

# COMMUNITY OF MINNESOTA RESORTS

## FALL CONFERENCE SCHEDULE

### DAY 1- SUNDAY, OCTOBER 31

#### GREAT LAKES BALLROOM

MODERATED BY TIMBERLEY CHRISTENSEN | FINN N' FEATHER RESORT & CMR EDUCATION CHAIR

12:00-12:30 WELCOME & REGISTRATION

12:30-1:30 **ICE BREAKER & INTRODUCTIONS**

*with* CLINT MUELLER | CMR PRESIDENT | BALSAM BEACH RESORT  
MARC BLOOMQUIST | CEDAR RAPIDS LODGE  
JOANNA WALLENBERG | BROOKSIDE RESORT

1:30-3:30 **"DISRUPTION RESULTS IN OPPORTUNITIES"**

MIKE KUTZKE | PROFESSIONAL TRAINING SERVICES

3:30-3:45 BREAK



SPONSORED BY THRIVENT FINANCIAL- BEN WEERTS | BRONZE SPONSOR

3:45-4:15

**CRACKER BARREL Q&A: TRENDS IN THE INDUSTRY**

MODERATED BY MARC BLOOMQUIST, JAMES DAIGLE, JASON CHRISTENSEN,  
& JOSH WALLENBERG

4:15-5:15

**RESORTER PANEL**

*with* TIMBERLEY CHRISTENSEN | FINN N' FEATHER RESORT  
LINDA & MIKE SCHULTZ | TEN MILE LAKE RESORT  
MIKE SCHWIETERS | BOYD LODGE

5:15-...

**SILENT AUCTION BEGINS + CASH BAR**

SILENT AUCTION PROCEEDS GO TO "DAY ON THE HILL" LEGISLATIVE EFFORTS

6-7:00PM

**DINNER**

CHEF CARVED BARON OF BEEF SLICED, PORK LOIN WITH APPLE  
DEMI-GLACE, HERB ROASTED RED POTATOES, ORGANIC GRAIN,  
TOSSED GREEN SALAD, BAKERY ROLLS & BUTTER, CHOC TORTE

7-10:00PM

**CASINO NIGHT | ENTERTAINMENT**

COSTUMES ENCOURAGED.



PRIZES DONATED BY L&M FLEET SUPPLY, SMOKEY HILLS OUTDOOR STORE,  
218 CLOTHING + GIFT, & TIMBERLINE SPORTS

10:00-...

