After looking at many options, we as the CMR Board decided it best to move the Annual CMR Fall Conference to the Spring. Instead of our traditional *Spring Workshop*, we will instead be working all winter to provide a knockout CMR Spring Conference. We've already lined up the location and dates! It will be held in Duluth, March 26 – 28<sup>th</sup>! More details will come! But for now, put it on your calendar!

This decision was not easy and took lots of consideration. But in the end, we felt it was the most responsible thing to do. We are going to pray that by Spring, we can all enjoy a few days of motivation, education, laughter, and fun before the busy season starts again.

Don't think we are leaving you *high-and-dry!* We also are working on a new idea for the CMR Fall Resort Tour. More of a regional tour that will be hosted by one resort in each of five different areas of the state. This will be a day where area resorts can come out and visit and socialize. Ask questions, hear new ideas on what worked, and what didn't. We are hoping to design this as a potluck sort of casual get together that we all so desperately need! So, stay tuned for that.

We also will be working to line up more CMR School of Resorting classes come Fall/Winter to help keep you all involved.

We hope you will understand the decision made and join us for what will no doubt be an outstanding **CMR Spring Conference!** With so many new members, we plan to make it extra special!

**Pine Insurance Agency**  
 AUTO | HOME | BUSINESS | LIFE | HEALTH

**Nikki**  
 Congratulations to Pine Insurance Agency CMR scholarship recipient Jordan Porth, Loon Point Resort

**Dan**

**Sheila**

**Beth**

Independent Insurance Agent

COMMUNITY OF MINNESOTA RESORTS ASSOCIATE MEMBER.

**Insurance is always a HOT TOPIC..**

**218.927.4114 | dan@pineagency.us**  
 Toll Free 866.665.4114 • 218.927.4645 fax • 218.851.7275 cell  
 216 Minnesota Ave. N, Aikin, MN 56431

**TRANSFORM  
THE WAY YOU  
MANAGE YOUR  
RESORT**

**rezStream**  
 Better Booking. Simplified.  
 (866) 360-8210

Automate your operations with an easy-to-use cloud-based reservation software.

**Visit rezStream.com/CMRfall2020 to schedule a demo.**

# MARKETING

## Free CMR Membership

By Adam and Kelley Olsen, Joe's Lodge

**H**ello fellow Resort Owner,  
We want to help you out by offering a free membership to the Community of Minnesota Resorts (CMR) until August 31<sup>st</sup>, 2021.

We hope everyone is staying safe in these unprecedented times. Not only physically, but also mentally. With everything going on right now, we as resort owners need to stick together as much as possible. The CMR is an organization that has been dedicated to helping each other out for the better part of our existence. *Resorters helping Resorters* is our creed, and that's what we are planning to do on a much larger scale than we have ever done before. Our goal is to band together during this event to ensure the viability of our industry and sustain what our families have worked so hard for. We can get through this event stronger, together.

As an organization we have made the decision to allow any resort that is not currently a CMR member to become a member, for free, until August 31<sup>st</sup> of 2021. There will be no cost to join the CMR for the remainder of this year and through August of 2021. This is a great way for your resort to get up to date information coming out, and the latest of what's happening in the world of resorting beyond what you read in our magazines. This will be a great tool for your resort during these times, but also offers great information all year round. On our chat line and Facebook groups we talk water toys to laundry, cabin cleaning to yard games, and slushies to boat rentals. If you have questions about anything resorting, any resort owner can chime in, and give you their thoughts on it. It is truly the Google of resorting! There is normally a weekend long fall workshop where we bring in amazing speakers from the Department of Natural Resources, financial institutions, legislators, marketing consultants, and motivational speakers. Our one-day Spring Conference is a fun-filled day packed with more of the same. Along with that the CMR offers in-person and online education classes from Quickbooks to building your own adirondack chairs. The CMR fights for resorts legislatively as well with tax codes, labor laws, and post Labor Day school start at our Day on the Hill. The CMR also works hand-in-hand and with Explore MN for advertising tactics.

With that being said, our main goal is to assist all resorters in the state safely through this event with an *open for business* status for the 2021 season, and beyond. We hope this offers some peace of mind and community.

To initiate your free membership you can go to <https://minnesota-resorts.com/membership/> and scroll down to the free membership section. You can download the PDF, fill out and email to [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com). You can also fill it out and mail it in, to the address on the form. Once completed, you will be sent additional information on how to fully activate all benefits of membership on the CMR's website. We hope you take this opportunity to join us, as together we will continue to sustain resorts throughout Minnesota into the future!

***Since we have started this initiative we have had 39 resorts sign up free of charge!***

Thank you for all you do as a resort to keep this industry strong and keeping our guests safe.

~**Community of Minnesota Resorts**



## APPLY FOR A CMR SCHOLARSHIP!

To build on our motto of *Resorters Helping Resorters*, one of our goals is to provide scholastic achievement within the resorting community. There are four scholarships available: the Carol Kirchner Memorial Scholarship (since 1999), the Pine Insurance Scholarship (since 2012), the Minnesota Resort Sales Scholarship (new in 2020), and the CMR Scholarship (sponsored by our members). Plus, through the generous donations of our sponsors, ALL four scholarship award amounts have been increased to \$750 to better assist applicants in their academic endeavors. The scholarships are to be used for tuition and/or related fees for students in pursuit of their academic or vocational advancement. The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years. Associate Members are not eligible for scholarships.

**Who is eligible to receive a scholarship?**

- A senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college.
- A current college undergraduate or vocational/technical school student.

