

Minnesota Resorter

Resorters Helping Resorters



Fall 2015
Vol. 31 No. 3

Education: 2015 CMR Scholarship Recipients

Marketing: Is your resort ready for an intern?

Legislation: 2016 session opens March 8th

A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS



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Minnesota Resorter

Resorters Helping Resorters



A Congress of Minnesota Resorts Publication

Fall 2015

Vol. 31 No. 3

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The Minnesota Resorter is a triannual publication of the Congress 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 inquires to the committee contact. The Minnesota Resorter is printed by Arrow Printing.

From Your President's Pen



President Su Ugstad
Congress of Minnesota Resorts

*In every life a little
rain must fall...*

I don't think a day goes by without the subject of weather coming into a conversation. We plan our outings and outdoor activities around it, including the (sometimes) pesky yard work. Every year, we can't wait for the warmth and sunshine of summer to arrive, and then we complain it's too hot, right? Although we're pretty hardy up here in the North and take winters very well, when they drag out into May even Minnesotans get a little testy.

So you've got to hand it to Mother Nature; she's a fickle lady and a powerful force to reckon with. As taken from Wikipedia: *'The definition of **Mother Nature** (sometimes known as **Mother Earth** or the **Earth-Mother**) is a common personification of nature that focuses on the life-giving and nurturing aspects of nature by embodying it in the form of the mother.'*

Well sometimes mamma gets angry, as witnessed by the storm that severely struck the Brainerd area this past July. Many resorts both small and large had major devastation to their properties; some had to close down completely while others were unsure

how much of the damage and cleanup would be covered by insurance. Obviously, this is not the first summer storm to do such devastation, but just the most recent at the time of this writing. My husband and I have been fortunate not to have experienced such an event here at our resort, but I can only imagine how heartbreaking it is to see any destruction to your home or car, your livelihood, your *stuff*; and that of your guests. I hadn't heard of any serious injuries caused by the storm and that is truly a blessing. What I did hear of was the outpouring of support and help by fellow resorters!

Recently on the news, I was reminded of the drought and wildfires endured in the Western U.S., and it was reported that if El Nino continues to strengthen, they could be facing some of the worst flooding in their history. It's okay to make small talk about the weather, and even complain about it, but we should never lose our respect for *Mother!*

Please join us October 25-27 at Giants Ridge in Biwabik for this year's CMR Fall Conference. It's the best way to stay up-to-date on the current issues that affect our industry. It also offers a fun and relaxing get-away after a busy summer season with the opportunity to socialize with other resorters, reflect on the past season and if nothing else, chat about the weather.

Happy Fall!
Respectfully,
Su Ugstad, Balsam Bay Resort

*The diameter of each day is measured by the stretch of
thought - not by the rising and setting of the sun.*
- Henry Ward Beecher

WELCOME NEW CMR MEMBERS

New CMR Members

- Jerry & Maggie Motyl, Diamond Crest Resort, Longville
- Larry & Vivian Kec, Kec's Kove, Kabetogama
- Steven & Barb Jensen, Holly's Resort, Battle Lake
- Marilyn Hedquist, Linden Grove Resort, Deer River
- Kim Osterhoudt, Pine Beach Resort Side Lake, Side Lake
- Jason & Audra Richardson and Tom & Cathy Richardson, Richardson's Shangri-La Resort, Orr
- Bob & Shermaayne Cross and Tim & Daniell Cross, Roberds Lake Resort & Campground, Faribault
- Roger Hertel, South Turtle Lake Resort, Underwood
- Todd & Angela Johnson, Birch Haven Resort, Tenstrike
- Darlene Robinson, Cedar Bay Resort, Hackensack
- Rita & Ron Duy, Rita's Little Pines Resort, Brainerd
- Roger Hertel, South Turtle Lake Resort, Underwood

New CMR Associate Members

- Bruce P. Imholte, CPA, Imholte & Dahl, CPAs, Detroit Lakes
- John W. Lindberg, St. Paul

WELCOME

WELCOME

WELCOME

2015 CMR Spring Workshop Highlights

By Karen Senger, Cedar Point Resort and Tina Reuper, Sandy Pines Resort



CMR Spring Workshop participants take a break from educational sessions for a little fun at the Hobby Lobby store in Bemidji. Pictured - front row: (l to r) Debbie Eickhorst-Kohl's Resort, Marjean Oelke, Bowstring Shores Resort, Aaron Eickhorst, Kohl's Resort. Middle row: (l to r) Tam Mahaffey-Lost Acres Resort, Mary Smerling-Paradise Resort, Karen Senger-Cedar Point Resort. Back row: (l to r) Pat Addler-Cedar Rapids Lodge, Bob Schimerowski, Minnesota Sunset Shores Resort, Tim Aarsvold-Geneva Beach Resort, Jim Eickhorst-Kohl's Resort.

Building Customer Relationships

At the CMR Spring Workshop in Bemidji, Kerry Ross, Optivation, presented an interesting session on *Building Customer Relationships*. When topics like these are presented, the recipient of the information gets varying tidbits out of it. Although there was so much more information presented than this, below are some of the points that we got out of it.

The intent of this presentation was to have us think about how we can improve our relationships with our customers.

What is superior service? Customer service can mean a variety of different things. In this presentation Ross made us think about what we consider to be superior service. Each of us could have a different definition and we have to think of the customer's perception of superior service.

We can ask ourselves, "What makes my resort unique?" and "What am I about?" Every resort is different. So, why should they choose you? Service may be a big deal. Superior service could mean making sure to answer the phone within three rings, greeting people within 30 seconds, followup any questions or leads within 10 days.

What is my service vision? Think about this and then decide what your vision is. Give it some thought. Personalize it. Perhaps it is always having exceptionally clean cabins. Make every guest feel special in some way. Always put on a friendly face. When you decide your vision, decide how you are going to do that.

For us, we want to assure that our cabins are clean and customers get friendly service. So, we vow to double check cabins before guests check in and we put a smile on our face when dealing with customers. It may, at times, be a *fake smile*. But, customers don't need to know that.

Listening Acknowledgements

Ross gave points to consider when thinking about our listening skills. Although they may seem obvious, it was good to hear it again.

1. Give your full attention: Stop what you are doing, listen for attitude, and keep good eye contact.
2. Clarify what is being said and confirm back to the other person you fully understand. Let the other person know by briefly restating the substance of what was said. If you are unsure what is being said then let the other person know this.
3. Be respectful: Use both verbal and non-verbal responses and speak at approximately the same energy level as the other person.

Pre-Workshop Opportunities

We offered two pre-workshop opportunities, which many of you took advantage of.

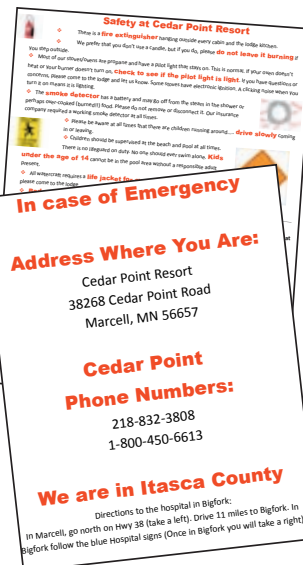
Lake Service Provider Training

In the morning of April 8th, more than 40 people attended the Lake Service Provider Training offered by the MN Department of Natural Resources (MN DNR). If you need the training and missed this one, look for more opportunities to complete this course on the MN DNR website.

Review Written Communication

In the afternoon 13 members gathered to talk about and share our *written communication*. Many shared copies of their informational books they have in their cabins. Everyone got something different out of it. A couple *take-away* things that Karen Senger got were putting an emergency contact information page in our cabin book. It included our name, address, phone number as well as our county. This is important because not everyone knows what county we are in and severe weather announcements usually include that. The second *take-away* for Senger, was to include a page of phone numbers and addresses of the local hospital, clinic and pharmacy.

Also shared were copies of confirmation letters, rental agreements, handouts etc.



