



Educational Benefits of CMR

Fall Conference

3-day event in late October, offering marketing, natural resource, legislative and business topics. Also featuring:

- **Crackerbarrels** - Most popular feature of conference, hands down! These are moderated sessions of us asking questions of each other, sharing wisdom. CMR motto: "none of us alone is as smart as all of us together."
- **Vendor Show** - an afternoon of free prizes, viewing new water toys, sofa beds, gifts ideas, dock options, etc.
- **Entertainment** - After a full day of seminars, we always appreciate an opportunity to 'let our hair down.' (Our in-house *Resorter Game Shows* have been rather inventive.)
- **Fun Day** - A bonus activity scheduled the afternoon before conference to explore the region, get together with other resorters for more 'crackerbarrel' time, or just to relax a night away from home after a busy season.



Minnesota Commissioner of Human Rights, Kevin Lindsey, talks to our group of approx. 70 attendees at Fall Conference about Service Animal Regulations

"Every year the CMR Conference is a new beginning for us, filling us with great ideas. The crackerbarrels enlighten us, the special speakers definitely make us think, make us laugh and encourage us for the upcoming year. The greatest hit of all, however, is that we get to see the other resorters who have become our friends and family. We are so grateful that 4 years ago when we purchased Pike Point Resort on Gull Lake, as a new resorter, that we connected with the CMR. The organization has truly been an asset to our business growth". -----Scott and Sue Springer, Pike Point Resort

Spring Workshop

1 day event typically in early April offering marketing, natural resource, legislative and business topics. Often an extra day pre- or post-Workshop tagging along offering School of Resorting hands-on training.

School of Resorting

Hands-on Classes offered/sponsored/partnered by CMR. Here are some examples of past activities:

- DNR Lake Service Provider Training
- CPR Certification
- 1st Aid Training
- Reservation Master Seminars
- How to Create Your Own Survey/Feedback Form
- Green Cleaning Class
- Utilizing *FaceBook* to Build Stronger Guest Loyalty
- Small Engine Repair
- Screen Door Building
- Build Your Own Dressers (Log Chairs, Coffee Table, etc.)
- Welcome Book Share
- Resort Ladies Craft Day (creating signs, sewing quilts, crafting coasters with resort photos, or sometimes we just schedule a day to share information: guest newsletters, cleaning crew guidelines, brochure marketing ideas, etc.)



Comparing textured cleaning cloths at a Resort Ladies Gathering (for some odd reason, we never seem to run out of resort issues to discuss . . .)

Minnesota Resorter Magazine

Published three times a year, this publication is mailed to ALL resorts in Minnesota, not just CMR members. Plus, associate members, tourism and DNR reps, and all Minnesota Senators and Representatives.



Facebook Members-Only Group

and

Groups.io Group Chat Line

We highly encourage members to tap into this communication tool. This feature alone is often voiced as absolutely invaluable to new resort owners especially.

As a member, you can also go through back threads of conversations and learn all kinds of cool tips, tricks and support.

Recent Subjects:

"Does everyone else do their own Payroll? Do you use Quickbooks or a local accountant? Cost vs. time/energy on that?" "Is the CMR gonna take a stand on that new AIS regulation?" "Who serves your monthly satellite TV service in your cabins and are they inexpensive/good providers?"

Resort Tours

Every September after Labor Day, we schedule a Resort Tour, whereupon we recruit three to four resort members (and sometimes non-member resorts if they are located nearby) to open up their resorts for us to view. We get an opportunity to learn how others manage their operations - it's fascinating, educational and incredibly helpful to exchange ideas.

Scholarship Program

Resort member's children and grandchildren are eligible for \$500- \$750 CMR scholarships.



Growing up in the environment of my parent's resort has shaped me in both character and future plans (interaction with many individuals of all ages has helped my communication and leadership skills).

--- Calvin Bateman, Two Inlets Resort, CMR Scholarship recipient



I am very thankful that I had this great opportunity to grow up on a resort. I learned about good work ethics and how important good attitude and customer service is.

--- Courtney Senger, Cedar Point Resort, CMR Scholarship recipient



The best skills that I have learned from working at our family's resort are problem solving and diplomacy.

--- Joe Schimerowski, Sunset Shores Resort, CMR Scholarship recipient

"Do you ever wonder . . . "what are other resorts doing in this situation?" Whether you have been in the business three or 30 years, you still ask yourself many questions.

The CMR group chatline [and FB] has been a wonderful tool for us when questions arise: "Where do you buy your sheets, or certain cleaning products? . . . "I have some stuff for sale (anyone interested?)" , or "what kind of reservation software are you using?"

At Spring Workshop and Fall Conference, the crackerbarrels are how we have learned most everything for our resort business.

There is just not enough GOOD I can say about CMR: the marketing on the website, the collaborations with Explore MN (tourism), everything is just such a huge benefit to getting new customers, keeping our return customers, and keeping our sanity.

I can see the benefit in my own business, so why wouldn't you want that same benefit for your business?" ----- Tina Reuper, Sandy Pines Resort