Specific submittal guidelines are provided on the scholarship application. A scholarship application can be obtained on the member only section of the CMR website, or by contacting the CMR office at:

***CMR@Minnesota-Resorts.com*** or  
**320-212-5107.**

**Applications are being accepted  
now up through the  
DEADLINE TO APPLY OF MARCH 15, 2021.**



# Welcome to our New Community of Minnesota Resorts' Members

*New CMR Members & New Resort Owners*

## **New CMR Resort Members**

Bill & Theresa Garry  
Agate Lake Resort, Lake Shore

Dennis & Angelia Sawyers  
All Seasons Resort, Longville

Donna Andersen & Sons  
Andersen's Four Seasons, Remer

Casey & Kylie Jones  
Arcadia Lodge, Bigfork

Brian, Nicky, & Margy Huewe  
Bayside Resort, Walker

Gary & Theresa Blakely  
Birch Harbor Resort, Park Rapids

Tony & Sabrina South  
Birch Villa Resort, Cass Lake

Aaron & Kelly Britton  
Britton's Trout Lake Resort, Bovey

Todd & Kristin Kittleson  
Camp Liberty Resort, Nevis

Bill & Carolyn Nauholz  
Eagle Lake Lodge, Fifty Lakes

Chuck & Andrea Haggemiller  
Flag Island Resort, Angle Inlet

David & Tracy Smith  
Green Roof Lodge, Hackensack

Mel & Bonnie Thomes  
Head of the Lakes Resort, Osakis

Jamie & Angela Arp  
Hide Out Resort, Blackduck

Bill Fritze  
Hoot Owl Resort, Waubun

Jay & Laurie Melberg  
Indian Mounds Resort & Campgrounds,  
Ashby

Brian & Ashley Putnam  
Kohl's Resort, Bemidji

Kimberly & Brad Baerg  
Lake Breeze Resort, Duluth

Grant & Amber Larson  
Loons Nest Resort, Park Rapids

Andrew & Charlotte Hansen  
Mantrap Lodge, Park Rapids

Mitch Lindquist  
Maple Trails Resort, Boy River

Scott & Kari Sandwick  
Mill Lake Resort, Farwell

Greg & Mary Yungner  
Northshore Bay Resort, Northome

Jimmy & Dana Williams  
Norway Beach Resort, Cass Lake

Lee & Laura Nupson  
Oak Point Resort, Cass Lake

Sally Myers  
Pikedale Lodge, Longville

Shawn & Megan Wahlstrom  
Pine Grove Lodge, Max

Steven & Jayne Routledge  
Pine Terrace Resort, Crosslake

Earl & Margaret McNea  
Pioneer Resort, Bemidji

Terry Tritz  
Pleasant Pines Resort & Campground,  
Hackensack

Craig & Sheila Kirkholm  
Point of Pines Resort, Laporte

Richard & Linda Wagner  
Shady Creek Resort, Brandon

Larry & Patty Becker  
Southwood Resort, Grand Rapids

Jordan & Heather Broderick  
Spider Lake Resort, Marcell

Travis & Rachel Bush  
Spider Shores Resort, Marcell

Jamie Miller & Christie Mitchell  
Sugar Point Resort, Federal Dam

Kevin & June Kovar  
Sunset Bay Resort, Frazee

Mark Veronen & Donna Waliczek  
Veronen's Resort, Ponsford

William & Janice Garrison  
Viking Bay Resort and Lodge, Miliona

Susan Williams  
West Crooked Lake Resort, Nevis

Erin & Eric Frederiksen  
Westridge Shores Resort, Alexandria

Raymond & Diane Wood  
Westwood Beach Resort, Brandon

Kerry & Sandy Davis  
White Iron Beach Resort, Ely

Tom & Karen Helcl  
Wild Walleye Resort, Ottertail

Patrick & Melanie Deegan  
Wildwood Beach Resort, Hackensack

Craig & Lisa Knutson  
Big Timber Resort, Marcell

Elaine Goodrum  
Birch Grove Resort, Kabetogema

Phyllis Narveson & Kate Narveson  
& Dennis Pottratz  
Woodlawn Resort, Battle Lake

## **New CMR Associate Members**

Brian Schmitz & Dave Banter  
Banter Software

Rich Swenson  
Great Places Minnesota

## **New Retired Resorters**

Deb & Jim Eickhorst  
Formerly Kohl's Resort, Bemidji

## BECOME A CMR MEMBER TODAY!

Learn more about membership by going to [Minnesota-Resorts.com/membership](http://Minnesota-Resorts.com/membership).

When on the page, click on the "Join the CMR" icon to fill out an 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

## What **RESORTERS** Are Saying About **THE CMR**

During the CMR Day on the Hill, it is such a breath of fresh air to hear the representative of the Department of Labor and Industry tell us that our request for them to consider child labor changes was so well received and her promise to get back to us with a response.

*Lynn Scharenbroich  
Black Pine Beach Resort*

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*



# SEE WHAT THE CMR CAN DO FOR YOU!

## EDUCATION

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



## MARKETING

- New fully redesigned and mobile responsive website
- New branding campaign and billboard advertising – pooled and co-op advertising dollars go further with the CMR
- 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



# Resorter Recipes

Patty Mueller, Balsam Beach Resort

This issue's recipes are all about enjoying quiet moments with a warm freshly baked cookie.



## Oatmeal Raisin Cookies

- |                          |                              |
|--------------------------|------------------------------|
| ½ cup butter             | 1 teaspoon cinnamon          |
| ¾ cup packed brown sugar | ½ teaspoon salt              |
| ½ cup sugar              | 3 cups old fashioned oatmeal |
| 2 eggs                   | raisins to taste             |
| 1 teaspoon vanilla       |                              |
| 1½ cup flour             |                              |
| 1 teaspoon baking soda   |                              |

Preheat oven to 350°F. In large bowl, beat butter and sugars until creamy. Then add eggs and vanilla, mix well. Combine flour, baking soda, cinnamon and salt. Add oatmeal and raisins. Mix well. Drop by tablespoons on a greased cookie sheet and cook for 8 – 10 minutes. Makes about 4 dozen cookies.



## Sugar Cookies

- |                      |                          |
|----------------------|--------------------------|
| 1 cup sugar          | 2 cups flour             |
| 1 cup butter         | ½ teaspoon salt          |
| 1 egg                | ½ teaspoon baking soda   |
| 1 teaspoon vanilla   | 1 teaspoon baking powder |
| sprinkles (optional) |                          |

Preheat oven to 350°F. In large bowl, cream sugar and butter. Add egg and vanilla. In separate bowl, combine flour, salt, baking soda and baking powder. Slowly mix dry ingredients into sugar mixture. Roll into balls and press onto greased cookie sheet. Cook 10 minutes or until the edges are brown. Makes about 3 dozen cookies.