Feedback from the 2015 CMR Spring Workshop

As in the past, we ask you for your opinion about the workshop. We realize that some cannot make it to the workshop for a number of reasons. But, for those that did attend, we asked you for your opinion. Below recaps some of the feedback.

Sheriff Department, Ernie Beitel

It was well received. Although, some of the information was specific to Beltrami County, you could extrapolate it to other counties. It was appreciated that he answered specific questions and it was also suggested to leave more time for Q&A.

Building Customer Relations, Kerry Ross, Optivation

Easy to listen to, could use more examples. Fun to listen to pertinent information. Some thought it could be 30 minutes shorter and others were looking for more Q&A time.

Crackerbarrels

As expected, we always get such good feedback from these sessions. This year, Mark Novotny, Hyde-Away Bay Resort, moderated one session and Sheldon & Mary Schiebe, Knotty Pines Resort, moderated another. The topics were varied. It is a great opportunity to ask any question you want to other resorters.

Panel of Resorters: Preparing for and Surviving Spring

The panel of resorters included: Kim & Jay Jamtgaard, Wildwood Resort; Steve & Pat Addler, Cedar Rapids Lodge; Bob & Lynn Scharenbroich, Black Pine Beach Resort.

Handouts were given to answer many of the standard questions. We have them available on the CMR website. This style of presentation, per the reviews, was extremely well received. Based on this, we will continue to offer them at the workshops and conferences. We are all experts at something and can offer others advise and suggestions. It is a way of *Resorters Helping Resorters!*

EDUCATION

Congratulations to the 2015 CMR Scholarship Recipients

The Congress of Minnesota Resorts (CMR) was established in 1984, with the theme of Resorters Helping Resorters. One of our goals is to provide scholastic achievement within the resorting community. Scholarship monies became available from the previously pledged \$1,000 to the Minnesota Office of Tourism, Endowed Chair. In March 1996, the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and the Pine Insurance Scholarship in 2012, four \$500 scholarships are awarded each year.

The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement. Every year we have top quality applicants, all worthy of the awards. This year was no exception. The CMR Scholarship Committee and Board wish to extend their congratulations to the following recipients of the 2015 Congress of Minnesota Resorts' Scholarships.

The scholarship funds are made available to children and grandchildren of Congress of Minnesota Resorts (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. Students applying must be a junior or senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college or a current undergraduate/technical school student.

Pine Insurance Scholarship:

Gavin Becker



Son of Ed & Sara Becker
In-We-Go Resort, Nevis

Living and working at my family's resort has had an enormous impact on the person I have become and my plans for the future. Being raised on a resort has given me very different childhood experiences than most. At a resort, one encounters many work and social experiences that others may not.

I have been working for my family at our resort for as long as I can remember. I was brought up on a lifestyle of hard work and perseverance. My parents have always taught me to stick to a task and always finish what I start. These are important values that living on a resort has instilled in me.

Being part of a resort family has definitely impacted my future plans. I have been looking for jobs I could get that would someday possibly allow me to come back and take over my parents' resort. This has always been a dream of mine and I see myself in the future owning the family resort.

Being raised on a resort has been a very unique experience for me. I have been taught strong work values by my family and have aspirations that someday may include owning a resort myself.

Carol Kirchner Memorial Scholarship:

Grace Bateman



Daughter of Bob & Jennifer Bateman
Two Inlets Resort, Park Rapids

I have lived on a resort for the past 18 years of my life. Living and working there has taught me many things and has contributed to the person that I am today.

One of the biggest things it has taught me is the value of hard work. Running a resort is not easy and sometimes I am faced with undesirable jobs. However, it's important to persevere and work hard anyway, because hard work pays off in the end. It has taught me the importance of doing my best and working hard, and that will carry into my future career.

It has also shaped my communication and people skills. A person never knows whom they may encounter in life. Some people are easy to get along with, but others are not. No matter how we feel about people, it is important to know how to communicate and cooperate with them.

These are only a couple examples of how living on a resort has shaped my character, but they are, in my opinion, the two most important. By learning the value of hard work and the skill needed to communicate with others, I am better prepared for professional life.

CMR Scholarship:

Elizabeth O'Phelan



Daughter of Michael & Maureen O'Phelan
Cascade Lodge & Restaurant, Lutsen

Living and working on my family's resort has really shaped me into who I am today. I was young when we purchased the resort. I started helping out on our resort when I was seven years old. Living and working on my family's resort has taught me discipline. Just like any other worker if I'm late or don't come to work I can get fired. Of course I always get my job back, but that taught me that when it comes to work I have to be disciplined. It has also taught me respect. Even though my family owns the resort I still have to respect the other employees, I have also learned if you want something you have to work for it. Nothing is going to be handed to you. You have to work for what you want.

The lessons I have learned from living and working at our family resort are great life lessons. I know they will assist me at whatever I choose to do. As a result of being so involved in our resort, I know I would like to run a business when I am older.

The Congress of Minnesota Resorts wishes our scholarship winners the best of luck in their academic pursuits!

Email Etiquette

By Jessica Biondo, Marketing Communications Associate, Modern Postcard

Taken and MODIFIED from the Tuesday, May 12, 2015 Modern Postcard Blog entitled "The Feed"

As professionals, we sometimes get lazy with our email etiquette. Even worse, we often fall into O.C.D. – what is referred to as *Overly Comfortable Disorder*. Getting too casual with emails to important people? Sending smiley faces in multiple emails per day? We're all guilty of not using the best email etiquette 100 percent of the time – and that's okay, because we're human. However, just because we want to convey casual and laid back to our guests who are on vacation, doesn't mean we should necessarily be casual and laid back with our email communication. Professionalism is important!

Be Responsive.

Have you ever sent someone an email and felt like it was sucked into a giant black hole because you never heard back? Or, did a simple question take several days to get a response? Don't be that person. Responding to emails ASAP – or within 24 hours of receiving them – is a good, professional standard to follow. Even if you can't provide an answer right away, it's polite etiquette to simply reply and let the sender know you've received their email and/or you're working on the task at hand.

Tip: Consider providing a deadline of when you'll get back to them.

Use Spell Check, Double-Check and Borrow Some Fresh Eyes.

It's a sad fact: people will judge your intelligence (and possibly cringe) if your emails are full of grammatical errors and misspellings. They may even assume you're careless and unprofessional for not checking your message before hitting send. You can avoid this by first using spell check, then reading through your message a few times to catch any errors. If you have an important email to send, it sometimes helps to have a trusted colleague review it first, then provide any feedback.

Tip: Write important emails in a separate, blank email first, then add in the recipients when it's final. You don't want to accidentally send an email before it's ready to go.

Practice Clear Email Subject Lines.

Your subject line is the first impression of your email. Does it clearly give an overview or directive as to what your email is trying to accomplish? Avoid vague subject lines, cutesy subject lines, confusing subject lines...you get the idea. Also, please, please do not start your email message in the subject line and continue it in the body of the email - that is just plain bizarre.

Find the Balance between Professional and Robotic.

Over time, after writing enough emails about cabin availability, reservation policies and amenities your resort has to offer, it may feel like you're on autopilot with phrases like, "best regards, at your earliest convenience, it was my understanding, if you have any questions." Don't turn into a robot. Define your professional email voice that is clear, yet also friendly and conversational.

Tip:

- Avoid WRITING IN ALL CAPS, it comes off as yelling in an email.
- Avoid joking or sarcasm unless you know the recipient very well; people cannot read your tone in an email.
- Avoid blanket statements like *always* and *never*.
- Avoid accusatory language like "you said this" or "you did that."

Respond Well to Controversial Emails.

It's Saturday evening and you were just gifted with a rude, accusatory, demanding or controversial email. You know you need to respond, but you can feel the outrage building inside you. What do you do?

1. Breathe, click out of the email, and **do not** respond.
2. Use the 24 hours or less-time frame to cool down and think about your response (sleep on it if you must).
3. With a renewed perspective, address the email concerns head-on, but with tact and professionalism.

Bonus: You'll be happy you did not respond emotionally, right away. Chances are, you'll look calm and collected while Mr. Sender Offender looks like the bad guy (or gal).

