

# Minnesota Resorter

Resorters Helping Resorters

*Somewhere Over the Rainbow  
There's a Pot of Gold  
Waiting at a MN Resort or  
Campground!*



Fall 2022 | Vol. 38 No. 3

A PUBLICATION OF THE COMMUNITY OF MINNESOTA RESORTS



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## BUNKER BEACH THE INSTALLATION OF INTEGRITY



**COLLABORATION:** We worked collaboratively with engineers, designers, and the parks department to install a new septic system for the wave pool remodel, also adding restrooms, showers, and a new maintenance building.

**EFFICIENCY:** The window for this project was in the brief off-season of the Bunker Hills park, beach, and wave pool. We were able to complete the project on time and within budget, while maintaining the integrity of the existing infrastructure and landscaping.

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Image Courtesy of Anoka County Parks

**SEPTICCHECK.COM**

# Minnesota Resorter

Resorters Helping Resorters



A Community of Minnesota Resorts Publication

Fall 2022

Vol. 38 No. 3

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**DEADLINE FOR ARTICLES FOR THE WINTER ISSUE OF CMR RESORTER MAGAZINE IS EARLY NOVEMBER!**

**About the cover:** Photograph submitted by Jim Wherley, Sunset Bay Resort

*The Minnesota Resorter* is a triannual publication of the Community of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquiries to the committee contact. *The Minnesota Resorter* is printed by Arrow Printing.

# FROM YOUR PRESIDENT'S PEN



**President Mike Schwieters**  
*Community of Minnesota Resorts*

As I sit down to start this letter, its early July, the 4th is behind us, and I have no idea where the past 2 months have gone. I'm guessing many of you are feeling the same way, plus we are tired and not sure if we should be glad or sad that the summer season is half over. I'm always amazed at how many things happened that were not remotely on my radar and how so many plans remain plans or get scrapped all together. Honestly that is one of the things that I do

enjoy about this lifestyle is that no two days really are ever the same. You have to be able to adapt on the fly and often have to make decisions without all the details and at a moment's notice. I also find that my memory, although very good, is very short and without writing the daily "to do list" items somehow get forgotten. So where am I going with this?

One item that really stuck with me from this spring's CMR Workshop was in the presentation by the Small Business Development Center. Shortly after the workshop I reached out to them and have since had several meetings and conversations with Mike Paulus out of the Brainerd office. What I initially thought I wanted were three things. First have an outsider with business experience take a look at how we were doing financially, secondly look at our business from a high level and analyze my short- and long-term goals, and lastly help to start developing a real succession plan. I now know that hoping to win the lottery is not the correct answer.

Our conversations started pretty much as I figured, but as we started to get past the easy surface stuff a number of areas to be considered became clearer and some required a great deal of soul searching. The answer of "well that's just the way we have always done it" didn't seem to be the right answer any longer. I am finding out that very few if any answers are black and white. There is a lot of grey area. Sometimes the "right" decision isn't always the best financial one, sometimes the right answer is the one you don't want it to be. But I guess what I am trying to share is that it is good to really look at your resort through a different set of eyes. I believe most of us are very good at knowing how our

guests see us but what about your financial institutions, your successors, younger generations, and someone completely new to the resorting business world? I'll be honest, at times answering some of the why's got frustrating but many times afterwards the questions crept back into my mind as I knew there was something of value in re-analyzing some of the "that's how we have always done it" answers.

As we are getting closer to the action step items with the SBDC, I am finding that many of my original questions I really already knew the answers, but I have also learned a bit about myself, our business, and how to be financially smarter. Some of the things we are discussing are big things, others are small. Some are short term, others longer term. I do know that if I did not take that first step and make the phone call, I'd be operating day to day with no clear direction, BUT I now am developing a real plan for next year, 5 years and 10+ years. The key to this is a plan, and it will change, likely many times. That's good, as plans should be able to adapt to changing times and wow are we in changing times. It's easy to get caught up in just trying to get from one day to the next and right now, and many days are just that. But as I go through each day, I find myself asking "why" more and more. Is there a better way to work smarter rather than harder? Is what we are doing necessary, is it adding value not just to our guest but to the resort?

While this is not intended to be a promotion for the SBDC, I must admit for me they were the right call at the right time. They have challenged me, they have encouraged me, and helped me to sort through a lot of the clutter and start making smarter financial decisions and changes in our business. I encourage you to think outside of your comfort zone. Look at what you are doing through fresh eyes. Ask yourselves why or better yet, why not.