## Oatmeal Caramel Apple Cookies

- |                       |   |
|-----------------------|---|
| 1 cup flour           | 1/2 cup light brown sugar                               |
| 1 tsp ground cinnamon | 1/4 cup granulated sugar                                |
| 1/4 tsp ground nutmeg | 1 large egg   |
| 1/2 tsp baking soda   | 1 1/2 tsp caramel flavor extract                        |
| 1/4 tsp salt          | 1 3/4 cup old fashioned rolled oats                     |
| 4 Tbsp butter         | 1 sm. Honeycrisp apple, peeled, cored, & finely chopped |
| 1/4 cup apple sauce   |   |



In a medium bowl mix together flour, cinnamon, nutmeg, baking soda, and salt. In a large bowl using a mixer beat the butter, brown sugar, and granulated sugar until smooth. Add the egg and caramel flavoring. Mix well. Slowly add the dry ingredients to the wet ingredients and mix until just combined. Stir in the oats and chopped apple until fully combined. Cover and refrigerate dough for 30 minutes. Preheat oven to 350°F. Line baking sheet with parchment paper or silicone mat. With a cookie scoop, scoop dough onto the baking sheet. Bake for 12-14 minutes. Allow to cool for three minutes before removing to wire rack or paper towels to finish cooling. Store in refrigerator.

## Sea Salt Caramel Chocolate Chunk Cookies

- |                              |                               |
|------------------------------|-------------------------------|
| 1 1/4 cups all-purpose flour | 2 tsp vanilla extract         |
| 1/2 tsp baking soda          | 1 egg                         |
| 1 stick soft unsalted butter | 1 (3.5 oz) dark chocolate bar |
| 1/2 cup dark brown sugar     | Baking caramels               |
| 1/4 cup granulated sugar     | Flaked sea salt               |



Preheat oven to 350°F. Line a baking tray with parchment paper. Combine the flour and baking soda. Using a mixer, beat the butter and both sugars until creamy. Add vanilla and egg, mix to combine. Gradually add the flour with the mixer on low and mix just until the dough comes together. Chop the chocolate bar roughly and add to dough. Smash the caramel candies while they are still in the wrapper, then place broken pieces into the cookie dough. Mix on low for about 20 seconds, just to combine the chocolate and caramel through the dough. Put dough and mixing bowl in the freezer for 10 minutes. Using a cookie scoop, roll dough into a ball and place on tray. Leave about two inches between each cookie. Bake at 350°F for 10-12 minutes. Let cool for five minutes before moving them to a wire rack and continuing with any remaining dough.



## Thinking of expanding or updating? It all starts with a conversation.

Tell us your vision. Our surveyors will do an existing conditions survey, density analysis, impervious surface calculations, and local ordinance reviews. We'll bring in our architects, engineers, and other specialists as needed. Once it all comes together, you'll have a clear view of your options and potential ROI.

Start your conversation with Chad Conner: 218.316.3632

# WIDSETH

ARCHITECTS ■ ENGINEERS ■ SCIENTISTS ■ SURVEYORS

Widseth.com



## FOCUSED ON YOUR FINANCIAL GOALS

When you work with Crossings Group, you'll have a team of financial professionals focused on what's important to you. We'll help you reach your goals by providing years of combined experience and offering a full range of products and services.

Contact us today for a free financial review.



**Crossings Group**  
32 NW 4th St  
Grand Rapids, MN 55744  
218-326-0068  
crossingsgroup@thrivent.com  
connect.thrivent.com/crossings-group

**Brad A Nelson**, CFP®, FIC, RICP®  
Wealth Advisor

**Ann M Backes**, CDFA®  
Financial Associate

**Sara K Bolen**  
Associate

**Benjamin D Weerts**, FIC, RICP®  
Financial Consultant

Certified Financial Planner Board of Standards Inc. owns the certification marks CFP® and CERTIFIED FINANCIAL PLANNER™ in the U.S.  
Thrivent.com • 800-847-4836

21713C R9-19

# Have a great recipe?

*Share it with your fellow resorters!*

Contact Ann Warling

218-821-1031 or ann.warling@gmail.com

*Congratulations!*

## Cedar Point Resort New Owners

By Karen Senger, Retired Resorter



Congratulations to the new owners of Cedar Point Resort in Marcell, Minnesota. They actually have one season under their belt. Michael and Tracy Boldt purchased Cedar Point Resort in February. The Boldts have three adult children: Teddy, Reghan and Grant.

During their three-year search looking for a resort, the Boldts looked at over 30 resorts. Many didn't *check all the boxes* on their *must-have* list. They knew Cedar Point Resort was the one for them when they pulled up to the resort. Cedar Point Resort was expansive and had a half mile of shoreline, the cabins and property were well maintained and didn't need a lot of initial work, had two adjacent lake homes and most importantly, was financially sound. They liked that it has a campground but is separated from the cabins.

Mike and Tracy have enjoyed their first year of resorting. They have learned a lot and know that the second year will be easier. Meeting and talking with the people are what they enjoyed the most. All of their children were excited about Cedar Point Resort and have helped during all or part of the summer as time allowed.

They have immediate plans as well as long term plans. They plan on keeping the traditions of Cedar Point Resort but plan on expanding on them. They enjoy resorting and really look forward to opening up in the spring, making some changes in the cabins, making other improvements and adding even more amenities that the guests will enjoy.

Some projects have already been started. They put new roofs on some of the cabins. They also made Cedar Point Resort open for the winter season by opening up their two adjacent lake homes to year-round business. One of their cabins can sleep up to 16 people in beds. Mike says that having so many miles of snowmobile trails is a huge plus for his winter business.