Accept and Correct Your Imperfections.

Maybe you are seriously bad at forgetting to attach email attachments. Perhaps you're known for cc-ing the world on your emails. Are you terrible at spelling? Do you use word abbreviations (such as *pic* instead of *picture*) or text style words? We all have email imperfections. The key is to understand what you're bad at, accept it, then correct it.

Tip: Try attaching a bright sticky-note to the top of your computer as a reminder for yourself to attach the file, double-check if everyone copied on the email needs to be copied, use spell check, etc. Soon, these reminders will become a habit and you'll be on your way to better email etiquette.

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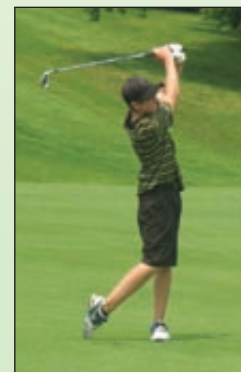
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Painting Babe

By Bob Scharenbroich, Black Pine Beach Resort



Bob Scharenbroich giving Babe a fresh coat of paint.

You all have a *Babe* at your resort, whether it's your sign, a bench with flowers, or a big tree with a sunset behind it. It's THE SPOT where guests take a lot of pictures to remind them of where they stayed.

Spring came early in our part of the woods this year. When that happens, a lot more projects get done than getting the water turned on in the cabins and the yard work all done before the first guests arrive!

So when my spouse said, "The weather is going to be good the next few days, maybe you should paint *Babe*," I couldn't argue the point."

Babe is our Blue Ox, a handsome fellow who gets a ton of pictures taken on or near him.

Babe was getting pretty tired-looking, with lots of scrapes and scratches, bumps and bruises. I got to work sanding and rubbing all those worn spots, kind of cursing to myself all the little hands and feet that made *Babe* look so tired. But the more I sanded and rubbed, and cleaned *Babe* in preparation for paint, the more I realized all the fun the little kids were having climbing up on *Babe* to get their pictures taken. I thought of all the laughter and smiles that it took to get *Babe* to look the way he now did. So, all of *Babe's* bumps and bruises turned into giggle marks! It sure made painting *Babe* easier that day.

Babe has a couple of buddies in the playground, the *Turtle* and the *Duck*. Yep, they were full of giggle marks too.

The next time I have to paint *Babe* and his buddies, I'll know the real reason why.



Black Pine Beach Resort's springy playground animals get ready for Summer.

Submit Your Nominations for Resorters of the Year!

Congress of Minnesota Resorts Members,
The Resorters of the Year Award is given annually to a resort that exemplifies the spirit and goals of the CMR. The criteria centers around the operation of a successful and progressive business, service to the tourism industry both at the local and state levels, and community service in other areas. Mentoring and helping other resort owners and membership in the CMR are also part of the requirements. Nominations for the award are generated entirely by CMR members, and the whole program is dependent upon the time and effort you give in order to recognize excellence. We encourage you to participate through nominations of resorters you feel uphold the highest standards and are dedicated to service within our industry.

Here are the guidelines:

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resorter(s) that have shown a dedication to the improvement of the Minnesota resort industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

Any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by September 1st each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the Awards Committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the annual Congress of Minnesota Resorts

Fall Conference where the formal announcement and presentation will be made.

The following criteria are considered by the Awards Committee in making their selection:

- CMR member in good standing for the previous three consecutive years under the same ownership.
- Ability to maintain a successful and progressive resort.
- History of helping and mentoring other resort owners/operators.
- Involvement in community activities.
- At least five years between awards.
- Not a current member of the Awards Committee.

To obtain a nomination form, go to the CMR website www.Minnesota-Resorts.com, scroll to the bottom of the home page and click on Membership. Login using your Login and Password, select Application from the list on the left, click on Resorter of the Year Nomination, and print a copy. Mail the completed form to the CMR address below. If you need further assistance please contact Vicky Krattenmaker, CMR Office Manager, by emailing: CMR@Minnesota-Resorts.com or calling 320-212-5107.

NOMINATION DEADLINE: SEPTEMBER 1ST

Send nomination form to:

Resorters of the Year Nomination Committee
Congress of Minnesota Resorts
PO Box 358
New London, MN 56273-0358



CMR School of Resorting: Screen Doors

By Chad Reuper, Sandy Pines Resort



It was a cold January morning and the sun was shining as I jumped in my pick-up and headed my way over to Two Inlets Resort for a CMR School of Resorting class instructed by Bob Bateman. Just as I pulled up, more resorters piled out of another vehicle that had just arrived. We made our way up the snowy path to Bob's wood shop, opened the door and enjoyed the smell of sawdust and fresh cut wood in the air.

The class was on how to make your own screen doors for your resort cabins, screen doors that will stand the test of time. With hands-on experience and instructions from Bob, every person had a chance to get to use some new tools. We learned enough to be able to go home and make own screen doors and knowledge to pass on for generations to come.

I was eager to see the tricks and trades of Bob, and also learned a great deal from the other guys in the class. But, the story doesn't end here. After the class we all went back to Bob's house for lunch to discuss what we all learned and to share ideas. We finished up with some man gossip and then a short tour of their resort.

School of Resorting participants watch as Bob Bateman demonstrates how to create a screen door frame. Pictured (l to r): Jim Eickhorst-Kohl's Resort, Bob Bateman-Two Inlets Resort, Chad Rueper-Sandy Pines Resort, Jason Christiansen-Finn n' Feather Resort, and Tim Senger-Cedar Point Resort.

All in all it was a great day for everyone!



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Attend the 2015 CMR Fall Conference!

October 25-27, 2015
The Lodge at Giants Ridge

6373 Wynne Creek Dr.
Biwabik, MN 55708

Conference Price:

CMR Members \$150 per person

Non-CMR Members \$175 per person

Resorter Panels are here to stay!

Because Resorter Panels were so well received at the spring workshop, we will be including this at the fall conference. Resorter Panels consist of 2-3 resorters sharing their experiences and knowledge on specific topics. At the fall conference, we plan on having two Resorter Panels. One will focus on rebuilding or remodeling cabins. Another panel will focus on hiring staff and staff retention. We feel we get the best knowledge and information from our peers!

Block of Rooms Available

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<http://www.lodgeatgiantsridge.com>

Dan Borseth, Pine Insurance, will provide information about **liability issues**.

Amy Janzen, resortsandlodges.com, will be talking about **marketing with a small budget** as well as how to prioritize and maximize that budget. She has over nine years of marketing and advertising experience. Amy will help us to navigate the Internet and choose which strategies best suit our marketing budgets.



Midwest Dueling Pianos, **Sunday night's entertainment**.

The one-of-a-kind entertainment provides hilarious comedy and will have resorters singing, cheering, dancing, and doubled over in laughter.

Brandon Knowles, Faster Solutions, will talk with us about how important a **responsive website** is to our business and how you don't want to lose customers by not adapting to the times.

What Resorters are saying about last year's Fall Conference

Mark and I had another wonderful time at the conference. Even though the weather was nice and we are under the gun to get our new cabins sealed up before it snows and is cold, we needed a forced break to get away! We love seeing all our old friends and making new. The location was very spacious and comfortable, food was awesome, loved the music Sunday night (and the dancing)! The crackerbarrels were awesome as usual with great info and there were many informative sessions. The presentation about service animals gave us many ideas of how we will now approach and be prepared for this issue (are miniature horses house broken? Really?!). We got some great new products for our resort at the vendor show as well. After a long season and being drained and tired it is so nice to come together with others and reaffirm why we love this business! Thanks for all your hard work organizing and orchestrating the conference. Also thanks to all the new board members who stepped up to become involved in this wonderful organization!

Mark and Beth Novotny
Hyde-A-Way Bay Resort

We would just like to throw out a BIG THANK YOU to everyone who attended this year's fall conference. A special thanks to all the people who helped set it up and make everything happen. Finishing our third year in resorting and our third fall conference we once again have come away with many new ideas and made many new friends. We are still amazed by the openness of other resorters to share their ideas and thoughts whether during the crackerbarrels or just during general conversation. To any resorters out there who have not attended one of the fall conference or spring workshops, we highly recommend that you give it a try you will not be disappointed.

