



RESORTER REPORTER

Congress of Minnesota Resorts

Message From the CMR President

Greetings fellow resorters!

Now is the time to finish up those last minute projects and get ready for those guests with a big smile. Now is the time to put on your best customer service and do your public relations!

As I am writing this, we are finishing up our last cabins for spring cleaning and getting ready for Memorial Day. This spring has given all of us a head start on getting the resorts ready. I know that I got a lot of extra projects done that I have not been able to do for the last couple of years.

As I reported last president's pen, gas prices were on the rise and had hit \$3.89 per gallon here BUT, as everything goes, the economists were wrong and it has been going back down and currently is \$3.59 or lower.

On April 10th, CMR had its spring workshop. What a great opportunity to connect with everyone again. We had a lot of good speakers and great food. Thanks to Steve, Kim, and Su for getting this all together. One thing that happened for me at the workshop was I informed everyone that I was trying to buy 'hydro paddlers' for kids and adults. But like everything else, my only contact was in China (Yes, China) and I needed to order at least 10 to make it worth while to ship from China. We, I got my order together and lo' and behold, it was 50 that I ordered and now I am an importer from China; more on that in the fall resorter magazine.

Our legislative work paid off again as the session has now ended. We held off the schools and continue with the post Labor Day school start. Also, all fishing, hunting, and boating licenses are going up and we now have an AIS fee to pay. The AIS stickers have been repealed and are no longer needed. We also now have a wolf season coming soon. The vacation rental home bill that prohibited any ordinance on vacation property did not pass as this would have opened up a lot of worms. Still did not see any action on the plumbers licenses so will need to bring this to the legislature again next year.

Aquatic Invasive Species (AIS) has become a major issue for our lakes and rivers. Again, things have changed. With the repeal of the AIS sticker, there is talk about every boat trailer owner will need to go online and take an AIS test and have training for AIS. Not sure how this is going to work. Be sure to talk with your guests about this as our lakes are our business and we need to protect them.

We now have a major employer for construction in the state as the legislature passed the Vikings stadium so we now have the Vikings for another 30 years. Lots of changes at our capitol and I am sure that I only hit the surface.

More exciting news! This year, CMR was able to offer 4 scholarships to graduating seniors and college students. CMR has always given 2 scholarships as an organization along with our very own Carol Kirchner Memorial Scholarship started in 1999. Now we have Pine Insurance Agency stepping up and offering a scholarship to CMR members. Thanks to Dan and Beth Borseth from Pine Insurance Agency for adding this scholarship to children or grandchildren of CMR members. Check with Dan for all your insurance needs and support all our venders that support us!

Hope that your season is filled with guests and that you stay refreshed during your busy season.

Respectfully,

Mark Novotny, CMR President

Hyde-A-Way Bay Resort, Hackensack

Congratulations to the 2012 CMR Scholarships Recipients'

The Congress of Minnesota Resorts (CMR) was established in 1984, with our theme of "Resorters Helping Resorters." One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and in 2012 with the addition of the Pine Insurance Scholarship, 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 our congratulations to the following recipients of 2010 Scholarship winners.

CMR Scholarships:

Kelsea Ingebretsen, daughter of Ray & Vanessa Ingebretsen, Aspen Resort & Campground, Orr, MN

Joe Schimerowski, son of Bob & Chris Schimerowski, Minnesota's Sunset Shores Resort, New London, MN

Carol Kirchner Memorial Scholarship:

Holly Senger, daughter of Tim & Karen Senger, Cedar Point Resort, Marcell, MN

Pine Insurance Scholarship (first year given):

Jacob Anderson, son of Gayle Anderson, Sunset Point Resort, Cohasset, MN

The Congress of Minnesota Resorts wish to congratulate and wish you the best in your advanced educational pursuits.

MARK YOUR CALENDARS FOR THE:

CMR Fall Conference!!

October 28-30, 2012

Thumper Pond

Ottertail, MN

www.thumperpond.com

Spring Workshop Recap

By Kim Bowen, Crow Wing Crest Lodge

CMR member Horseshoe Bay Resort hosted the CMR Spring Workshop on April 10th in Walker, to a group of 44 resorters. Feedback forms were overwhelmingly positive and enthusiastic. (From a 1st time attendee of a CMR event, "wow, you guys are lively and fun! What a switch from all those math seminars I've been attending in my other career. *chuckle* ")

Paul Stafford, a 27 year veteran photographer at *Explore Minnesota* Tourism, gave a visually stimulating and very well received presentation on choosing/creating photos best suited for our resort brochures, web pages and other advertising. The new running joke for the day seemed to entail taking jabs at all our bland sunset photos (tip #16: if you must have a sunset photo to advertise your resort, make sure it at least has a subject or story in it. I.e. a pontoon boat with your resort name in the foreground with guests fishing off it, or just make sure the sunset is the background of a unique feature of your resort. Otherwise it could be anybody's resort. You want your resort to stand out to a potential guest surfing around your website, right?)

The business topic of the day was led by one of the CMR's staunchest associate supporters, Lemieux Johnson Financial Group to chat to us about 1031 exchanges. Personally I appreciated the simple visual aid Diane Rook-Johnson displayed with funny little clip art graphics to explain how this plan works in theory. Attendees were lively with their questions and it was impactful to have Diane, Buford and Brian all available to answer questions to share their wisdom from different backgrounds. (Contact them at 888-335-5862 if you have further questions.)

