

# RESORTER REPORTER



## From the President's Pen



Hello CMR Members,

**Our last board meeting on March 8<sup>th</sup>:** Let's see, what can I say about it? For one thing, Tim and I hosted it at our house. Board members volunteer to host the meetings. It was nice not to have to drive this time but going to other resorts and seeing what they have is one of the benefits of serving on the CMR Board.

What did we talk about? Lots, as usual.

**Spring Workshop:** The invitations were mailed. If you haven't already signed up, think about doing it now! It is scheduled for April 6<sup>th</sup> at Thumper Pond. We hope to see you there. Start thinking up questions you may have and can ask during the scheduled Cracker Barrels.

**Website:** We also talked about the website that we have been working on. The board was given the opportunity to see the progress that has been made and suggest any final changes. You will have the opportunity to update your information before it goes live. To make it easier for you we are creating some quick reference guides with the simple step-by-step directions to make your changes and also where to find things on the website.

**Facebook:** If you haven't already, please *like* the CMR Facebook page. You can do that from a personal Facebook page as well as a business Facebook page. You will find the link to it on the bottom of the CMR website. One thing that benefits a Facebook post is when it is *liked* or *shared*. So, feel free to do both when you see them. We are focusing on Facebook and Instagram.

**Budget:** It is that time again..... to think about our budget. Before we approve a budget we need to decide on what the membership dues will be. We decided as a board that the 2017-2018 CMR Membership rates will not increase. We are achieving lots with what we have and will continue to do that next year. The Committees (Legislative, Marketing, Membership and Education) will discuss what they want to work on for the following year and bring their budget ideas and suggestions to the board for approval. We listen to our members. If there is something you would like your organization to focus on, please share it with the Committee Chair or really any board member.

Remember, we are here for you!

If you are able to go, I hope to see you at Thumper Pond on April 6<sup>th</sup>!

Karen Senger  
CMR President

Cedar Point Resort, Marcell

The Community of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry.

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."  
"We believe that none of us alone is as smart as all of us together."

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## New Format-Additional Content- Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the links in this newsletter.

When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the X in the upper right hand corner. You will then return to the Resorter Reporter.

## Community Of Minnesota Resorts Calendar of Events

March 15-CMR Scholarship Applications must be postmarked for consideration by this date. [See page 7 for details.](#)

March 20-First Day of Spring! Resort season isn't far behind!

April 6-CMR Spring Workshop at Thumper Pond Resort. [See pages 4 & 5 for agenda and details!](#)

April 6-CMR Board meeting after Spring Workshop



OWNERS OF RESORTS, CAMPGROUNDS AND RENTAL BUSINESSES  
REQUIRED TO TAKE  
AQUATIC INVASIVE SPECIES TRAINING

February 16, 2017

The Minnesota Department of Natural Resources is offering aquatic invasive species training to owners of lake service provider businesses, so they can legally work in lakes and rivers throughout the state.

Lake service provider businesses include resorts, outfitters and campgrounds that rent or lease boats and other water-related equipment. Business owners must attend training, apply for a permit and pay a \$50 application fee every three years to comply with Minnesota law.

When the law and permit began in 2012, it applied only to some resorts and outfitters, along with businesses such as marinas, dock haulers, lawn irrigators and others who install or remove equipment from state waters for hire, said April Rust, DNR aquatic invasive species training coordinator.

The law was updated in 2013 to include any businesses that rent any type of boats or other water-related equipment.

“That means resorts and campgrounds that offer equipment to their guests like pontoons, fishing boats or kayaks and canoes as a part of their stay, need training on AIS and this permit,”

Eleven AIS training sessions are planned around the state starting this month, and a new online training will be available in March. Training is offered in winter to give businesses time to attend training and get a permit before ice-out. Registration deadlines for in-person training are one week prior to each training. A listing all 2017 training sessions is available on the lake service provider [webpage](#).

Overall, Minnesotans are doing a good job of helping to prevent the spread of aquatic invasive species. Less than 5 percent of Minnesota lakes are on the infested waters list.

To register for training or for more information, visit the DNR website and the [lake service provider webpage](#)

The above was taken from the MN DNR News Releases webpage found by clicking [here](#)

### Got green permit stickers?

If you've got green permit stickers on your vehicles, then it's your turn to renew your permit this year. In-person permit training registration is currently open and classes start next week.