Vince & Cheryl Proski
Northern Lights Resort

Thanks for all the hard work the resort team did. It was another fine mission accomplished. You guys are amazing. This is our 4th conference and I learn every time we go. We have met some amazing resort owners and I can proudly call you all my friends.

We look forward to seeing you all again next year.

Lee Nupson
Oak Point Resort

Tech Brothers located in Park Rapids will present information to help us to understand what **wifi throughout our resorts** means, the importance it is to our guests, and where do we start when deciding to put this amenity in our resorts.

VENDOR SHOW from 1-4 on Monday, need I say more... Many new vendors this year!

John Edmond and Dave Bergum, Explore Minnesota, will help us see where our **tax dollars are being spent on travel!**

Joel Carlson, CMR Legislative Lobbyist, will be giving us a **legislative update**. In addition, we would like to invite another legislative speaker to share insight at our conference, if you have any ideas please contact one of the CMR Board members.

Sunday Registration Starts at 12:30, watch your mail for the Registration!

THE CONGRESS OF MINNESOTA RESORTS



What the CMR Can Do for You!



MARKETING



Your resort is listed on our website www.Minnesota-Resorts.com.



Our site is professionally marketed through links, banners and extensive search engine optimization.

LEGISLATION



Full-time lobbyist working for the interests of **RESORTS ONLY!**



Day on the Hill- Make your voice heard in St. Paul.



Stay informed on legislative issues that affect our industry.



EDUCATION



Fall Conferences and Spring Workshops - informative sessions and networking with other resorters.



School of Resorting educational classes.



Yahoo Groups - online resort chat room.



Members only online resources on our website.

PLUS- Vendor Discounts to CMR Members • Scholarships for Education • “Resorters of the Year” Award • And Much More!

THANK YOU, THANK YOU, THANK YOU!!!

Resorters Helping Resorters - Since 1985

As fairly new resort owners, we are grateful to have found CMR. We have learned so much that we've been able to take home and tweaked to fit our resort. CMR's best asset is its people ... From the vast variety of CMR resorters lives, their years of experiences and especially their "what works for us" to "what hasn't worked for us," there is nothing better than visiting and networking within the CMR members.

John & Kristi Gordon, Train Bell Resort

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 Yahoo Chatline has been a wonderful tool for us when questions arise... Where do you buy your sheets, certain cleaning products, to I have some stuff for sale, or what kind of software are you using? At the CMR Spring/Fall Workshops, the cracker barrels 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 collations with Explore MN, 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, LLC

JOIN THE CMR - YOUR MEMBERSHIP COUNTS

Your membership in the Congress of Minnesota Resorts (CMR) is a good investment for both you and your resort business. Join in the organization's philosophy of "Resorters Helping Resorters." So many benefits await you! Fill out the membership application today and become a member of a unique association of resorters, run by resorters, for resorters. Our focus is very clear!

Resort Name _____ Lake _____

Owner/Manager _____ Years in Resorting _____

Address _____

City _____ State _____ Zip (9 digit) _____

Township _____ County _____

Phone _____ No. of Rental Units _____ No. of Bedrooms _____

Resort E-mail _____ Resort Website _____

Membership investment is only \$18.50 per bedroom (Minimum \$185 for 10 bedrooms or fewer, Maximum \$962 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2016.

Campground Search Function for \$35 Yes/No No. of Seasonal Sites _____ No. of Overnight Sites _____

Associate Memberships - Dues \$185 For vendors and for those with an interest in resorting but not owning a resort.

Amount of check enclosed _____ Please Circle One: New or Renewal



Send to: Congress of Minnesota Resorts
PO Box 358
New London, MN 56273-0358

Questions regarding Membership?

Contact Vicky at CMR@Minnesota-Resorts.com or 320-212-5107



SAUCY ASIAN MEATBALLS

Meatball Ingredients:

- 2 lbs ground pork or ground beef
- 2 tsp sesame oil
- 1 cup Panko or breadcrumbs
- 1/2 tsp ground ginger
- 2 eggs
- 3 tsp minced garlic
- 1/2 cup thinly-sliced green onions



Asian Sauce Ingredients:

- 2/3 cup hoisin sauce
- 1/4 cup rice vinegar
- 2 garlic cloves, minced
- 2 Tbsp soy sauce
- 1 tsp sesame oil
- 1 tsp ground ginger



Preheat oven to 400°F. In a large bowl, mix together meatball ingredients until well combined. Shape into balls (1.5 inches diameter, yields about 35 meatballs), and place on a greased baking sheet or in a 9×13 baking dish. Bake for 10-12 minutes, or until meatballs are golden on the outside and no longer pink on the inside. While the meatballs are baking, whisk together all of the sauce ingredients until blended. Once meatballs have finished cooking, you can either dip each meatball individually (using a toothpick) in the sauce mixture. Or, you can pour the sauce over the meatballs and gently stir them until covered. Serve warm, and sprinkle with additional garnish if desired. You can also keep the meatballs warm (after cooking) in the crockpot on a low setting!

NAVAJO FRY BREAD

- 4 1/2 cups flour
- 1/2 tsp salt
- 2 tsp baking powder
- 1 1/2 cups water
- 1/2 cup milk
- oil for frying



Mix dry ingredients in a bowl. Stir in the water and milk. Knead several times. Roll out into five-inch circles. Make a small hole in the center with your fingers. In a skillet, fry in several inches of hot oil at 375°F. Dough will puff and bubble. Turn when golden brown. Drain on paper towels and serve hot for tacos or with honey. Serves 6.

SWEET PEPPER SOUP

- 1 lb ground meat, cooked
- 2 quarts water
- 1 quart tomato juice or canned tomatoes
- 3 sweet peppers, red, orange, yellow, diced
- 1 cup salsa
- 1 jar chili sauce
- 1 cup uncooked brown rice or barley
- 1 large onion, diced
- 2 ribs celery, diced
- 3 chicken bouillon cubes
- 2 cloves garlic, diced
- 1/2 tsp salt



Mix all ingredients together, bring to a boil, then simmer one hour or more.

PEANUT BUTTER CUP COOKIES

- 1 cup creamy peanut butter
- 1/2 cup sugar
- 1/4 cup packed light brown sugar
- 1 large egg
- 1/2 tsp pure vanilla extract
- 1/4 tsp salt
- 1/2 tsp baking soda



1 cup milk chocolate chips
Preheat oven to 350°F. Line a baking sheet with parchment paper. In a large mixing bowl, mix together peanut butter, sugar, brown sugar, egg, vanilla, salt, and baking soda until well blended. Fold in chocolate chips. Place dough by tablespoonfuls onto the prepared baking sheet. Place in the oven and bake for 10 - 12 minutes. Let cookies cool on the baking sheet for five minutes before transferring to a wire rack to cool completely.

LOADED SWEET POTATO NACHOS

- 3 large sweet potatoes, washed and sliced into 1/4-inch rounds
- 1 Tbsp olive oil
- Salt and pepper, to taste
- 1 1/2 cups shredded Cheddar cheese
- 1 cup black beans, drained and rinsed
- 1/4 cup chopped green onions
- 1/4 cup chopped cilantro
- 1 large avocado, pit removed and diced
- Sour cream or Greek yogurt

Preheat oven to 400°F. Place the sweet potato rounds on a large baking sheet. You might need two baking sheets if you run out of room. You don't want to overcrowd the sweet potatoes. Toss the sweet potatoes in olive oil and season with salt and pepper. Bake for 20 minutes. Use a spatula to flip the sweet potato rounds. Bake for an additional 10 minutes or until sweet potatoes are crisp. Remove the pan from the oven and sprinkle cheese and black beans over the sweet potatoes. Bake until cheese is melted, about five-seven minutes. Remove pan from oven and top with green onions, cilantro, avocado, and sour cream or Greek yogurt. Serve immediately.



Is your resort ready for an intern?