I know that the next couple of months are going to fly by and it will be fall before we can blink. Many new challenges will have occurred, and many tasks will be forgotten. The days will shorten and as I look towards the fall and the CMR Conference in October I will be working on my plan and trying to make positive changes to our way of doing business. Hopefully most will turn out to be improvements.

I wish you all a great season and I am already looking forward to the CMR Fall Conference. Hope to see you all there.

Mike Schwieters – CMR President  
Boyd Lodge

# WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS

We'd like to take this opportunity to welcome these new members to the Community of Minnesota Resorts family! If you have the chance, please get acquainted with them.

Want to become a new CMR member? Contact the CMR Office Manager at 320-212-5107 with your questions and to sign up. We look forward to having you as our newest member!

## New CMR Resort Members

Wambolts Cabins on Upper Bottle Lake, Park Rapids  
Anne and James Dougherty

Woman Lake Lodge, Hackensack  
Alex and Lindsey Haagenen

Island View Resort on Sand Lake, Spring Lake  
Karmen and Lisa Kremlin

Gruben's Marina and Resort on Lake Vermilion, Tower  
Chessica Olson and Fred Brett

Wilderness Lodge, Bigfork  
Ben and Birgitta Malmanger

Birch Haven Resort, Tenstrike  
Crystal & Tim Wurl

Appeldoorn's Sunset Bay Resort, Isle  
Christine Sorenson

The Red Door Resort, Isle  
Brian Linne and Shantelle Otto

## New CMR Campground Members

South Isle Family Campground, Isle  
Co-owners Bryan Heise & Kim Ames

## New CMR Associate Members

*Bridgeman's Ice Cream, Woodbury*  
Crystal Bakker

*RAVE Sports, Eagan*  
Jason Borg, National Sales Director  
Tana DeBoer, Marketing Manager

*Properties Plus/Campgrounds4sale, Winona*  
Tom Rothering

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# The Only Constant Is Change

By Jim Wherley, Sunset Bay Resort

Sometimes change is brought about by circumstances beyond our control. COVID-19 was a good example of this. As resort and campground operators we had to alter the way we allowed guests to utilize our resorts. From sanitizing stations, closing off game rooms, lodges or pools, to social distancing, signage, cancelling social events and activities, and altering hours of operation to allow us more time to clean and sanitize cabins to name a few.

Change can also be dictated by an action of local jurisdictional or federal government. Ever had to upgrade a septic system? Abide by a set back when building a new cabin? Apply for a variance to lake shore management rules when you desire to expand or renovate? Ultimately, these government rules and regulations are in place to

protect our guests and the environment, and regrettably can and will change over time causing us to meet the new regulations.

Probably the factor that causes us to change the most are the demands placed upon us by our guests. To remain competitive in the tourism lodging industry, resorts and campgrounds must keep up with the demands of our customers to have the latest and greatest items at our resorts for them to enjoy. Therefore, we are constantly updating, upgrading, renovating and adding items to meet those needs and demands. Below are a few examples of what some resorters have done to meet customer demands. Maybe some of them sound familiar to you because you already did them, or plan to do them in the near future.



Casey Jones at **Arcadia Lodge** added high speed internet so their guests can “stay connected” while at the resort. Trenching over 6,000 ft. of fiber optic cable in 3 weeks last fall while they also pulled docks, the boats and the water toys. The internet went live this May. They also added a multitude of water toys to entertain guests for hours while at the beach after they disconnect from the new internet access. The photo is of the toys prior to installation.



Sometimes the addition of new amenities such as bikes, water toys, yard games and boats/motors changes the way we have to organize, and think about the use of our community spaces.

At **Two Inlets Resort**, Kayla and James Daigle started thinking more about the use of their community spaces, especially for group gatherings. Their goal was to enhance existing areas with beautiful views and think about the experiences of where people are choosing to gather. They’ve focused on increasing seating spaces & elevating the existing community areas.

Sometimes change is the addition of an item that seems ordinary, but its existence, the experience it provides, and how it came to be are extraordinary. At **Black Pine Beach Resort**, Bob and Lynn paid tribute to Agnes Scharenbroich and the quilts she made for the cabins over

the years. Guests wrote notes to Agnes to comment on how her quilts contributed to their lakeside resort experience through the years. A framed tribute to Agnes now hangs in every cabin to commemorate Agnes’ quilts of comfort.