**HOSPITALITY ROOM**

HARBOR ROOM #415 & 3RD FLOOR POOL TOWER



SPONSORED BY RAVE SPORTS | SILVER SPONSORS



# COMMUNITY OF MINNESOTA RESORTS FALL CONFERENCE SCHEDULE



## DAY 2- MONDAY, NOVEMBER 1

GREAT LAKES BALLROOM  
VENDOR SHOW: LYRIC CONFERENCE CENTER

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- 7:15-8AM BREAKFAST  
TRADITIONAL BREAKFAST BUFFET  
 SPONSORED BY PINNACLE MARKETING GROUP | SILVER SPONSORS
- 8:00-9AM **"DISRUPTION RESULTS IN OPPORTUNITIES" II**  
MIKE KUTZKE | PROFESSIONAL TRAINING SERVICES
- 9-9:30AM **CRACKER BARREL: WATER TOYS & WAKE BOATS**  
MODERATED BY MARC, JAMES, JASON, & JOSH
- 9:30-10:30 **"THE DO'S & DON'TS OF SELLING YOUR RESORT"**  
KAREN SENGER | MN RESORT SALES, R.RESORTER, & CMR MARKETING LIAISON
- 10:30-10:45 BREAK  
 SPONSORED BY S&L OUTLET OF PARK RAPIDS | BRONZE SPONSORS
- 10:45-11:45 **"NO VACANCY: USING DIGITAL STRATEGIES TO CRUSH YOUR BOOKING GOALS"**  
SOPHIA EL'RAE & HOPE DIANE | SOPHIA EL'RAE DIGITAL AGENCY
- 11:45-12PM **RESORTER OF THE YEAR AWARD**  
PRESENTED BY TIM & KAREN SENGER, FORMER ROY WINNERS & R. RESORTERS
- 12-1:00 LUNCH  
BUILD YOUR OWN DELI SANDWICH BUFFET, SOUP DU JOUR & TOSSED GREEN SALAD
- 1-4:00 **VENDOR SHOW - LYRIC CONFERENCE CNTR.**  
 PRIZES DONATED BY VENDOR SHOW VENDORS.  
MUST BE PRESENT TO WIN.
- 4-5:00 **LIVE AUCTION + CASH BAR**  
MARC BLOOMQUIST & JOSH WALLENBERG  
 ITEMS DONATED: KAYAK -MIKE SCHWIETERS, MN WILD TICKETS -JOEL CARLSON. CHAIRS -CLINT MUELLER
- 5-6:00 **CMR ANNUAL MEETING**
- 6-7:00 DINNER  
ITALIAN BUFFET | LASAGNA, CHICKEN PARM, FETTUCCINE ALFREDO, ITALIAN SAUSAGE, GARLIC BREAD, & CEASAR SALAD, NY VANILLA CHEESECAKE  
 SPONSORED BY REZSTREAM | GOLD SPONSORS
- 7:00-... HOSPITALITY ROOM  
HARBOR RM #415 & 3RD FLOOR POOL TOWER  
 SPONSORED BY MINNESOTA RESORT SALES | GOLD SPONSORS