Before making the life-style change of buying Cedar Point Resort Mike had worked for General Motors (GM) for 30 years, most recently as their Fleet Sales Executive. With GM they moved around a lot including eight years in Detroit Lakes and most recently, eight years in Ham Lake. Both Tracy and Mike are originally from Lansing Michigan but consider Minnesota their home. Tracy is an RN and currently is a Manager for Essentia Health in their CDI (Clinical Documentation Integrity) Unit. She nationally known as an expert in her field and is able to work full-time from home while owning Cedar Point Resort.

The Boldts chose to work with Daniel Houle at Minnesota Resort Sales (MNRS) because of his professional approach to the buying process. MNRS partners with other professionals that are experts in their perspective fields. Mike noted that having someone represent you that has experience with selling and buying resorts was very helpful. The buying process can be very complicated, especially working with the financing.

Mike and Tracy have already attended Community of Minnesota Resorts (CMR) activities including CMR Spring Workshop, CMR Fall Conference and CMR Day on the Hill.

Mike and Tracy Boldt purchased Cedar Point Resort from Tim and Karen Senger. Karen and Tim owned and operated Cedar Point for 17 years. The Sengers enjoyed making many changes to the resort during that time and look forward to seeing all the changes that the Boldts undertake.

Again, congratulations to Mike and Tracy.



*Michael and Tracy Boldt purchased Cedar Point Resort in February*



## HAVE A RESORTING TIP OR TRICK?

We'd love to share your tips and tricks in our Handy Resorter column!

*CMR Resorter Editor Ann Warling:*  
218-821-1031 | [ann.warling@gmail.com](mailto:ann.warling@gmail.com)



## Yes, We Can Hear You

By Kim Bowen, Crow Wing Crest Lodge



The distant sound of shouts and splashes is a constant summer accompaniment around here. Children squeal when jumping off the swim raft. A lot. They race kayaks around the swim buoys and dare each other to be faster. Yells of “I think a fish bit my toe!” Cries of “look, look at me” and taunts of “I bet you can’t do THIS!” Are a regular everyday occurrence. Lakes are fun. They rate high decibels of excitement.

City folks forget how sound travels in the quiet of the forest and across the expanse of water. Our house is about ten feet from the shoreline. Fisherman often throw lines into the lily pad beds in our corner of the lake, hoping for a nibble from large-mouth bass. We have unintentionally overheard some rather intimate chats, spoken at normal conversation levels.

“...and then she kicked me out. Complained she’d had it. I had to crash in our old moldy camper.” “Well,” his boat partner replied, “again, maybe you shouldn’t have told her you had *Call of Duty* on hold.”

I coughed loudly from my recliner inside the house. My feet were up, fresh pine-scented air was drifting in through the screen and I was enjoying a good book after a long day. I wanted to make sure they realized another person was within rather close earshot. The blue spruce between us was blocking sight, but not sound.

I coughed again for good measure.

Silence.

Not that I wasn’t appreciating the free marital advice.

I recall one evening when a newlywed couple rented one of the pontoons. They didn’t motor too far and anchored out about 1,000 feet from the last of our 12 docks. A group of adult friends, gathered around the beach campfire ring, apparently got an earful when the couple disappeared behind the railing of the pontoon. Graced with a standing ovation from the beach as they returned to dock, the red-faced pair kept to themselves during the rest of their stay.

I’m not sure if I should create a sign somewhere along our shoreline, “Yes, we can hear you!” or just keep on enjoying the free entertainment. (Yah, me too. I’ll go make popcorn.)

# GET MORE OUT OF YOUR WEBSITE

(866) 360-8210

Attract the right travelers and earn more direct bookings.

Visit [rezStream.com/CMRfall2020](http://rezStream.com/CMRfall2020) to schedule a demo and learn more.

Pinnacle

Marketing Group

Marketing with Results

Showcase *everything* your resort has to offer.

**Websites**

**Social Media**

**Design Services**

**E-Newsletters**

**Video Production**

**3D Virtual Tours**

**Targeted Ad Campaigns**

**...and More!**

pinnaclemgp.com | 800.343.8086 | getstarted@pinnaclemgp.com

# MARKETING

## Blogging... It can be for Everyone

By Karen Senger, CMR Digital Marketing Liaison

As you know (and if you don't know, perhaps check out the bottom of the Home Page on the CMR website!), the CMR has a Blog. It is placed on the bottom of the Home Page. The purpose of a blog is to increase the organic search ranking of the website. For example, if we write a blog about *Taking a Kid Ice Fishing* and someone Googles something about kids ice fishing, the CMR website would rank higher because of the blog.

So, you certainly know what your guests ask about and talk about. Perhaps you can write a blog for the CMR website. There's \$25 in it for you. Yes, we do have some criteria to meet, but they are fairly easy to meet.

- The topic has to be something relevant to what a guest is looking for in a resort vacation.
- Has to be at least 40 words. It is easy to reach 400 words. More is better though.
- Include at least one photo (Make sure to get permission from the owner of the photo). A couple is better. If it is at a resort, we will give credit to the resort on the bottom of the blog.
- One external link and one internal link. For example, you can include a link of ice fishing information on the Explore MN website and a link to either another CMR blog or the CMR Resort Directory. (No worries, you tell me where you want the link to go and I will create the link.)
- Use Keywords. This means that you want to use words that the search engines will *read* and will increase our search ranking. If you think about what that means, think about: Minnesota resort, MN resort, family vacations, lake vacations, walleye fishing, ice fishing, resorts with a beach, boat rentals...

Think about what you might want to write about and contact me: [Ksenger56657@gmail.com](mailto:Ksenger56657@gmail.com) or 218-256-2288. We can determine if it is something we are looking for (perhaps others have already written about it...) and when you are done you just email it to me. I will do some quick editing and formatting and then put it on the calendar to be published.

Another PERK: When it is published, your name (and resort) will be listed on the bottom. Perhaps you have a parent or child that would like to write, that is fine. You don't have to be a resort OWNER to write blogs.