*The best kind of sleep beneath heaven above is under a quilt, handmade with love.*



Agnes Scharenbroich made hundreds of quilts during her lifetime and gave them all away. We were so fortunate to receive many of them for the cabin beds.

In 2013, for Aggie's 92nd birthday, guests at Black Pine Beach Resort were asked to write down some thoughts about the beautiful quilts on their beds, each one hand-made by Aggie. The theme of comfort and relaxation brought about by these lovely quilts runs through every tribute.

The written tributes were put into a simple three-ring binder and given to her as a birthday present. Four years later, when she passed in October of 2017, that binder was found on a table by her bed. The gift of quilts she gave for each resort bed, became a gift right back to her in the appreciation she read in every tribute in that binder.



*"As changes have come to Black Pine Beach over the years, your quilts have been a constant, a symbol of our time of relaxation and reconnection with now-old friends at the lake."*



Bob Scharenbroich with his mom, Aggie, during one of her last visits 'up north'.

*"The quilts that each of our bedrooms had made us all feel like we were at home. The colors were very calming."*

*"We are so impressed with the beautiful patterns and carefully chosen colors. It's so wonderful to cuddle up underneath a warm quilt and get a great night's sleep."*

*"Your beautiful quilts keep us warm on cool nights, fill our room with sunshine on stormy days, and provide comfort on the beds we sleep in every night. Thank you for making our stay at Black Pine Beach Resort even more special."*

*A quilt will warm your body and comfort your mind.*



In 1978, when Scharenbroichs moved up to the resort, they found several wool army blankets and a stack of double sheet blankets. With a skilled quilter in the family, those blankets now had a new destiny. Aggie used every one of them as middles for quilts, which, when completed, came right back to the resort as beautiful new additions to the cabin beds. Even though the supply of 'middles' quickly ran out, the quilts

kept on coming until every bed had one and there were extras in the storage closet. As more cabins were built, Aggie made new quilts for them too.

The Deck cabin, built in 2013, was the last cabin to receive her homemade quilts. She turned 92 years old on August 5 of that summer. Resort guests who were here during her birthday week that summer honored her work with their touching tributes and heartfelt appreciation for this very special person. Aggie is pictured working on a quilt for one of the Deck's twin beds.

It was said by anyone who knew her that when you were with Aggie, she made you feel like you were the most special person in the world. Through her quilts, she is still making each one who cuddles under them, feel as though he or she is the most special person in the world.



**Change is inevitable. Keep in mind the changes that you make impact each and every guest experience. Lasting memories are made through those experiences. Keep on changing and keep on making memories!**

# How to Make More Money on Your Resort Sale

*...without lifting a finger...*

By Joan Peterson, MN Resort Sales

When thinking of selling your resort in the next two to five years, here's the easiest way to profit tens of thousands, even hundreds of thousands of dollars more with zero extra work. It's simple. Claim ALL of your income on your tax returns. Before you roll your eyes and flip the page, hear me out!

I have a prospective buyer that has viewed several resort properties. While touring, 7 out of 10 owners pulled this buyer aside and told him how much unreported cash the business made. As appealing as that may sound to a future owner, these sellers are actually missing out on a whole lot of profit from their sale. Yes, reporting everything will probably mean paying more taxes, but the end result is absolutely worth it! Let's look at a comparison. Resort X is getting ready to sell. Their market value is determined by their land, building, equipment values as well as their cash flow. With all other things remaining the same, let's look at two different cash flow scenarios:

## Scenario A

Gross Income	\$400,000
Expenses	(\$300,000)
Net Profit on tax return	\$100,000
Income tax@ 30%	(\$30,000)
Profit to owner	\$70,000
Unreported cash	\$25,000
Final money in hand	<b>\$95,000</b>
LIST PRICE:	\$1,000,000

## Scenario B

Gross Income	\$425,000
Expenses	(\$300,000)
Net Profit on tax return	\$125,000
Income tax@ 30%	(\$37,500)
Profit to owner	\$87,500
Unreported cash	\$0
Final money in hand	<b>\$87,500</b>
LIST PRICE:	\$1,250,000

In both scenarios, the resort brought in \$425,000 that year. In Scenario A, they reported \$400,000 to the IRS and put the other \$25,000 in their pocket. In Scenario B, they reported the full \$425,000 on their tax return. In this very simplified example, assuming combined income tax at 30%, the resort owner paid \$7,500 more in taxes that year. If they continued this for three years, they would end up paying about \$22,500 extra to Uncle Sam. HOWEVER, their market value would increase by about \$250,000 just by claiming the additional \$25,000 each year!