By Lynn Scharenbroich, Black Pine Beach Resort



Most of us have a wish list. Sometimes things linger on that list a little too long, and finally we reach our tolerance level. “Either do it, or get it off the list!” we demand of ourselves.

So that virtual kick in the pants a couple years ago led to conversations with a couple instructors at the local college regarding setting up a possible internship to help make a few of those lingering wish list items finally happen. Because we were seeking help with media related projects, it was the business marketing and media departments that we contacted to begin our discussions.

Early conversations covered such things as: how many work hours equal one credit, work time frame, strategy for creating awareness of the new internship opportunity, compensation, supervisory responsibilities, and what would not be part of our expectations for an intern.

During this time, the Initiative Foundation’s magazine published an article on hiring interns that included a helpful seven-point checklist to assess whether your business is ready to hire an intern. Here is a link to that article and the list: <http://www.ifound.org/initiative-quarterly/stem-seekers/talent-show/>.

The first internship was offered for six weeks in the 2014 summer season. It provided that in lieu of wages, the resort would pay for the student’s credits and fees, reimburse for mileage and provide meals. There was one applicant who was a great candidate, but she ended up finding an internship site closer to her home and took that.

The second internship was offered again for six weeks this summer (2015). This time, the internship was offered with a per hour wage and meals, but no reimbursement for credits or mileage. Again there was one applicant who was a great candidate. She took the internship, which ran from May 27th to July 2nd, three days a week at 7.5 hrs/day, and provided sufficient hours for her to earn three credits.

During the application and interview process, we learned from this candidate that she worked most effectively when she had a list of clear goals coupled with a due date. That, then, was how things were set up for her. Having that established at the onset also helped guide assessment at the end of the internship.

Our experience working with our local college, CLC-Brainerd campus, has been positive from the beginning, thanks directly to CLC instructors, Pat Swarthout (now retired), business marketing and Leon Dahlvang, graphic design.

Below is a representation of the task work form used for our 2015 intern.

SCOPE OF WORK- Internship

<u>Task</u>	<u>Tentative Completion</u>
Set-up	
<input type="checkbox"/> Learn where things are	early June
<input type="checkbox"/> Become familiar with the resort/daily routine	early June
Website	
<input type="checkbox"/> Assist with new site launch	Wk of 5/27 & ongoing
Photos	
<input type="checkbox"/> Roam around taking stills and video	
<input type="checkbox"/> Catalog & clean up current photos	mid-June
<input type="checkbox"/> Create continuous loops of current and new photos.....	end of June
<input type="checkbox"/> From existing and/or new photos, select up to 3	mid-June
	to turn into postcards. Set up the print-ready file.
	Price the printing if outsourced and if done here.
	Run up to 50 copies of each of the 3 designs.
<input type="checkbox"/> If the postcard project goes well, select up to 3 different	7/2/15
	photos for greeting cards. Same steps as the postcards.
	Develop the greeting card wording too.
Social Media	
<input type="checkbox"/> Augment and modernize our presence.....	early June
Misc.	
<input type="checkbox"/> Assist with web searches for products and information	Ongoing
<input type="checkbox"/> If time permits, develop proposal for a resort board game	Ongoing

CONNECT
RECHARGE
STRATEGIZE

PLAN TO ATTEND THE 2015 CMR
FALL CONFERENCE

SEE PAGES 10 & 11 FOR DETAILS

Our First Foray Building New cabins...

as lived by Corby & Sheila Niemeyer and Kelly & Jim Larson

By Sheila Niemeyer, Rugged River Resort



Rugged River Resort's Cabin 4 had a 100+ years of history, been patched again and again and was in need of replacement.

Crazy. Naïve. Desperate. Any one of these titles could describe us as we began building two new cabins in April of 2014. Our 100+ year old cabins had been patched and patched and were in definite need of replacement. We wanted to build modern cabins that were relatively fast to put up, but still had a Northwoods feel. We decided on a log cabin kit from Keystone Kabins. We liked the layout and the look and felt we had the skills to finish most of the work.

The banking and permitting process took much longer than expected and we were not able to begin demolition of the old cabins until April 2014. It was sad to see the old cabins go and all the history they had been through, but at the same time it was exciting to enter a new era for the resort and build new cabins. Next, began site preparations and building the foundations. The existing cabins were only about six feet from the water's edge and we wanted to move them back into the hillside a bit, and raise the elevation so we wouldn't have to buy flood insurance.

Because of the delayed building start, our scheduled construction crew couldn't match our tight time schedules and we didn't want to delay the building process any longer since we had the first cabin reserved for Father's day weekend and the second cabin was booked for July 4th.

We agreed to have the crew come for as long as they could and we would finish the rest. The cabin log kits arrived by semi and we had to unload them and get them to the building site. Our fantastic crew started building the first cabin on May 19th, and was here for 2 1/2 weeks. While we were



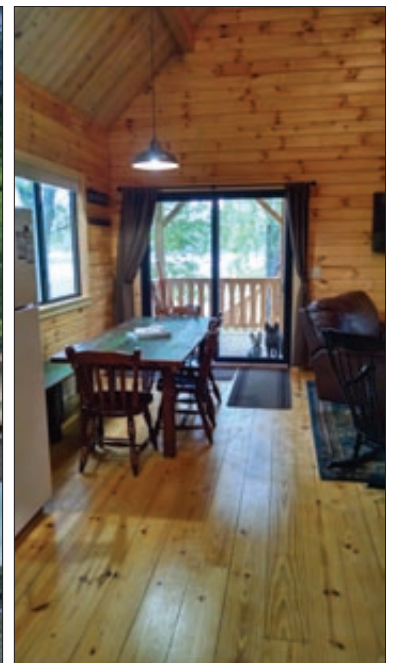
A log cabin kit was purchased from Keyston Kabins and arrived to the resort on a semi.

moving right along – it wasn't fast enough to finish two cabins on time, so we hired a local contractor to coordinate all the roofing and finishing work so the construction crew could focus on putting up the structures. Within a week and a half, we had started construction on the second cabin and the first cabin was in full swing. We had an all hands on deck policy that spring. We had sanding and poly parties with our kids, friends and relatives and even a few of our guests pitched in. One even taught me how to run the floor sander and periodically checked my work.

As with any project we were not without some challenges, but time was our biggest factor. My brother, Kyle spent two months with us and Corby took a month off from his full-time job for site prep and foundation work. He then worked until midnight every night the last two weeks and got up at 4 a.m. to put in three hours before he left for work at 7 a.m. Jim worked to install all of our windows and doors after his full-time job each day. We did as much work as we could, building, sanding, staining, plumbing, some electrical, installation of all fixtures, cabinets etc. I would make a run or



Two new cabins were completed from demolition to reservations in three months.



A look inside New Cabin 4 shows a welcoming, Northwoods appeal.

two to town everyday with my list of the latest items needed for that day. I became very familiar with the plumbing department as well as the lighting departments as I didn't always buy the right fixtures or parts the first time. I did love being able to see the progress every day and knowing I was playing an integral part. My favorite aspect was planning, coordinating, and furnishing the cabins. I had a blast scouting for deals, looking for unique items to create modern, yet uniquely rustic cabins. I bought a large dining table made from an old railroad car, I found a great antique furnace as well as a used laundry tub that worked perfectly as night stands, and an electrical cart and an old stove as end tables.

It took until the very last minute, to get the cabins built and inspected by electrical, plumbing and health inspectors, and we were still cleaning off the deck when the first guest arrived for each of the cabins, but we made it on schedule! TWO cabins from demolition to finish in three months - Whew!

Many people have asked would we do it again? Our answer is always YES! Although we would prefer to start in the fall and have a bit more time.

CMR Membership Recruiting

By Bob Schimerowski, Minnesota Sunset Shores Resort



Resorters Helping Resorters

The membership committee has been focused on recruiting more resorts to join the Congress of Minnesota Resorts (CMR). We have sent two mailings out to non-CMR member resorts - one mailing in March and one mailing in July. These membership recruitment packages described some of the benefits of being a CMR member and also highlighted areas the CMR has benefited the resort industry in Minnesota. It is truly great having a resort organization made up of resort owners and managers looking out for the good of all resorts in our state.