Remember, it doesn't have to be summer related. We save the blogs until it is appropriate to publish them. You get paid when you submit it, not when it is published.

So, put on those thinking caps and start writing!





## Legislative Advocacy Results in Passage of SF 3358

By Jim Wherley, CMR Legislative Committee Chairman

Congratulations to the Community of Minnesota Resorts (CMR)! Our legislative lobbying during Day on the Hill and cooperative effort with the Department of Labor and Industry has proven to be successful! Governor Walz signed SF 3358. We as resorts can now hire 16- and 17-year-old youth to operate *lawn care equipment* meaning lawn trimmers, weed cutters, and machines (riding and walk behind mowers) designed to cut grass and weeds that meet safety specifications. Please ensure the safety of all workers when using this equipment by providing proper training, ensuring safety mechanisms are present and operational, and supplying personal protective equipment as outlined in the bill. The CMR and its members worked hand-in-hand with the Department of Labor and Industry to include resorts in this bill and get it passed. This is no small accomplishment, and we must all respect being entrusted to safely hire and use these youth at our resorts now that the bill is signed.

Thank you to our Lobbyist Joel Carlson and our friend, Senator Carrie Ruud for your guidance and support through this process. Also, our thanks to the Department of Labor and Industry for recognizing that these youth can become an even more valuable part of the work force at resorts by accomplishing these landscaping tasks. As we stated some time ago, our efforts and discussions with the representatives of the Department of Labor and Industry was the correct approach and an excellent example of business and government working together to achieve a mutually beneficial solution to issues that face us.

**ORION**  
ORION RESORT AND CAMPGROUND SALES

*experience counts*

**Tom Ossell: 612-805-9646 | Tom@OrionResortSales.com**  
**John Seekon: 218-256-6565 | John@OrionResortSales.com**  
**Dan Berg: 218-850-1814 | Dan@OrionResortSales.com**

[www.orionresortsales.com](http://www.orionresortsales.com)

Thank you also to our Legislative Committee for their efforts on behalf of you our members. Committee members include: Legislative Committee Chairman **Jim Wherley**, Sunset Bay Resort; Legislative Committee Vice Chairman **Bob Barton**, Hidden Haven Resort; **Kristin Wherley**, Sunset Bay Resort; **Mike Schultz**, Ten Mile Lake Resort; **Tim Aarsvold**, retired resorter; and **Nancy Loren**, Little Boy Resort.

Support our future legislative efforts by joining us for the CMR's Day on the Hill to be scheduled in early 2021. We need every resort in Minnesota to represent the industry as we lobby to continue to improve the tourism industry and business environment in which we operate.



## HANDY RESORTER

By Karen Senger, Retired Resorter

### What a great idea!

Did you know that you can spruce up those old cushions? I saw this and immediately went to work on some cream cushions. OK, they started out cream, but they were really, well, icky. Yes, that's the color, icky.

I used just regular spray paint and turned those ICKY cushions into new looking bright cushions.

This is what I know:

- Each cushion took about one full can of paint: \$4!
- It takes about 3-5 thin coats of paint to cover nicely. Be sure to use sweeping motions.
- Let it dry between coats. In the sun that doesn't take very long. Some people use 0000 steel wool between coats. I did on the first ones and didn't on the last ones and didn't see much difference.
- If you have patterned cushions, the paint may not cover it as nicely as more solid cushions.
- It does make the fabric a little stiffer. But, it isn't uncomfortable. Cushions that are meant for outside are really expected to be less soft than inside cushion anyway.
- I know they make spray paint that is meant for fabric, but you can certainly use just regular, less expensive, spray paint.
- After the first coat, you will look at it and say, "Why did I do this, it looks terrible." No worries, a couple more coats and it will look great.

What was once some old worn out cushions gained new life! Sure, we could have kept using them, but they look soooo much better.

So, if you have some cushions or pillows that you want to freshen up, don't buy new ones, think about.





# LEGISLATION

## 2020 A Year Unlike Any Other

By Joel Carlson, Community of Minnesota Resorts Lobbyist

2020 was going to be unusual regardless. The presidential election alone was enough to make it one for the record books – but it has been so much more, and we are barely halfway through it.

...THERE IS A LOT AT STAKE  
HEADING INTO NOVEMBER.

CONTROL OF THE  
MINNESOTA SENATE

will have a significant impact on  
redrawing district lines when  
the 2020 census is completed.

January opened with a drone strike in Iran, a rare Senate Impeachment trial, the helicopter death of National Basketball Association icon Kobe Bryant as well as Prince Harry and Meghan splitting from their royal responsibilities. There were seven confirmed COVID-19 cases in the U.S.

By March we had experienced a massive closure of the U.S. and world economy, the stock market had its worst day since 1987, stay-at-home became a way of life as we learned to connect with friends and family over

the internet. We watched the United States Naval Ship Comfort escorted into New York City to serve as an overflow hospital in the hardest-hit area in the country. We then had 188,000 confirmed cases.

Work from home, Zoom, canceled everything from the Olympics, sports, weddings, and graduations became the norm. We learned about personal protective equipment (PPE), ventilators, Paycheck Protection Program (PPP), the War Production Act and by April we were over 1,000,000 cases. Joe Biden ended up winning the Democratic presidential nomination.

By the end of May, we had over 1,800,000 cases, the police killing of George Floyd that has been followed by civil unrest and protests that continue to this day.

Minnesota has now ended three sessions of the Minnesota Legislature (the regular session and two special sessions) without completing its work, the U.S. has over 4,000,000 confirmed cases and 141,000 confirmed deaths, many states have overrun their hospital capacity, the peacetime emergency that started in March remains in place with no real end in sight.

All this before the end of July and a major election looming in less than four months. Information overload is the understatement of the year – our best hope is that everyone is safe and healthy followed - closely behind having some semblance of a business or job after all of this.

### Three Strikes and You're... Back?

The Minnesota legislative session became a disjointed affair as legislators attempt to work remotely and with social distancing. The Capitol has been closed to visitors since March and that makes lobbying and having an impact challenging. CMR held one of the last Capitol visits in March before the pandemic closed our lives. While some emergency measures have been passed several of the agenda items that legislators planned to accomplish in early February remain undone.