There's a very high likelihood that every resort in Minnesota can increase revenue, even a small amount, which in turn increases your future sale price. Try to think of every aspect of your business and see where you're missing out on reported income. Think vending machines, arcade games, coin operated laundry, cash for dock space, storage, building rentals to non-guests, pool fees, RV dump fees, boat and water toy rentals, anything that you receive cash for that sometimes might not get accounted for on the books. Do you trade anything out? Do you provide housing, a campsite, some type of perk in exchange for work at your resort? Consider showing the income and expense on your financials.

Think hard...this new way of thinking could pay off in the end!

*\*\*\*This is not tax advice. Always consult a tax professional for financial guidance.\*\*\**



## APPLY FOR A CMR SCHOLARSHIP!

The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years. Associate Members are not eligible for scholarships. Applicant must be a senior in high school who is planning to attend a four-year college, a community college, or a vocational/technical college or a current college undergraduate or vocational/technical school student.

Specific submittal guidelines are provided on the scholarship application which can be found on the CMR website at <https://minnesota-resorts.com/scholarships/>, or by contacting the CMR office at:

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

**Applications are being accepted now up through the DEADLINE TO APPLY OF MARCH 15, 2023.**



# Weather Rock

Kohl's Resort north of Bemidji has this Amazing Weather Rock that has been useful to guests for over 50 years and as the sign says, it is 100% accurate. Posted by a large fieldstone rock, the sign explains how it works!



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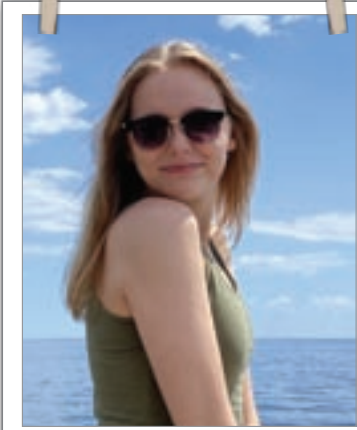
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# Congratulations 2022 CMR Scholarship Recipients

For 2022 there were three scholarships to award at \$750 each to children or grandchildren of eligible member resorts. They were awarded as follows.



## Carol Kirchner Memorial Scholarship Recipient

### Jordan Porth

*Daughter of John and Sherrie Porth, Loon Point Resort, Walker*

*Jordan is currently attending St Scholastica as a pre-physician's assistant student majoring in chemistry.*

#### *How will your experience living and/or working at Loon Point Resort be meaningful in your life beyond college?*

I am majoring in chemistry, and I have a deep desire to help people and an interest in medicine. Living and working at a resort has been the most impactful experience in my life. The inclusive and positive community has shaped my character. I have become more socially equipped for all sorts of situations. When I go into my future career as a physician's assistant, I will be able to bring to the table my "resort smile" and inclusive, positive environment. I will be able to deal with conflict in a professional and calm manner. I have developed a work ethic that will aid me in becoming one of the best physician's assistants in my field. Teamwork has become an important focus in my life, as working at a resort has shown me the power that working as a team has. A team builds on each other's weaknesses and strengths, redefining a person. Resort life is all about teamwork and positivity. This character development has helped me through college and will continue to help me shape the future of healthcare. My goal is to better Americans' overall health.

## Community of Minnesota Resorts Scholarship Recipient

### Rachel Pitt

*Daughter of Dana & Cindy Pitt, Bailey's Resort, Walker*

*Rachel is currently attending the University of Wisconsin pursuing a comprehensive major of business management and marketing.*

#### *How will your experience living and/or working at Bailey's Resort be meaningful in your life beyond college?*

I am pursuing a comprehensive major of business management and marketing and I would like to someday own and run my family's resort. My experience at Bailey's Resort has taught me to multi-task, work hard, problem-solve, and shown me how to communicate effectively with the public. Each of these skills has been useful to me throughout my college career thus far and will continue to make an impact in my life beyond college. In my first two years at the University of Wisconsin-Eau Claire, I have been able to join multiple organizations and clubs while also taking a full class load because I have been taught the power of hard work and how to do so in an efficient manner. After college I will have the experience and confidence to succeed in my career as I plan to enter the management field. Growing up at my family's resort has shown me what it takes to be in charge of a business and its employees, which I hope to do in my future career, after college graduation