# COMMUNITY OF MINNESOTA RESORTS FALL CONFERENCE SCHEDULE

## DAY 3- TUESDAY, NOVEMBER 2

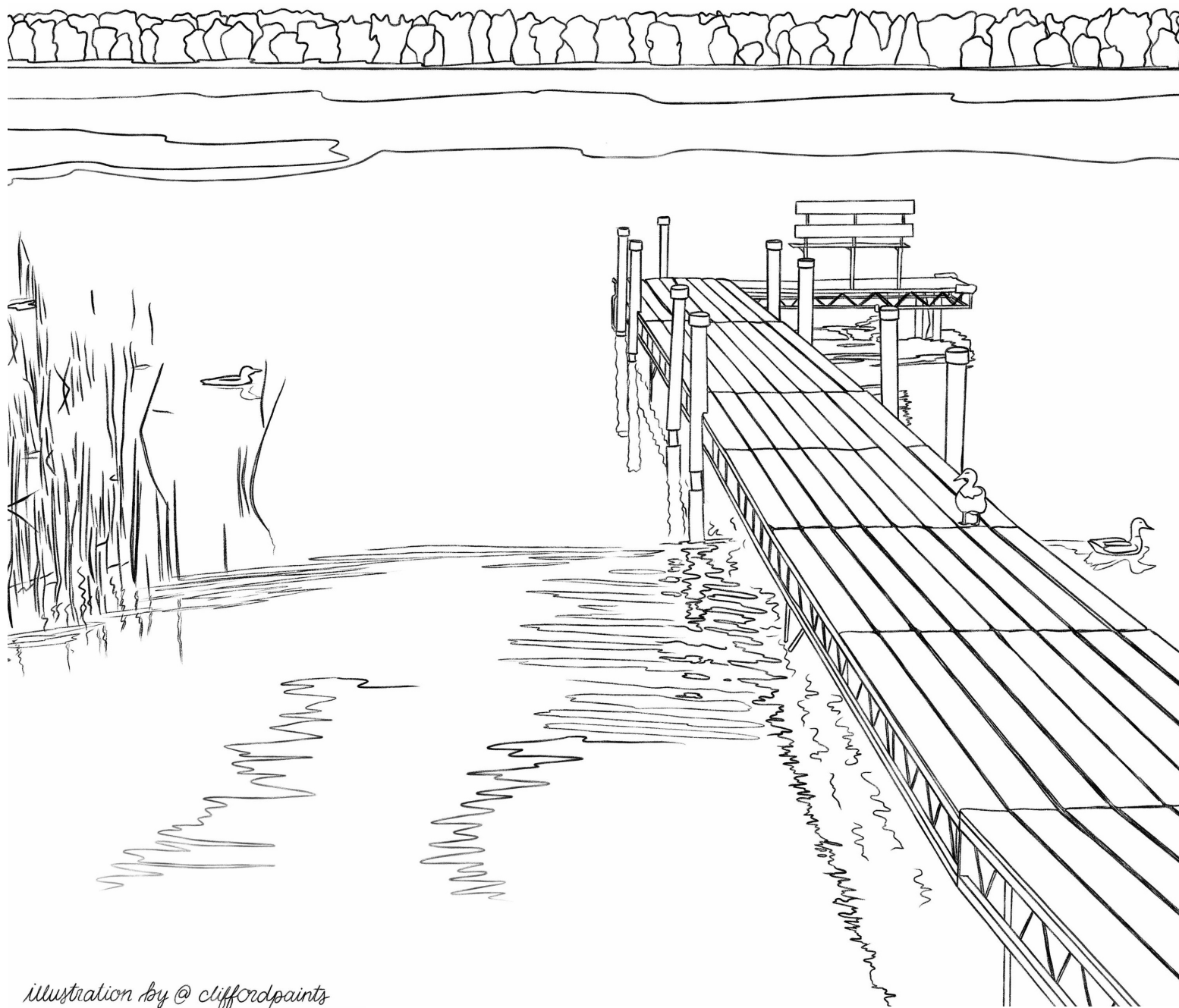
GREAT LAKES BALLROOM

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- 7-8:00 AM      **BREAKFAST**  
FROM THE GRIDDLE - BREAKFAST BUFFET  
 SPONSORED BY INN ROOM SUPPLIES | SILVER SPONSORS
- 7-8:00 AM      **CMR BOARD MEETING**  
FOR BOARD MEMBERS | OPTIONAL FOR CMR MEMBERS
- 8-9:15 AM      **LEGISLATIVE UPDATES FROM THE HILL**  
JOEL CARLSON | CMR LOBBYIST & SPECIAL GUESTS VIA ZOOM  
*with* ASST. COMMISSIONER BOB MEIR | MN DNR  
SARAH PSICK | MN TOURISM GROWTH COALITION  
COMMISSIONER STEVE GROVE | DEPT. OF EMPLOYMENT & ECONOMIC (DEED)
- 9:15 AM      **BREAK TO BREAKOUT SESSIONS**  
 SPONSORED BY NORTHLAND LAWN & SPORTS | BRONZE SPONSORS
- 9:15-10:15      **BREAKOUT SESSIONS - PICK ONE TO ATTEND:**
- **BREAKOUT ONE: POOL MAINTENANCE**  
PRESENTED BY CHAD STORLEY | HORIZON POOL SUPPLY
  - **BREAKOUT TWO: CABIN CLEANING**  
RESORTER CRACKER BARREL Q&A
  - **BREAKOUT THREE: INSURANCE CLAIMS**  
PRESENTED BY DAN BORSETH | PINE INSURANCE AGENCY
- 10:15-11:15      **EXPLORE MINNESOTA TOURISM**  
NICOLE LALUM | EMT NORTHWEST & CENTRAL INDUSTRY RELATIONS
- 11:15-12:15      **DIGITAL MARKETING STRATEGY & VISUAL MARKETING**  
AMY JANZEN | CREATE WITH AMY
- 12:15-12:30      **WRAP-UP & DOOR PRIZE**  
MUST BE PRESENT TO WIN.
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- 12:30-1:30      **OPTIONAL CLASS- 'LUNCH & LEARN' WITH REZSTREAM**  
HOSTED BY JEFF HEBRINK | LUNCH INCLUDED  
REGISTER DIRECTLY WITH REZSTREAM BY EMAILING [JEFF.HEBRINK@REZSTREAM.COM](mailto:JEFF.HEBRINK@REZSTREAM.COM)



COMMUNITY OF MINNESOTA RESORTS  
**FALL CONFERENCE**  
NOTES | COLORING SHEET



*illustration by @ cliffordpaints*