The natural resources topic involved having a horticulture educator from a community college come speak to us about 'Greening up our Resort'. Here are a few notes I jotted down as potentially helpful this season:

- 1) Sawdust makes great mulch - make sure the sawdust is from non-treated lumber! - plus one of it's side benefits is that it often encourages morel mushroom to grow (yum!)
- 2) Birch trees prefer cool, moist soil so I'll be planting a couple this year on the north sides of a couple of our cabins. (River Birch is hardiest for our zone.)
- 3) Easy perennials to grow anywhere with practically NO maintenance: salvias, purple basil, and day lilies (oriental day lilies are quite fragrant apparently). Merv gave out a helpful website with lists of more deer resistant plants/trees, hardy to our zone 3 areas: www.extension.umn.edu/gardeninfo
- 4) Another resorter and I chatted with Merv after the talk and we asked about planting trees (buying trees from a nursery vs. re-planting trees?) Mr. Eisel said trees grown in pots are easier and tend to be less shocked by planting, but also that his experience leads him to believe there's nothing wrong with re-planting trees you want to move around your property, they're free after all, and he was in favor of saving expenses. His tip about it involved making sure you keep two piles of dirt as you are digging the hole: 1 pile of topsoil, 1 pile of under-soil. Put the soil back into the hole as you found it as much as possible along with the new tree. Also, there's no need to fill the hole with NEW bagged fresh dirt. In fact, if you have clay soil, this would be disastrous as it could hold in water and create fungus problems and deter plant roots from reaching out into native sediment. As always, he reminded us to leave a small trench around the tree base to hold water and to make sure it gets down into the root ball instead of running off into the surrounding lawn.

The Mobile e-Marketing presentation with Ryan Pesch was a boon to us at the CMR as his only price for coming to speak was that we fill out his evaluation form (due to a grant expiring in August to the U of MN extension where he's on staff). "I didn't know mobile marketing could be so much fun" commented one attendee. We chatted about making our resort websites mobile-friendly, what the heck is a QR-code and how can I use it at my resort? and numerous other teck-savvy salient topics in the wide and wondrous world of the web.

Dave Thompson, of Fisherman's Village Resort, gave a succinct recap of "Day on the Hill" and brought new AIS boat stickers to hand out to everyone present. Crackerbarrels were all over the topic board as intended, including things like favorite WIFI equipment, favorite grounds-keeping insect repellent, swimming pool maintenance and regulations, and the suggestion of getting a Lake Service Provider training session at the next Fall Conference as a bonus CMR School of Resorting class, to name a few of the subjects flying around.

David Bergman of *Explore Minnesota* Tourism gave a fabulously informative update on state level hospitality tourism. His graphs and statistics were easy to understand and he, as always, articulated the big picture of tourism in an entertaining and very approachable manner. (Example: Biking is the big buzz at top level right now, with Minnesota having the most paved trails of any state. Are you close to any trails? If so, think about how you can expand your resort marketing to cash in on the trend.)

Continued on page 4

The Education Committee of the CMR is always looking for new speakers, topic suggestions, classes. We'll likely not repeat Green Cleaning or Reservation Master for a while unless members have a demand for it (you gotta tell us!) Attendees appreciated the central location of the workshop in Walker area, although there was a suggestion to have the next Workshop in Hawaii or Arizona. (We wish hehe!) Other topic suggestions included 'leveraging your area's hidden treasures', resort special attractions (mini-golf, hidden garden, water slide), creating rain gardens, children activities. These are great and we would genuinely appreciate even more ideas from you. (Any specific business topic, for example?) You are the ones attending, so what would you like to learn about? E-mail your suggestions to any one of us on the education committee (I'm at relax@crowwing.com, or look at the back page of your latest CMR magazine for board member info.) See you at the next Fall Conference October 28-30 at Thumper Pond in Ottertail!

NOMINATING RESORTERS FOR THE 2012 RESORTER/S OF THE YEAR AWARD

SEPTEMBER 1, 2012 DEADLINE

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resort owner that has 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.

You can go to the CMR website www.Minnesota-Resorts.com Scroll to the bottom of the home page and click on Membership, then by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year Nomination form. Mail the completed form to: Congress of Minnesota Resorts, PO Box 358, New London, MN 56273-0358. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

New members and new owners!!!!

George & Jean Thom, Georgene's Haven, 50241 County RD 35, Deer River, MN 56636 Phone: 218-832-3076
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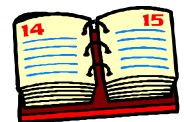
Vince & Cheryl Proski, Northern Lights Resort, 35387 Northern Lights Trail, Richville, MN 56576
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CMR CALENDAR OF EVENTS

June 7, 2012	Board Directors Meeting, Hyde-A-Way Bay Resort, Hackensack
August, 2012	Board Directors Meeting, location and date TBA
September 1, 2012	Resorter of the Year Nominations due at CMR Office
Fall 2012	Fall Resort Tour, Locations and date to be announced
Oct 28, 29 & 30, 2012	Fall Conference Thumper Pond, Ottertail, MN
Oct 29	CMR Vendor Show Thumper Pond, Ottertail, MN



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Keep your listing current
on the CMR website.

CMR MISSION STATEMENT

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

CMR MOTTO

The Congress of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

CMR'S 2011-2012 BOARD OF DIRECTORS

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