## Community of Minnesota Resorts Scholarship Recipient

### Calvin Bloomquist

*Son of Marc and Jen Bloomquist, Cedar Rapids Lodge, Tenstrike*

*Calvin plans to attend Bethel University this fall to major in elementary education.*

#### *How will your experience living and/or working at Cedar Rapids Lodge be meaningful in your life beyond college?*

I've lived and worked at our resort since I was twelve. I have always loved working here. I enjoy everything that comes with working at a resort...whether it's dealing with people or doing all different kinds of jobs. I love that working at a resort can be so random. One minute I'm picking up garbage, and the next minute I'm unloading someone's car. I think this type of work has given me a lot of great skills. I'm very flexible and easy going. I've learned to work with a lot of different kinds of people.... some very pleasant, and some a little more challenging. I know all these things have helped shape me into the person I am today. After being in the resort business I can't imagine a job where I'm not working with people. I plan to either be a sports broadcaster or a teacher. Either way, I know that my resort skills will come in handy. I love this resort so much I may even end up running it someday!

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

When on the page, click on the “Join the CMR” icon to fill out an application, or print an application to complete and mail in. (Are you a vendor offering products or services resorts would be interested in? Find a CMR Associate Member Application on our membership page also.)

Send printed applications to:

Community of Minnesota Resorts  
PO Box 63  
Royalton, MN 56373



*Questions regarding  
Membership?*

*Contact the CMR office at  
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- Fall Conference, Spring Workshop, Resort Tour
- School of Resorting Classes throughout the year
- Groups.io Chatline and Facebook Group – resorters sharing resort experiences
- Online resources on CMR website (templates for boat/motor contracts, AIS Guidelines, Employee Forms, Photo Waivers, etc.)

## EDUCATION



- New fully redesigned and mobile responsive website
- New branding campaign and billboard advertising – pooled and co-op advertising dollars go further with the CMR
- Flash Ads, Banner Ads, TV commercials and Pay-Per-Clicks in pooled advertising opportunities on our [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) website

## MARKETING



- Full-time lobbyist working specifically for/on the interests of RESORTS
- Join fellow resorters for a Day on the Hill and meet legislators to get our issues heard
- Get real time updates all year long on legislative issues which affect resorts

## LEGISLATION

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- Commission free booking engine
- Unlimited support
- Check-in/out wizard
- Customizable dashboard
- Automatic email
- Packages, POS & gift certificates
- Task management
- Exportable reports

"There were other software options out there that we looked at. Several were single person operations, which made us nervous. If something happened to that person, what would happen to the program and support? We needed something that was more businesslike, with support staff and a development team. It also had to be affordable. Being a small operation, we can't buy what the big guys can. And the fact that rezStream matches our website theme/color to the booking engine so that a potential guest sees the same thing throughout the booking process is very important. We were also offered a free trial, which helps take the pressure off buying something that might not be a good fit."

– Bryan from Eagle Nest Lodge



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Visit [www.rezStream.com](http://www.rezStream.com) to schedule a demo.

## ANNUAL FALL RESORT TOUR

By Timberly Christiansen, Finn'n Feather Resort

*Once again we are planning to hold our Annual Fall Tour this coming September.*

*We have locked in a location, Leech Lake/Walker area. We are working on confirming resorts and date for the tour. Stay tuned for more details coming soon. Don't miss this fun event.*

*Great way to explore other resorts, get time with fellow resorters and just enjoy a fall day. Looking forward to seeing you all!*



## HELLFIRE PICKLES

Makes 2 quarts.

- 2 lbs. jalapeno chile peppers
- 1 pound white or yellow onions, thinly sliced
- ¼ cup pickling salt  
(can use Kosher salt or sea salt as a substitute)
- 1 ¼ cup white distilled vinegar
- 1 cup apple cider vinegar
- 2 ¼ cups sugar
- 1 TBSP mustard seeds
- 1 star anise (or anise seed)
- 1 cardamom pod
- ¾ tsp celery seeds
- 1 inch cinnamon stick
- 6 whole cloves
- ½ tsp turmeric
- 2 clean 1 quart canning jars, or 4 pint jars