In the membership recruitment package, the three pillars (marketing, legislative, and education) of the CMR were each updated with documentation on the benefits each pillar brings to the CMR. Marketing, legislative, and education were each given a page or two to describe what it is they do and how this benefits CMR member resorts. These updates included testimonials and colorful pictures illustrating some of the highlights during the year for the group. The packet also included a letter from our president and the membership application.

According to Vicky Krattenmaker, CMR Office Manager, the membership drive has added 11 new member resorts. As of July 23rd, The CMR now has 171 resort members and 20 associate members giving us a total CMR membership of 191. I spoke with Tim Campbell, Explore Minnesota Tourism, and they have 804 resorts in their database. Given these numbers, we have around 21 percent of Minnesota resorts as members of the CMR. Our goal on the membership committee is to add at least 10 resorts per year to the roster. I believe this goal is very attainable if the CMR continues to reach out to non-member resorts and show them the benefits of being a member and above all stressing we are *Resorters Helping Resorters*.



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**ATTN: FILL YOUR CABINS
AND CAMPGROUNDS!**

*Promote your resort or campground to Northern
Minnesota's sportsmen and women at the*



**February 5 & 6, 2016
Sanford Center, Bemidji**

With more and more people choosing to "staycation," it makes sense to market your business to people who are looking for recreation and relaxation opportunities close to home. Last year over 3,200 people attended the Bemidji Outdoor Sports Show in its first year; don't miss the chance to reach a prime demographic at the 2016 Outdoor Sports Show!

**Download vendor information and registration
at bemidjisportsshow.com - register early (by
Oct. 30) and save 10% OFF your booth rental!**

Birds & Beds

By Judd Brink- MN Bird Guide



Young birders learning how to use binoculars and field guides before going out for a bird walk with Judd Brink.

Bird watching continues to grow as one of the leading outdoor recreational activities across the U.S. This is a great family activity that resorts can offer to their guests throughout the year. Wildlife photographers, professional birders and novices are well aware of Minnesota being a birding destination. Learn how birding can be used in your package deals or daily activities at your resort.

Birding by the numbers: *According to the 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation...*

- **Birding is a multi-billion-dollar industry that includes feeding and watching birds.**
- **71.8 million people participate in wildlife watching activities (more than hunting/fishing).**
- **There are 19.8 million bird watchers, 12.4 million wildlife photographers and 5.4 million who watch bird feeders.**
- **Wildlife watching expenditures, such as food and lodging = \$9.3 billion.**
- **Wildlife participant age groups (highest) are 65 and older = 18.1 million, 55-64 years old = 15.8 million and 45-54 years old = 14.9 million.**

How can you be a birding destination and follow the popularity of this recreational opportunity? The spring and fall bird migrations are peak birding times and they coincide with the resort season. This is a great opportunity to market your bird guiding packages. In a previous article titled *Migration Vacation* in the *MN Resorter* Spring 2012 issue, we talked about designing these guiding packages and how to market them. The popularity of social media now allows you to promote in an inexpensive and efficient manner. Remember... *the early bird gets the worm*, so the timing of promotions to the birding community is critical. The larger birding festivals that are scattered across the U.S. start advertising six months in advance and fill quickly.

Does your activity board or things to do include birding for your guests who are interested in this hobby? Please let us know how we can make this information available for your guests. *MN Bird Guide* provides a weekly bird report for the area including photos and videos of birds and the best locations to find them. The bird report follows the spring bird migration, the summer nesting season and the fall migration. To view the weekly report, please visit <http://www.visitbrainerd.com/blog/category/bird-reports/>. Also your guests can participate in the free bird

walks held at the Northland Arboretum each spring on Thursday and Saturday, sponsored by the Brainerd Audubon chapter.

A birding page on your resort website has lots of advantages to help birders find you. We can custom design a page that is specific to your area highlighting the best places to see the most desired birds. Some of our past projects have included a bird checklist, photos, birding locations, birds by season and our guiding info. By adding this content it will help with SEO (Search Engine Optimization) and increased search results. For example, if someone Googles *resort birding in Minnesota*, your site would have a higher page ranking, thus increasing traffic to your website.

Resort bird tours include our bird watching kits for your guests. Each kit includes binoculars, a *Birds of Minnesota* field guide, a bird checklist and a heavy duty shoulder or waist pack that carries everything you need for your birding adventure. The kits are designed for families, including binoculars for both adults and kids to use. Everyone loves our birding kits; they greatly enhance and create a better experience and participation. If you are not finding or seeing the birds, then most likely you are not going to spend any more time trying to identify them, which is why the kits are so important. Once you learn how to find and identify birds, you will want to spend time finding more. After 30 years of birding, I am still looking for birds wherever I go. It is a lifelong treasure hunt taking me to Costa Rica and Alaska.



Birding Kits

Now available for your use during a guided bird watching tour with MN Backyard Birds.

Minnesota is a popular destination for bird watchers and photographers.

Request your free birding kit when you contact Judd Brink (guide). The new kits make birding fun and easy for you to see the birds while traveling or visiting the Brainerd lakes area.

Birdscaping your resort can also offer new and exciting viewing opportunities and can be enjoyed by everyone without traveling or going on an early morning tour. Watching colorful songbirds at a bird feeder outside the cabin window with a cup of coffee can be just as relaxing and enjoyable for many. If your guests are visiting from out-of-state, they can see many different birds that they have never seen before. We offer the most active and attractive bird feeders that feature recycled plastic so they are environmentally friendly. Feed birds not squirrels and watch colorful songbirds welcome guests to your resort.

Currently, over 37.6 million people enjoy birding, photographing and watching birds at feeders and have spent nearly \$9.5 billion on lodging to enjoy the 2nd largest recreational activity in the country. There are many opportunities available to make your resort more bird friendly. Feel free to contact us to see what options are best for your resort. Happy Birding!

Judd Brink is owner of MN Backyard Birds and his new guiding service MN Bird Guide. Judd was recently featured on MN Bound with Ron Schara and KARE 11 News with Belinda Jensen. He has over 30 years of experience in feeding and watching birds in Minnesota and the Midwest. Judd is also a member of the Bee-Nay She Bird Club, the Brainerd Audubon Chapter, and a Minnesota Master Naturalist graduate. He is a certified bird guide from MN Department of Natural Resources and the Bed and Breakfast Association. Brink can be contacted by phone (218) 838-4784 or email at info@mnbirdguide.com.

Blacktopping at Black Pine Beach Resort

By Lynn Scharenbroich, Black Pine Beach Resort



The finished project resulted in a picturesque fall look to the resort.

It was the summer of 1977 and we were looking for a resort to buy. Looking back, certain things stand out now about the resort we ended up purchasing that probably contributed more than we realized to making that selection.

The blacktopping was one of those things. Both the driveway and the main walkways were blacktopped. The look was tidy; eliciting a sense of appeal that encouraged us to find out more about this nicely laid out six-cabin resort. Maybe potential customers would feel that way too, we reasoned.

Through the years, the tidy look of blacktop remained appealing to us. As we expanded, adding property and cabins, the goal of eventually blacktopping all of the new driveways and parking areas was ever-present. In 2013, when the 14th cabin was completed, the last of the new driveways was created. It was time to realize the goal.

Anderson Brothers was our choice. Their reputation is great and they've been in the asphalt business for over seven decades.

Our goal was more than just *new tar*.

- Objective 1: Redevelop curves to aid in vehicle and trailer maneuvering. Over the years, the size of vehicles and trailers has grown. Curves that once worked fine, now were too tight.
- Objective 2: Water needed to be channeled into rain gardens and onto back lawn areas. The existing driveway and walkway surfaces had been designed in the early 70s to channel run-off into the lake through the use of curbing.
- Objective 3: Erosion control. The areas covered in class five gravel experienced considerable washout after rainstorms resulting in time spent doing the same repair job over and over.
- Objective 4: Tie in, through the new blacktopping, all the class five gravel parking and driveway areas that had been added over the years around the cabins and the lodge.
- Objective 5: Restore the neat appearance of the blacktop driveways that first attracted us to this resort. Because the old driveway was deteriorating, the project needed to be done soon before none of it could be saved.