Register for in-person training and renew permit at [www.mndnr.gov/lsp](http://www.mndnr.gov/lsp)

**Remember, you can take your Lake Service Provider training as part of the CMR Spring Workshop on April 6th at Thumper Pond Resort. See page 4 for more information.**



STOP AQUATIC  
HITCHHIKERS!



Minnesota  
DEPARTMENT OF  
NATURAL RESOURCES

**PERMITTED  
SERVICE  
PROVIDER**

**2014  
2015  
2016**



# 2017 Spring Workshop

Thursday April 6th

8:15 am-5:00 pm

Thumper Pond Resort

300 Thumper Lodge Road

Ottertail, MN 56571

## Community of Minnesota Resorts

### Spring Workshop Agenda Thursday, April 6, 2017

- 8:15 \* Registration
- 8:45 \* Welcome Karen Senger  
CMR President
- 9:00 \* Nick Leonard Ph.D.  
Director of Tourism & Economic  
Development for Otter Tail County
- \* Dan Altenbernd, H2M Marketing
- \* New Responsive CMR Website  
Review by Faster Solutions
- \* Dave Bergman  
Explore Minnesota Tourism
- 12:15 \* Lunch
- 1:15 \* Panel of Resorters
- Concurrent Sessions**
- 3:00 \* Legislative Update  
\* Ryan Neely, Crow Wing Crest  
\* Cracker Barrel
- 3:00 \* Lake Service Provider Training  
(Separate Registration Fee Req.)
- 4:45 \* Closing/Grand Prize

Thumper Pond Resort  
300 Thumper Lodge Rd.  
Ottertail, MN 56571  
218-367-2000

Please contact Thumper Pond Resort directly for any room reservations needed.

## Thursday, April 6, 2017 Thumper Pond Resort Ottertail, MN

**CMR Member: \$50 per person**  
**(More than 2 attending from one resort? Third attendee on up is \$25 each.)**

**Non-CMR Member: \$75 per person**

**Price includes workshop, lunch and snacks**  
**Please Print**  
**Return by March 24, 2017**

**Name(s):** \_\_\_\_\_

\_\_\_\_\_

**Resort:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Send this portion of flier with check to:**  
**Community of Minnesota Resorts**  
**PO Box 61**  
**Dent, MN 56528**

**Questions? Please call Kristin at 218-758-2080**

# 2017 Spring Workshop-Continued

## Speaker Topics

### Nick Leonard, Ph.D.:

“Resorts: Minnesota’s Black Rhino.” Nick is the Director of Tourism and Economic Development for Otter Tail County and he and his family are owners of East Silent Resort near Dent, MN. Nick co-authored a study with the University of MN-Morris/Center for Small Towns based on the question, “What are the challenges facing resort owners and what might the County do to intervene and sustain vitality?” He will speak about the findings of a county-wide resort survey and feedback session with resort owners that led to the report. Using information from this report, Otter Tail County hopes to be able to help the resort industry survive and thrive! See how this information may help you in your County.

### Dan Altenbernd:

“Tourism and Growing Your Brand.” Dan will bring us up to speed on tourism trends in Minnesota, what travelers are thinking and what they expect. This lively presentation is sure to motivate you to start thinking about changes you might need to make at your resort to stay current with today’s vacation climate.

Dan offers over 17 years of in-depth advertising and marketing experience. As a partner and H2M’s Chief Operating Officer, Dan works with all clients and team members to ensure budgets and results are aligning with expectations. Some familiar names he has worked with are Zorbaz and Otter Tail County. Dan started out in the marketing world as a graphic designer. He soon joined the ranks of a Fargo, ND ad agency before moving on to help build a local start-up interactive marketing company.

## Speaker Topics

### New Responsive CMR Website:

The CMR website is undergoing a major revision. Web designer Faster Solutions will present the new site and it’s improved functionality. View the new website before it goes live and learn what to do so your resort listing has a bigger impact on viewers.

### Panel of Resorters:

None of us want any type of Aquatic Invasive Species (AIS) in our lake, but infestation of some lakes is a reality. This panel of resorters will share their personal experience with a variety of AIS, how it has impacted their lake, guests, day to day operations and their bottom line.”