- Cut the stem end off of the jalapenos. Then cut them in half lengthwise.
- Remove and discard the seeds and the ribs. Place the peppers in a large bowl.
- Add the onions and stir in the pickling salt so that it is well distributed.
- Cover the peppers with a clean, thin towel. Put ice over the towel and place the bowl in the refrigerator to chill for 4 hours. After 4 hours, rinse the salt off of the peppers and onions. Drain, and rinse and drain again.
- In a 4 or 6 quart pot, put vinegar, sugar and spices. Bring to a boil to dissolve the sugar. Add the peppers and onions. Bring to a boil again. Watch the peppers. As soon as they are all cooked through (you can tell because their color changes from a vibrant to a more dull green), start packing your canning jars with the peppers and onions, using a slotted spoon to remove them from the pan. Pack the jars evenly with the peppers and onions, up to about an inch from the top of the jars. Then pour the sugary vinegar mixture over the peppers, until it covers them. Cover the jars and let cool to room temperature before chilling in the refrigerator.

## EASY APPLE BUTTER PIE RECIPE

### Ingredients:

- ½ Cup Apple Butter
- 2 Large Eggs
- ½ Cup Sugar
- 2 TBSP Cornstarch
- 1 TSP Ground Cinnamon
- 2 Cups Whole Milk
- 1-9" Deep Pie Crust, Not Baked

### Instructions:

Preheat oven to 350°F and place the unbaked pie crust onto a cookie sheet.

Using a large mixing bowl, beat the eggs until frothy. Beat in the sugar, cornstarch, cinnamon and apple butter until combined. Whisk in the milk until combined. Carefully pour the mixture into the pie crust. Place into the oven and bake for 1 hour and 15 minutes or until the center is set.

Allow the pie to cool completely on the counter before putting it in the fridge overnight. Top with whipped cream and dashes of cinnamon.

Cut into slice and enjoy!



Apple Butter Pie





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# THE COMMUNITY OF MINNESOTA RESORTS FALL CONFERENCE 2022

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The following Associate Members on these pages have chosen to become Major Sponsors of the Community of Minnesota Resorts Fall Conference occurring October 27th through the 29th at Cragun's Resort. Their contributions enable the CMR to present an even more enriching and fulfilling fall conference platform of speakers, presentations, and educational opportunities for our resort and campground members.

We want to thank each of the Major Sponsors: Great Places Minnesota, ResortForward by Banter Software, Minnesota Resort Sales, Northwoods Bank, rezStream and Fireside Lodge Furniture Company for their contributions to the success of the fall conference. Visit them during the fall conference and vendor show, provide your appreciation for their sponsorship, and explore their product and service offerings!

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Chartered over a century ago in the small town of Dorset MN, Northwoods Bank of Minnesota successfully navigated through the depths of the depression, the expansion years of the 1980's and 1990's, a charter re-location and name change, and most recently, the "great recession". Throughout the years, the bank has grown and prospered under the ownership and management of five generations of the Hewitt family.

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Contact Mark Andersen at [markandersen@northwoodsbank.com](mailto:markandersen@northwoodsbank.com) or Roger Stewart at [rogerstewart@northwoodsbank.com](mailto:rogerstewart@northwoodsbank.com) with any of your lending needs. Or visit our website [www.northwoodsbank.com](http://www.northwoodsbank.com)

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Our resort and campground customers are all about creating an amazing experience for their guests, and one of the biggest factors in that is comfort and décor. Fireside Lodge Furniture Company has helped hundreds of resorts and campgrounds achieve that right feel that has guests coming back again and again. Every piece of furniture is handmade by expert craftspeople in our Minnesota workshop. We have product lines designed specifically with you in mind. Contact us to learn more and get your project started!

## Wednesday, October 26th – Optional Social Activity

Time and Place to be determined-a Pre-conference event.

This is an optional, additional cost outing being planned for those who desire to attend.