We learned that what's done underneath the blacktop is perhaps the most important, so the preparation work took much more time than the actual blacktopping. Prior to the crews arriving, we took down some trees that were too close to what would be widened curves, and removed roots and stumps.

When the shaping crew arrived, they scraped up and removed old blacktop that had been previously identified by the estimator as not able to be paved over. They hauled in class five gravel, which was added to the existing class five gravel areas as well as to the blacktop areas they had torn up. This is the point in the project where the sloping for run-off was done.

When the bed was finally ready, the blacktopping itself could begin. Right before blacktopping, areas that had old blacktop were given a coat of tar-like oil to aid in adhesion of the new blacktop. From the time the Anderson Brothers crews arrived until the blacktopping was completed was about a week.

Some limited use of the driveways by cars was allowed after a few hours. Regular use was allowed back on the driveways and parking areas after a couple days; large vehicles were kept off for about a week.

A rule of thumb for blacktop curing is: at least 60 days of 60 degree or greater weather to fully cure. So, since we blacktopped in late fall, our surfaces were still tender this spring. The type of blacktop we used had more rock in it than a regular residence would have, due to the variety of vehicles that drive on resort properties, including delivery trucks and large boats on trailers. The surface of this blacktop does show a bit more rock, but it is still smooth and has a nice appearance.

Appearance harkens us back to that first look we had of our resort in 1977. It was what pulled us in to take a better look. Maybe it will be one of the things that help keep our existing customers and inspires tomorrow's potential customer to take a better look.

Pictures, top to bottom:

Extensive preparations were completed before Anderson Brothers could begin laying the blacktop.

Areas that had old blacktop were given a coat of tar-like oil to aid in adhesion of the new blacktop.

Work crews use hand tools to ensure the best possible coverage and application of the new blacktop.

A heavy roller-packing machine presses the blacktop down to create a solid driveways and parking areas.



Legislative Update

Divided Legislature, Special Session, Mixed Results

By Joel Carlson, Congress of Minnesota Resorts Lobbyist

A Special Note

As this issue of the Resorter is going to the printer the Brainerd lakes area is still recovering from the devastating July storms. Several resorts received extensive damage, including some longtime Congress of Minnesota Resorts (CMR) members. I continue to be amazed at the dedication, resiliency, camaraderie and hard work of the resorting family. Everyone has been there to help and offer support. It continues to be an honor and privilege to represent this truly unique industry.

Minnesota's return to divided government produced an all too familiar outcome, angry accusations, a special session, and plenty of unfinished work. Despite an election that gave the majority of the Minnesota House to the Republicans there were high hopes that the new leadership could work well with the returning DFL Governor and Senate. After all, the state was riding high on a \$2 billion budget surplus, record job growth and low unemployment. Minnesota leads the nation as one of the most friendly states for business, educational outcomes, and the number of citizen that are both healthy and carrying health insurance. Surely, it would be hard to have the legislature and Governor stumble given these solid measurements. Never underestimate the ability of those with election certificates to snatch defeat from the jaws of victory.

The session started with promises of a robust transportation plan, significant tax reductions, and bi-partisan accord. It was almost certain that the new majority would place a premium on finishing the session on-time and, with the massive surplus, money troubles would not preclude an easy agreement on the budget.

In reality, the legislature passed the fewest bills (80) in the history of the state. Republicans and DFLers fought to a complete stalemate on taxes and transportation, choosing to pass nothing rather than compromise. The session did not end ontime, an additional four weeks and a special session were needed to complete the biannual budget. DFLers, in return, spent much of the session battling each other and ended the special session badly divided among themselves and fellow DFL Governor Mark Dayton. *Go figure.*

Early in January, a significant division developed between Senate Majority Leader Tom Bakk and Governor Mark Dayton over a series of pay raises for the commissioners in the Dayton administration. Bakk engineered a vote that effectively scuttled the increases for the commissioners, opening a wound that has yet to heal. An angry Dayton publicly claimed he was stabbed in the back and would not trust the majority leader ever again. The Bakk/Dayton division presented new House Speaker Kurt Daudt an opening to work with Governor Dayton to strike a compromise on the pay raises - and an early positive relationship.

By February 1st, tensions were already running high. Chapter 1, a tax package to comply with federal law, passed in the legislature January 24th. In the coming three months, the legislature adopted a scant nine other bills, adopting Chapter 10 on May 1st. The lack of legislation moving through the house and senate was, in hindsight, a reflection of the division between the house and senate.

Governor Dayton did not deliver a State of the State address until late April, a usually early affair that sets the tone for the session. This too was a harbinger of poor relations between the house, senate and governor. There was little interaction between the parties for several long weeks, and the legislature didn't adopt their budget bills until Mother's Day, an unusually late date given a divided legislature and a May 18th adjournment. It was not difficult to see that a special session would be needed given the slow moving pace.

By the final weekend, legislative leaders abandoned all efforts to seek agreement with Governor Dayton on a budget, passing the final budget bills in a flurry of activity in the final minutes of session that left everyone stunned and unhappy. In addition to rejecting several of Dayton's priorities, a handful of DFL Senators joined with the minority Republicans to pass an environment policy and finance bill that left the environmental community up in arms.

Dayton promptly vetoed several of the budget bills forcing legislators back to work. While the governor was able to secure some additional spending for K12 education, several of his demands for calling a special session were unmet. He was not able to modify the environmental bill in a way acceptable to most DFLers, leaving the DFL Senate badly fractured. In fact, Governor Dayton appeared before the Senate DFL caucus before the special session began and specifically accused Bakk of undermining his ability to negotiate at every turn. <http://www.startribune.com/despite-dissent-bakk-retains-post-as-dfl-senate-majority-leader/308724791/>

The legislature will not return until March 8, 2016 – so we'll be planning a late CMR Day on the Hill.

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Witnessing the ensuing special session and leadership turmoil was a surreal experience, made even more so by the closure of the Capitol at the end of the regular session. The makeshift legislative chambers set up in the far from stately State Office Building was the site of the strangest session ever held, or will ever be held, in Minnesota history.

The storyline after the special session has been focused on two main themes; the ability of House Speaker Daudt to hold his troops together and vote for almost \$2 billion of added spending and; how will the DFL reach harmony within its ranks as they prepare for the 2016 election.

Resorter Issues in 2015

The divided legislature and special session left some issues important to resorters on the cutting room floor. A couple examples include a sales tax exemption on some resort building materials and increased funding for tourism promotion; neither was adopted.

The final environment bill included a change to allow septic tank flow measuring¹ and bunkhouse square footage requirements on bunkhouses at resorts and campgrounds². (*Links below*)

AIS Changes Approved³



STOP AQUATIC HITCHHIKERS!
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The special session of the legislature on June 13th provided many changes to Minnesota's aquatic invasive species (AIS) program.

The controversial boat decal program has been replaced, and the new requirements to attest to knowledge of AIS requirements when purchasing a boat or fishing license takes effect on January 1, 2016. The non-resident requirement to attest to AIS requirements begins on March 1, 2016.

- The legislature also set a \$25 penalty for non-compliance with the new requirements - eliminating the concern about large fines on unsuspecting boaters or anglers.
- The legislature continued funding for AIS programs like ramp inspections and education to help prevent further infestations in Minnesota waters.
- The decal program was almost impossible to implement. Many resorters and legislators expressed concern about the impact the decals would have on tourism, particularly non-residents that did not have knowledge of the law. CMR urged legislators to amend the program to make it more user-friendly and effective, and we are happy these changes were approved and signed by the Governor.

Here are links to the final legislation passed during the special session and a summary of the bill.