After agreements could not be reached in May on taxes or a public works bonding bill, the legislature has been called into special session in June and July – both ending without compromise. We anticipate more special sessions in the future as the pandemic continues but accomplishing controversial issues as the election nears becomes even more challenging.

The legislature did agree to a package of police reforms in the July special session. The legislation addresses police tactics and training, review of citizen complaints, officer arbitration to return to work after an alleged misconduct, residency incentives and more. It was a response to the civil unrest over the officer-involved death of George Floyd and several others recently in Minnesota and elsewhere.

Legislators indicated this was an important first step in the reform process and as far as they could go without detailed public hearings which are impossible now due to COVID-19 restrictions on gatherings.

Here is a link to the text of the final bill.

<https://www.revisor.mn.gov/laws/2020/2/Session+Law/Chapter/1/>

Some have suggested that the August special session may produce compromise as it will be held after the August 11<sup>th</sup> primary and legislators facing inter-party challenges will know their fate. That seems remote as its just as likely those same legislators would have preferred to show progress to their primary voters.

### Youth Labor Rules Enhanced for Resorts

After several cooperative efforts by CMR to address youth employment at resorts, the legislature did adopt a new provision allowing 16- and 17-year-old youth to operate more lawn equipment at resorts under certain conditions including proper training. Long a problem for obtaining resort summer workers, this needed flexibility is a first step in assisting resorters' ability to employ and train young workers during the critical summer season. Good Job CMR!

### [181A.116] OPERATION OF LAWN CARE EQUIPMENT.

- Notwithstanding section 181A.04, subdivision 5, minors of at least 16 years of age may be employed to operate lawn care equipment. For the purposes of this section, "lawn care equipment" means lawn trimmers, weed cutters, and machines designed to cut grass and weeds that meet safety specifications of the American National Standards Institute/Outdoor Power Equipment Institute's (ANSI/OPEI) B71.1 2017 definition of pedestrian-controlled mowers and ride-on mowers.
- A 16- or 17-year-old employed under this section must:
  - prior to operating lawn care equipment, be trained in the safe operation of each type of lawn care equipment listed in paragraph (a) to be operated by the 16- or 17-year-old; and
  - wear personal protective equipment, including, but not limited to, safety glasses, hearing protection, gloves, safety vest, and work boots, as necessary, at all times when operating the lawn care equipment listed in paragraph (a).
- An employer employing a 16- or 17-year-old under this section shall:
  - Ensure that lawn care equipment operators that are ages 16 or 17 follow all safety rules and instructions provided in the equipment's operator manual, including prohibiting the operation of lawn care equipment on a slope greater than is recommended by the operator's manual; and

- Ensure required safety equipment is in place and operational on all lawn care equipment, including roll-over protection, seat belts, operator presence control systems, interlocks, guards, and shields.
- The exception under this section allowing minors 16 or 17 years of age to be employed to operate lawn care equipment is limited to the following:
  - Minors who are directly employed by a golf course, resort, or municipality to perform lawn care on golf courses, resort grounds, and municipal grounds; and
  - Minors who are directly employed by a rental property owner and the minor performs lawn care on the owner's rental property.

## EFFECTIVE DATE.

This section is effective the day following final enactment.

Chapter 98.

<https://www.revisor.mn.gov/laws/2020/0/Session+Law/Chapter/98/>

## 2020 Election Looms Large

The backstory on legislative inaction is often tied to elections and this year is no different. However, the challenges are no longer simply the opposition party in the general election. More and more frequently legislators in both parties find themselves being ousted by the extreme ends of the political spectrum, which makes governing even harder.

Several DFL legislators in what is considered *safe* election districts - meaning the party nominee is almost certain to win in November - find themselves running for reelection against other DFLers. Several incumbents, including Senators Jeff Hayden and Erik Simonson, lost the DFL endorsement and are running without formal party support. Likewise, several DFL House members are being challenged in the primary election.

And, it's not only on the DFL side of the political aisle. Senate Majority Leader Paul Gazelka and Senator Carrie Ruud have drawn Republican party challenges for their positions. Gazelka's opponent has specifically opposed a bonding bill and additional state spending - both items that Gazelka has supported - but have not become law. It is not clear how these races will turn out at this point, but the problem with these challenges is that legislators become fearful of making agreements that some within the party may oppose.

And, there is a lot at stake heading into November. Control of the Minnesota Senate will have a significant impact on redrawing district lines when the 2020 census is completed. Should the Republicans

lose control of the Senate, they could be frozen out of the redistricting process completely. No measurable population shift to metropolitan areas over the past 10 years will result in less representation for rural Minnesota which can be made more dramatic with the legislative district maps that favor population centers.

National trends often dictate local elections requiring legislators to closely watch the Presidential race in Minnesota. In 2016, Republican legislators and candidates benefitted greatly by a larger turnout for their causes here and across the country. These gains were more than erased in the 2018 mid-term election - so the top of the ticket will be critical to control of the legislature.

The election picture will be more in focus by the time the Fall Conference rolls around when there will be more to report. But we know this... 2020 will be the most expensive and nasty election in U.S. history and will add even more fuel to the most difficult period in generations.