## Thursday, October 27th

Cragun's Legacy Pavilion at the Legacy Golf Course Clubhouse (11496 E. Gull Lake Drive, Brainerd, MN)

12:00-1:00	Registration
1:00-5:00	General Sessions/Speakers/Crackerbarrels
5:00-6:00	Check-In to Rooms at Cragun's
6:00-8:00	Dinner
	Poolside at Cragun's Resort 11000 Cragun's Drive, Brainerd, MN 56401
8:00-11:00	Marc Bloomquist Hospitality Room

## Friday, October 28th

Cragun's Resort

7:00-8:00	Breakfast
8:00	Silent Auction Begins and runs through Saturday Afternoon <b><i>Remember to bring a silent auction item to conference! Also, be prepared to bid on items to raise funds for the CMR Day On the Hill legislative efforts.</i></b>
8:15-9:00	Resorter of the Year Award <b>Nominations can be submitted until September 1st by going to: <a href="https://minnesota-resorts.com/resorter-of-the-year/">https://minnesota-resorts.com/resorter-of-the-year/</a></b>
9:00-12:00	Vendor Show in the Centre inside Cragun's
12:00-1:00	Lunch
1:00-4:00	Vendor Show Continues in the Centre
4:00-5:20	CMR Annual Meeting
6:00-8:00	Dinner
8:30-11:00	Marc Bloomquist Hospitality Room

## Saturday, October 29th

Cragun's Resort

7:00-8:00	Breakfast
7:00-8:00	CMR Board Meeting-General membership is invited to attend
8:00-12:00	General Sessions/Speakers/Crackerbarrels
12:00-1:00	Lunch
1:00-3:30	General Sessions/Speakers/Crackerbarrels
3:30-4:00	Live Auction
4:00-5:00	Wrap Up, Grand Prize Drawing, Closing Comments

Times and agenda subject to change. General Sessions and speakers will include updates from your CMR Marketing, and Education Committees as well as a Legislative update from our lobbyist, Joel Carlson. The ever-popular Crackerbarrels, which are an open exchange of ideas, problems and solutions, foster discussions on issues facing resorts and campgrounds in today's tourism industry. We will also hear from our Major Sponsors at various times throughout conference. Plus, we are still finalizing keynote speakers, and entertainment options for the evenings of October 27th and 28th. **If you have a topic or speaker to recommend, please contact Kayla Daigle at [vacation@twinlets.com](mailto:vacation@twinlets.com).**



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- 02. Full day Vendor Show to allow for any appointments you schedule with Associate Members and more opportunities to research and prep for the next season when you're making the big decisions.
- 03. Casino Night entertainment, silent & live auctions, and networking with other MN Resorters. Associate Members & Major Sponsors are invited to join us this year during evening entertainment!

### ADMISSION:

The admission fee for the first attendee from each resort/campground will be credited to your 2023-2024 CMR Annual Membership. Any additional attendees, beyond the first attendee from the same resort goes to the cost of the conference.

Associate Members: Please register online only.

### REGISTER ONLINE OR SEND IN THE BELOW FORM:

### OCTOBER

S	M	T	W	T	F	S
23	24	25	26	27	28*	29

*Vendor Show*

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Email :

Phone:

Resort:

How many tickets?:

Address :

Ticket(s):  3-Day: \$200\*  
 1-Day: \$75  
 Which day:



Send registration form by 10/10/22 to:  
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Amount Enclosed:

## 2022 Legislative Session Fizzles Out

By Joel Carlson, Community of Minnesota Resorts Lobbyist

“...legislators did not follow up with a special session to finish the work.”

### CMR Lobbyist

Despite high hopes and billions of dollars of surplus funds, the 2022 legislative session ended with several major agenda items undone. Having the time run out on the session without completing the work has become commonplace in Minnesota. What is more unusual this year is that legislators did not follow up with a special session to finish the work.

The framework of an agreement between Governor Walz and legislative leaders was struck about a week before the session ended. The plan called for

about \$4 billion of tax cuts (including eliminating the tax on social security payments) \$4 billion in spending on nursing homes, special education for schools, more police support and added funding for the courts. Legislators also agreed to a \$1.6 billion package of building projects for roads, bridges, improvements to state colleges and buildings, and almost \$400 million of local economic development projects.

The proposed tax bill included resort tax relief and dozens of local option sales taxes. The final agreement also includes about \$1.5 million for tourism promotion grants, much of it dedicated to attracting major sporting events into Minnesota.

In the end very little of the major work passed - the work remains for another time. The failure to pass the tax and bonding bills will delay projects and tax relief for months – and possibly never get done based on the priorities of the new legislature after the election.

### A New Senate Coming?

It started as a rumor towards the end of session that Senate Republicans didn't want to vote for the spending and tax agreement because of the primary election challenges many of them would be facing from candidates even more conservative. The Minnesota Senate is not a hotbed of liberalism, so that hallway chatter didn't ring true for many.