### Ryan Neely:

“Nine Points to Improve Your Resort’s Website Photos” by Ryan Neely, of Crow Wing Crest Lodge. We’ll analyze images from actual resort websites and discuss what makes them work, what’s not working, and how they could be improved, all with an eye toward marketing your brand

### Lake Service Provider Training:

Has your Lake Service Provider Permit expired this year? April Rust with the DNR will be conducting this training. Register and pay for this session at: <http://www.dnr.state.mn.us/lsp/calendar/index.html>

## Get The Most From Your CMR Membership

Does your resort currently have a listing on the Explore Minnesota Website? Did you know that as a resort you qualify for a basic listing for free? Click here to submit your resort information for inclusion on the Explore Minnesota website <http://www.exploreminnesota.com/submitANewListing.aspx>.

Need help? Contact Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

## What's going on in your neck of the woods?

Check out the Explore Minnesota Events Update by following this link to see what events and happenings are going on in your area and around the state.

<http://www.exploreminnesota.com/newsletter-sign-up/reports/events-report/>

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.

## Test Out AIS Outreach Materials

The DNR has heard that a useful tool would be outreach materials about AIS laws and facts that you could use with your customers. They have drafted a sample letter, pledge card, some tweets, status updates and photos, and a page-sized poster to try out with interested businesses this year.

The DNR will be emailing these draft items to those interested and ask you to test them out with customers this year. You'll be able to add your business name, print and post them at your resort or cut and paste to share when you send out electronic updates. The DNR will ask for feedback after you've tested them out, and will put together a more comprehensive toolkit to share for the 2018 tourist season. **Want to participate?** Email or call April Rust: | [april.rust@state.mn.us](mailto:april.rust@state.mn.us) | [651-259-5706](tel:651-259-5706)

## Do you know who your Community of Minnesota Resorts Board members are?

Your CMR has now completed committee assignments designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership.

Just click on this link to keep up to date on who your Board and Committee members are:

<http://www.minnesota-resorts.com/board.aspx>

Want to volunteer to be on a committee or to assist the Board? Contact Board President Karen Senger at [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net), or call her at 218-832-3808.

## WELL THAT SURE IS HANDY

- Spray a bit of perfume on the light bulb in any room to create a lovely light scent in each room when the light is turned on.
- Place fabric softener sheets in dresser drawers and your clothes will smell freshly washed for weeks to come. You can also do this with towels and linen.
- Candles will last a lot longer if placed in the freezer for at least 3 hours prior to burning.
- To clean artificial flowers, pour some salt into a paper bag and add the flowers. Shake vigorously as the salt will absorb all the dust and dirt and leave your artificial flowers looking like new! Works like a charm!
- To easily remove burnt on food from your skillet, simply add a drop or two of dish soap and enough water to cover bottom of pan, and bring to a boil on stovetop.
- Spray your TUPPERWARE with nonstick cooking spray before pouring in tomato based sauces and there won't be any stains.

## Associate Member Spotlight

This section will spotlight an Associate Member and a description of their business. Feel free to contact them with inquiries or questions on how they can assist you at your resort!

### Inn Room Supplies

We specialize in Hospitality Products for Hotel, Motel, Resort, and Bed & Breakfast Properties. Family owned and operated since 1961. We provide personal service above and beyond large corporations. No recorded voice extensions or long waits on hold. We personally answer the phone and will answer any question you may have. We offer competitive pricing, and stock many items for quick delivery. Visit us at [www.innroomsupplies.com](http://www.innroomsupplies.com).



## **NEED \$500 FOR SCHOOL?**

**It is never too early for your child or grandchild to get the application started!**

**Application needs to be postmarked on or before March 15, 2017**

Each year the Community of Minnesota Resorts offers four \$500 scholarships to a student in high school or a current undergraduate or technical school student. To be considered the scholarship application must be postmarked on or before March 15, 2017. Please read the submission requirements closely.

The scholarship application can be printed by clicking on the below link:

[Scholarship Application](#)

Scholarship recipients will be notified no later than May 1st.

Any submission postmarked after the deadline of March 15th will not be considered.

Please note: Recipients cannot be awarded a scholarship two years in a row, but may reapply after this time. If you have any questions you may call the CMR Office Manager at 320-212-5107.

Submissions are to be mailed to the CMR office in a sealed envelope marked "Scholarship Application".

Mail To: Community of Minnesota Resorts PO Box 61 Dent, MN 56528-0061

You can also access the application by going to [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 resort's Login and Password, login, and you will be able to click on the Applications icon on the left, then click on Scholarship Application icon and print a copy. If you have any questions or need further assistance please contact Jim by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call 320-212-5107.