*Joel Carlson owns a legal research and government affairs business in St. Paul, Minnesota, and has represented the CMR at the Capitol since 1997. He can be reached at [jdcresearch@aol.com](mailto:jdcresearch@aol.com).*

## CMR Silent Auction *Not Cancelled... Just Delayed Until Spring*

**What is the Community of Minnesota Resorts' (CMR) Silent Auction?** *The silent auction is a fundraiser normally held at the CMR Fall Conference.*

**Will the CMR Silent Auction be held in 2020?** *No. Due to the cancellation of our Fall Conference out of concern regarding COVID19 the silent auction will not take place in 2020.*

**When will it take place?** *The silent auction will take place in conjunction with CMR Spring Conference that is to be held in early 2021.*

**Why do we have a silent auction?** *To raise funds for our Day on the Hill legislative efforts. Plus, it is a fun way to see the creations of your fellow resorters that they subsequently donate for us all to bid on.*

**Why is it important?** *The funds raised offset the costs associated with Day on the Hill attendance such as the bus ride, bus driver, some food/snacks, leave behind gift for legislators, and preparation costs.*

**How can you participate in the CMR Silent Auction?**



## CMR Day on the Hill *To be Held in Early 2021!*

What is Day on the Hill? *This is typically a two-day event held in February or March where member resorts ride the bus down to the state Capitol to discuss issues important to the resort industry with legislators.*

We make our voices heard so that the impacts of legislation that is passed is favorable to sustaining resorts long term. Our list of talking points is developed from the issues facing the resort industry and tourism in general. The more who attend, the larger the impression we leave on legislators.

We will announce the date for Day on the Hill as soon as it is scheduled, so keep an eye out for future communications and join us this year at the state Capitol!



# LEGISLATION

## A Day in the life of a Resorter

By Kim Bowen, Crow Wing Crest Lodge



"Oh, I forgot to mention the lady in Cabin #17 brought us a bat in a box yesterday." This was a rather offhand comment my husband mentioned as I was walking out the door. As if it was no big deal.

"What?!" I stopped abruptly, slopping the coffee I was carrying. I elbowed back through the screen door to confront my blasé spouse. In his book, guests were always exhibiting squirrely behavior. This incident was apparently on par for the course. "What do you mean?"

"I guess there were a couple of bats flying around the cabin. One landed in an open cereal box and they captured it. She was kinda upset while she shook it at me. She kept saying 'we have bats!' She thinks they're getting in around the kitchen light fixture." I pictured little Mrs. C madly waving her Wheaties in my husband's face while a frantic bat clunked around inside. I prayed only a precious few witnessed the exchange.

"Good grief. What did you do?"

"I told her Adam would be down with some spray foam to fill in holes."

"And, did he?"

"Uhhh... sure. Probably."

"PROBABLY?!" I screeched (not as high pitched as a bat, but likely in the neighborhood.)

Seated at our dining table, Big John finally put down the mail he'd been sorting and glared up at me. "I haven't seen Adam today, I've been a little busy dumping fish guts, helping the guys in Cabin #3 launch a boat and stacking bait."

"Phffffff!" I spluttered as I whirled around and stomped out the door.

This was a familiar tiff. I always think John doesn't prioritize guest services and he thinks I over-react.

I had 15 minutes before I needed to open the lodge for the day at noon, so I trotted up to Cabin #17 to speak with the guests. Yes, Adam had been there filling in every crevice and crack with foam. Mrs. C spewed a stream of a story about flapping antics, her eight-year-old son cowering under the bedcovers and her husband shooing bats out the door with a broom. Unbeknownst to me, it had been two nights with flying monster fun in the cabin and they were pretty sure there were still a couple of creatures hiding somewhere. I apologized profusely, empathized, listened and then offered them the option of moving to Cabin #3, which happened to be unoccupied that week due to a cancellation. They exuded relief and appreciation and proceeded to start moving. (Later, I found that they'd inadvertently moved a bat, too. It had masked itself in her husband's shoe.)

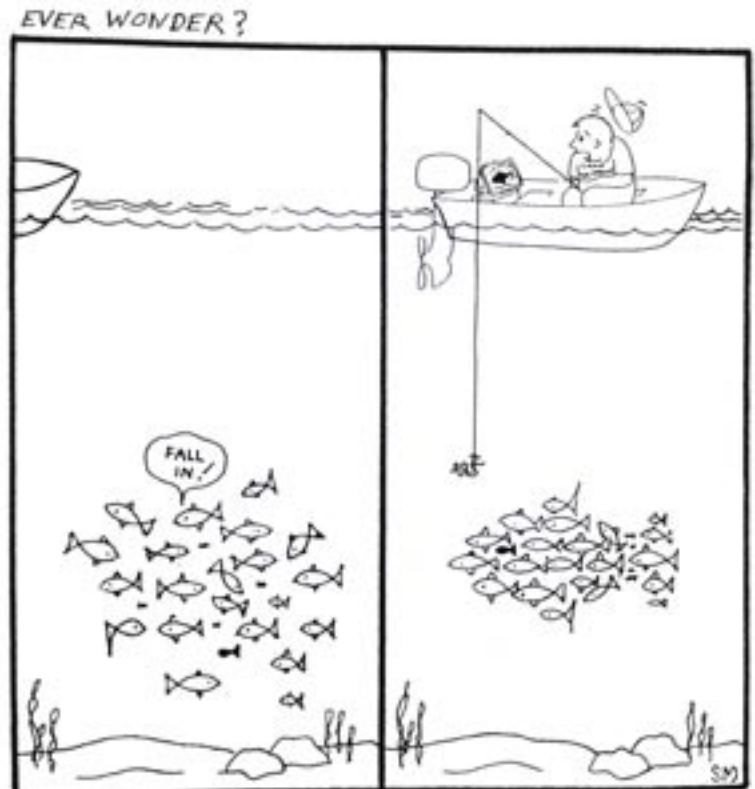
I left feeling I had done what I could. I was also wondering how we could search the cabin for stray bats before the next guests arrived. I had five days to figure it out.

As I continued to ponder, I opened the lodge-like normal, sold ice cream treats to waiting guests and prepared for the 1 p.m. *Kids Nature Activity*. I was encouraged to see Mrs. C's son wander down for the activity because, lo and behold! We were fortuitously playing the *Bat and Moth* game. Similar to *Marco Polo*, one kid is blindfolded and calls out "Bat!" while all the other kids randomly yell "Moth!" – in order for the blind-as-a-bat kid to tag them. It was wildly successful all season. And, it offered an educational opportunity to talk about the wonder of bats in between rounds. E.g. "Who knows how many mosquitoes one bat can eat in an hour?" – As many as 600! Isn't that amazing?" "It's a myth that all bats carry rabies. They certainly can, but not any more than any other creature in our neck of the woods." "Bats use sonar to catch their prey, shall we try to demonstrate an idea of what they do by playing the game again?"