As time marched on, and more Senate incumbents faced endorsement and primary opponents, that storyline began to make more sense. Before the session ended, 8 moderate and conservative Republican Senators were being “primaried” by more conservative Republican opponents.

MinnPost profiled this phenomenon this week and added a segment about the incoming class of firebrand House Republicans that are poised to secure State Senate seats this November. We have watched these House members in action for years and it will be an eye opener for the Senate and change the make-up of the Senate Republicans for the coming 4 years.

Anyone looking ahead to the 2023 session should be tuning into this story: <https://www.minnpost.com/news/2022/07/if-the-minnesota-senate-shifts-to-the-right-what-does-it-mean-for-the-powerful-chamber/>

## Experienced Legislators Call It Quits

Regardless of the outcome of these Senate races, the 2023 legislature will have a decidedly different look. Dozens of senior legislators have decided to not seek reelection in 2022 and are leaving behind a combined 600 years of legislative service. Several current legislators are running for other offices in 2022. In total, 49 of the current 201 legislators are not running or doing something else in 2022.

Several of these retirements are due to the newly drawn legislative district boundaries that takes place every 10 years. Many of these legislators have been rock solid supporters of resorts and tourism and they will be sorely missed. Senators Carrie Ruud, Tom Baak, David Tomassoni, Bill Ingebrightson, Paul Gazelka, and Kent Eken have all been champions for resorts and will not return in 2023.

The losses in the House of Representatives will hurt too and include Paul Maquart, Shelly Christenson, Sondra Erickson, John Posten and Mike Sundin.

We appreciate all of these members and thank them for their public service.

Here's a link to a listing of all the retirements: <https://www.lrl.mn.gov/history/retire>

### Election Will Reshape The Capitol

The August primary and November general election will reshape the legislature for the next four years. In addition to Governor Walz and all the constitutional officers facing reelection, all legislative seats will face voters.

The battle for control of the Minnesota House and Senate will determine committee chairs and agendas – and there will be a lot of new faces that will need to get educated on the importance of tourism and resorting.

With so much going on with inflation, the January 6th hearings, crime, Roe vs. Wade and with many legislators running in new legislative districts, the outcome at this point is anyone's guess. The election will come into more clear focus after the August primary but it's going to be a bumpy ride and a learning experience heading into 2023.

### 2023 Session May Have A Big Agenda

With the strong jobs market and the amount of budget surplus awaiting legislators in January of 2023, the session could have a big agenda. Republicans are campaigning to provide even larger tax cuts than the \$4 billion already on the table and DFLers promising to provide greater support for local government policing and public schools there will be no shortage of issues to fight over.

“Many of these legislators have been rock solid supporters of resorts and tourism and they will be sorely missed.”

“ Minnesota’s recent trend of voting for divided government has produced some unhelpful gridlock. ”

Minnesota’s recent trend of voting for divided government has produced some unhelpful gridlock. It has also prevented Minnesota from moving too far to either extreme – which is not a completely bad outcome.

The new district maps are evenly balanced between DFLer’s and Republicans. There are now a greater number of House and Senate seats in the metropolitan area, and these have been trending more for the DFL in the past election cycles. The conventional wisdom from past elections holds that the party that owns the White House does not fare well in midterm elections. Several pundits are predicting big gains for the Republicans in November across the country and potentially in Minnesota too.

Divided Minnesota government and the ability to work across party lines will likely be the watchword for 2023. Many legislators have been pushing for process reforms that call for more individual bills to pass and fewer bills left to the final hours

of the session. It will take cooperation and commitment to make that happen – even more so if voters again maintain power sharing between DFL’ers and Republicans.

We’ll know in a few short months (that will seem like forever) what direction we head. CMR will be there to advocate for our members whatever the outcome. ☺

*Joel Carlson owns a Legal Research and Government Affairs Business in St. Paul, Minnesota. He has represented CMR at the Capitol since 1997. He can be reached at [jdcreserch@aol.com](mailto:jdcreserch@aol.com)*

## Get on the Bus!

*This spring we will be heading back to the capitol for the CMR Day on the Hill!*



# FRONT COVER PHOTOS NEEDED!

*Send your high-resolution photographs of resort life to:*

*Crystal Reed, Minnesota Resorter Editor:  
crystalr@brainerd.net*



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*If you would like to be active on the Community of Minnesota Resorts (CMR) Board, or participate as a committee member, feel free to contact any board member with questions.*

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