HF 4:

https://www.revisor.mn.gov/bills/text.php?number=HF4&version=0&session=ls89&session_year=2015&session_number=1

Bill Summary:

<http://www.house.leg.state.mn.us/hrd/bs/89/2015-1/HF0004.pdf>

Post Labor Day School Start

The legislature voted in the special session to allow schools to begin before Labor Day for the 2015 school year. This was opposed by all of the tourism interests including CMR, Hospitality Minnesota and the State Fair. While this was a big disappointment, school officials did not feel the change was made in time to be of any value to them. We opposed the



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precedent this set and know that some school districts will use this small change to push for a full repeal of the Post Labor Day requirement.

http://www.postbulletin.com/news/politics/political-notebook-law-passed-too-late-for-local-schools/article_fc0bd67-0976-5f0e-8e0b-868cb11a627b.html

2016 Session Opens on March 8th

The legislature will not return until March 8, 2016 – so we'll be planning a late CMR Day on the Hill. I look forward to seeing everyone at the CMR Fall Conference and hope that the rest of the season was successful for resorters everywhere.

Joel Carlson owns a Legal Research and Government Affairs business in St. Paul. He has represented the CMR since 1997. He can be reached at jdcresearch@aol.com

House File 4, Special Session 2015

- 1. Septic System Flow Meters**
Article 4, Section 144, page 187-188
Article 4, Section 145, page 188-189
- 2. Camper cabins and bunkhouses.**
Article 4, Section 124, page 178.
- 3. Aquatic Invasive Species.**

AIS Affirmation

Sections Article 4, Section 19, page 106
Article 4, Section 26, page 109
Article 4, Section 30, page 110
Article 4, Section 39, page 112-113
Article 4, Section 71, page 133

AIS Designation

Article 3, Section 20, page 107
Article 4, Section 21, page 107
Article 4, Section 22, page 107
Article 4, Section 23, page 107
Article 4, Section 24, page 107
Article 4, Section 28, page 109
Article 4, Section 29, page 109

AIS Trailer Decal Section 150

Article 4, Section 150, page 191



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Handi-Resorter's Tips & Tricks

By Jennifer Bateman, Two Inlets Resort

Cleaners Tool Belt

A tool belt for cleaners, this apron really helps my efficiency on Saturdays. I got the idea from a fellow resorter who asks her cleaners to wear them every time they clean. While I haven't yet invested in aprons for all my cleaning staff, I'm starting to think it might be a good idea.



In the apron I carry all the tools I have deemed necessary when checking cabins:

- Scissors - for trimming loose threads on bedding, clipping carpet snags, removing tags on new items.
- Screw driver with phillips and flat head - for tightening pot handles, door knobs or dresser drawers; loosening stuck light fixture screws, adjusting fridge temperature, etc.
- Plastic putty knife - for chipping out ice in freezers before the cleaners start, scraping up stuff stuck to screen porch carpet.
- Sharpie marker - for marking bedding (just in case I forgot to in the spring).
- Pen - for writing reminder notes such as "Cabin #1 needs 3 dinner forks."
- Whisk broom - for sweeping any corner that the cleaners missed and detailing screen porches.

The apron has a pocket with a baggie to hold garbage as you collect it and another pocket to hold a damp rag. It also has two loops to carry spray bottles. It is suggested to carry one window cleaner and one multi-purpose cleaner in the loops. I find it too bulky to carry them for cabin checking, but when I'm actually cleaning it's handy to have the bottles on the belt and close at hand.

The apron can be purchased at www.thecleanteam.com for \$27.95.

Kathy's Kraft Korner

By Kathy Marnik, Timber Trails Resort

Binoculars

Trivia: Binoculars were introduced to astronomy in 1609 by Galileo who was the first man to see the craters of the moon.

Supplies:

- Hole punch
- 1/4" black ribbon
- Black, dark green, medium green, light green & yellow acrylic paints
- 2 bathroom tissue rolls
- Hot glue

Instructions:

- Paint tissue rolls according to photo. Let dry.
- Glue tissue rolls together.
- Punch holes and tie ribbon for neck strap.



Recycled Plastic Egg Bugs

Supplies:

- Plastic Easter Eggs
- Pipe Cleaners
- Permanent Black Sharpie Marker
- Hot Glue Gun & Glue
- Small Wiggle Eyes

Instructions:

- Look closely at these Recycled Plastic Egg Bugs and you will notice that some of them are screwed together and some are glued to give the body a different shape. The kids can make their bugs any way they want to.
- Screw matching color bottom and top together or mix them up like the ladybug. If you are making the purple bug, glue the two halves side by side with each other. This gives the bug a higher body.
- Use your Sharpie to draw markings on the body of the bug to create a realistic or a completely unique bug.
- Glue wiggle eyes on the head of your bug.
- Using the picture as a reference, cut the pipe cleaners to an appropriate length for the type of leg you want to create and bend accordingly.
- Hot Glue legs to the body.



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Each year the Congress of Minnesota Resorts offers four \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15, 2016 is the deadline for the scholarship application to be returned to the Congress of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website www.Minnesota-Resorts.com Scroll to the bottom of the home page and click on Membership, then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy.

If you need further assistance please contact Vicky:
CMR@Minnesota-Resorts.com or 320-212-5107

DEADLINE TO APPLY: MARCH 15, 2016

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Hospitality businesses who have experienced pipeline expansion are strong supporters.



**Burl Ives, general manager
Timberlake Lodge
Grand Rapids, Minn.**

It's really more than just during construction.

"Pipeline construction is good for the hospitality industry and our local economy, and has been for decades. We experienced at least a 35 percent jump in business during pipeline construction in 2009. Workers and management live in our hotels, eat in local restaurants, use local laundry mats, buy from tire stores and shop at our retail and grocery stores. It's really more than just during construction. They keep coming back."



**Lisa Biller, manager
T-59 Motel
Thief River Falls, Minn.**

We absolutely welcome pipeline workers.

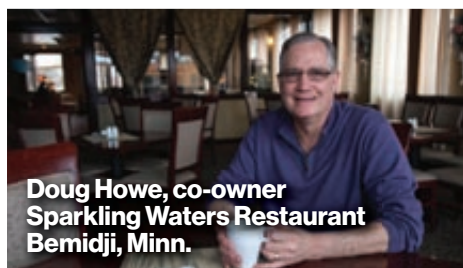
"Most of our current guests are pipeline workers. I have not had one problem with the pipeline employees. They are so nice. We're even expanding to accommodate the workers. We placed an ad about our new extended stay location opening in Oklee, and were inundated with calls from pipeliners. We absolutely welcome pipeline workers."



**Rick Filpula, maintenance manager
Community Campground
St. Hilaire, Minn.**

We doubled our normal income for the campground.

"When the pipeline came through in 2009, we expanded from our normal 20 unit campground to offering 30 units. We doubled our normal income for the campground. I definitely welcome the pipeline workers and pipeline construction. All the businesses in town do. There was at least a 25 percent increase in business overall in town that year the new pipeline went in."



**Doug Howe, co-owner
Sparkling Waters Restaurant
Bemidji, Minn.**

The economic dollars from expansion are just a bonus.

"It was our first year in business when the pipeline construction came through in 2009. Groups of 6 to 8 guys would come in at a time. They always said they'd bring someone back with them. They were so polite. There is no doubt in my mind pipeline expansion is positive. Absolutely. We all use the product, rely on the product and overall it is positive. The economic dollars from expansion are just a bonus."



**Lisa Robson, owner
Evergreen Restaurant
Thief River Falls, Minn.**

Those workers are held to a high standard.

"Mainly my work for the pipeliners is through catering. I deliver meals to them on site. I catered for 140 pipeliners to two locations in March. I feel safe going out to those sites and when pipeliners come through the door, I know Enbridge draws in good contractors with a priority on safety. Those workers are held to a high standard. Bringing them in is wonderful."



**Jerome and Cheryl Peters, owners
Viking Diner and Antiques
Viking, Minn.**

We get the oil where it needs to be without adding more rail cars...

"In 2014, as part of the upgrade project Enbridge worked on, we provided togo meals including 50 breakfasts, 100 noon dinners, 100 suppers and another 50 breakfasts in one day. It's a lot of work on our part, but good business. It's all good, real good for the community. We get the oil where it needs to be without adding more rail cars and trucks."