The following year, I was shocked when Mrs. C called to reserve a cabin. I thought they'd be traumatized for life. Upon arrival that year, she shared that her son had been highly praised recently for a school project on bats. I was heartened that an initially negative experience turned into a positive teaching moment (and amusing story for their family).

I shared with her we had encouraged Cabin #17's rodent residents to relocate more properly into the square wooden frames we made for them on the outside of the cabin. The critters continue to scratch and cheep and jostle each other quite audibly inside the bat houses. We occasionally get curious questions about the population, and we are happy to elucidate their positive charms.

We now proudly boast of our boxes full of bats.



Submitted by Jennifer Bateman, Retired Resorter

The cartoon was drawn by Jennifer Bateman's mom about 25-30 years ago.



## Meet and Greet with Jordan Rasmusson and Michelle Fischbach

In late May, a number of resorters met with Jordan Rasmusson who is running for State Representative (to replace Bud Nornes-district 08A) and Michelle Fischbach, former Lieutenant Governor, who is now running for Congress. It is always nice to build relationships and express issues facing resorts and the tourism industry with candidates so that we can build an alliance early! Thanks to (pictured l-r): James Daigle, Two Inlets Resort; Jim and Kristin Wherley, Sunset Bay Resort; Michelle Fischbach, Jordan Rasmusson and Mike and Linda Schultz, Ten Mile Lake Resort; for joining us for this meet and greet! (Not pictured is Sean Murphy from Michelle Fischbach's campaign.)

## 2020 Community of Minnesota Resorts Board/Committee Members

### Administration

#### **CMR President**

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

#### **CMR Vice President**

Kim Bowen, Crow Wing Crest Lodge  
218-652-3111  
relax@crowwing.com

#### **Secretary**

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

#### **Treasurer**

Bob Barton, Hidden Haven Resort  
218-246-8989  
bob@hiddenhavenresort.com

#### **Past President**

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

### Education Chairperson

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

### Education Committee Members

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

Mike Schwieters, Boyd Lodge  
612-269-1105  
Mike@BoydLodge.com

#### **Vice Chairperson-Conferences/Workshops**

Mike Schwieters, Boyd Lodge  
612-269-1105  
Mike@BoydLodge.com

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

Joanna Wallenberg, Brookside Resort  
218-732-4093  
brooksideresort@gmail.com

Bob Barton, Hidden Haven Resort  
218-246-8989  
bob@hiddenhavenresort.com

Jennifer Bateman, Retired Resorter  
218-252-9648  
jenbateman64@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

### Marketing Chairperson

Kim Bowen, Crow Wing Crest Lodge  
218-652-3111  
relax@crowwing.com

### Marketing Committee Members:

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

Scott Tanke, Wilderness Bay Resort  
608-792-4301  
vacation@wildernessbay.com

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

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

Scott Tanke, Wilderness Bay Resort  
608-792-4301  
vacation@wildernessbay.com

Mike Schwieters, Boyd Lodge  
612-269-1105  
Mike@BoydLodge.com

Mike@BoydLodge.com

Kayla Daigle, Two Inlets Resort  
320-295-3199  
vacation@twoinlets.com

vacation@twoinlets.com

#### **Chatline Moderator**

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

#### **Facebook Groups Moderator**

Kayla Daigle, Two Inlets Resort  
320-295-3199  
vacation@twoinlets.com

#### **EMT Advisory Council Representative**

Tracy Boldt, Cedar Point Resort  
218-832-3808

#### **U of M Tourism Center Advisory Board**

Lynn Scharenbroich, Black Pine Beach Resort  
218-543-4714  
lynn@blackpinebeach.com

### 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, Retired Resorter  
320-760-5427

Tim.Aarsvold@gmail.com

Mike Schultz, Ten Mile Lake Resort  
218-589-8845  
schultz@prtcl.com

schultz@prtcl.com

Kristin Wherley, Sunset Bay Resort  
218-758-2080  
info@sunsbay.com

info@sunsbay.com

#### **Silent Auction**

Nancy Loren, Little Boy Resort  
218-363-2188  
littleboyresort@arvig.net

### Membership Chairperson

Linda Schultz, Ten Mile Lake Resort  
218-205-1554  
schultz@prtcl.com

### Membership Committee Members

#### **Vice Chairperson**

James Daigle, Two Inlets Resort  
612-554-4591  
vacation@twoinlets.com

Bob Schimerowski, Diamond Lake Resort  
320-444-5440  
fun@diamondlakeresortmn.com

Adam Olsen, Joe's Lodge  
218-464-2733  
vacation@joeslodge.com

Kayla Daigle, Two Inlets Resort  
320-295-3199  
vacation@twoinlets.com

### Staff Members

#### **Lobbyist**

Joel Carlson  
Legal Research/Government Affairs  
6 West Fifth Street, Suite 700  
St. Paul, MN 55102  
651-223-2868  
jdcresearch@aol.com

#### **Office Manager**

#### **Scholarships**

Jim Wherley  
PO Box 61  
Dent, MN 56528  
320-212-5107  
CMR@Minnesota-Resorts.com

#### **Digital Marketing Liaison**

Karen Senger, Retired Resorter  
218-256-2288  
ksenger56657@gmail.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



A Publication of the  
**Community of Minnesota Resorts**  
PO Box 61  
Dent, MN 56528

PRESORT STD  
U.S. POSTAGE  
**PAID**  
BEMIDJI, MN  
PERMIT NO. 71



**Fishing wisdom.** We didn't check the tackle box the night before, or get up before sunrise. But we did power the boat that would help him realize there's more to fishing than just catching fish. When the energy you invest in life meets the energy we fuel it with, beautiful things happen.

 **ENBRIDGE**<sup>®</sup>  
Life Takes Energy<sup>®</sup>

**70**  
YEARS

Proudly in  
Minnesota.