

# Minnesota Resorter

*Resorters Helping Resorters*



Spring 2014  
Vol. 30 No. 2



**Education: Rain Gardens**

**Marketing: Web Marketing Essentials for 2014**  
**Legislation: New Water Regulations**

**A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS**



**Advanced System preserves parking for boats.**

**Open space remains usable by reduced size mound.**



**Septic Check**  
EXPERT SERVICE, LASTING VALUE

[www.septiccheck.com](http://www.septiccheck.com)  
**888-983-2447**  
[info@septiccheck.com](mailto:info@septiccheck.com)

## 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 1<sup>st</sup> 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](http://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](mailto:CMR@Minnesota-Resorts.com) or calling 320-212-5107.

**NOMINATION DEADLINE: SEPTEMBER 1<sup>ST</sup>**

**Send nomination form to:**

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

# Minnesota Resorter

*Resorters Helping Resorters*



A Congress of Minnesota Resorts Publication

Spring 2014

Vol. 30 No. 2

**CONGRESS OF MINNESOTA RESORTS**

**PRESIDENT**

Su Ugstad  
218-566-2346  
rsugstad@means.net

**VICE PRESIDENT**

Tim Senger  
218-832-3808  
cedarpoint@bigfork.net

**OFFICE MANAGER**

Vicky Krattenmaker  
320-212-5107  
CMR@Minnesota-Resorts.com



**EDITOR**

Ann Warling  
218-821-1031  
ann.warling@gmail.com

**LAYOUT & DESIGN**

Amanda Wheece  
763-412-9137  
supermandee@yahoo.com

**ADVERTISING**

Linda Gronholz  
218 543-5245  
lmgronholz@hotmail.com

**EDITORIAL ASSISTANTS**

Karen Senger  
Pat Addler  
Jennifer Bateman  
Lynn Scharenbroich  
Vicky Krattenmaker  
Cathy Duvall  
Sheila Niemeyer  
Tim Aarsvold  
Carolyn Aarsvold

**PRESIDENT'S PEN** .....PAGE 4  
*Su Ugstad, President*

**EDUCATION**

**KNOWING YOUR OWN AREA** .....PAGE 5  
*Lynn Scharenbroich, Black Pine Beach Resort*

**EMERALD ASH BORER: DO I NEED TO BE CONCERNED?** .....PAGE 6  
*Angela Gupta, University of Minnesota Extension*

**RAIN GARDENS**.....PAGE 8  
*Vince and Cheryl Prososki, Northern Lights Resort*

**YOUR COMPANY VIDEO IS A SALES TOOL** .....PAGE 8  
*Ed Heil, StoryTeller Media & Communciations*

**CELEBRATING 80 YEARS!** .....PAGE 10  
*Pat Addler, Cedar Rapids Lodge*

**MARKETING**

**BECOME A MEMBER** .....PAGE 12

**RESORTER RECIPES** .....PAGE 14  
*Pat Addler, Cedar Rapids Lodge*

**PHOTO CONTEST**.....PAGE 15

**WEB MARKETING ESSENTIALS FOR 2014**.....PAGE 16  
*Nikki Voigt, Faster Solutions, Inc.*

**LEGISLATION**

**DAY ON THE HILL SUCCESS** .....PAGE 18  
*Mark Novotny, Hyde-A-Way Bay Resort/CMR Legislative Committee*

**EXPLORE MINNESOTA TOURISM CONFERENCE 2014 – FUTURE'S SO BRIGHT ...** PAGE 19  
*Tim Aarsvold, Geneva Beach Resort*

**KATHY'S KRAFT KORNER** .....PAGE 20  
*Kathy Marnik, Timber Trails Resort*

**LEGISLATIVE UPDATE**.....PAGE 21  
*Joel Carlson, Congress of Minnesota Resorts Lobbyist*

**NEW WATER SYSTEM REGULATIONS COMING DOWN THE PIKE** .....PAGE 22  
*Tom Marnik, Timber Trails Lodge/CMR Legislative Committee*

**HANDI-RESORTER'S TIPS & TRICKS** .....PAGE 23  
*Kathy Marnik, Timber Trails Resort*

*About the cover:* Photograph submitted by Pat Addler, Cedar Rapids Lodge

*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**

Happy Spring!

By the time this edition comes out in April, we should all be doing our spring cabin prep and yard work before the busy season gets into full swing. The crocus and daffodils are in bloom and the ice is off the lake. In reality, as I write this (February 27<sup>th</sup>) the temp is at -8°F, the snow looks like it's taken permanent residence, and I think the general consensus amongst most Minnesotans is that we've all had enough!

Over 35 participants took part in the Annual CMR Day on the Hill on March 18-19<sup>th</sup>. Check out pages 18 and 21 for more details. Of course a benefit of membership is that Congress of Minnesota Resort members will have received updates on our legislative issues through our newsletter and e-groups.

I am, however, happy to report on the first Explore Minnesota Tourism (EMT) Conference that I have attended. It took place in Duluth in early February. "Future's so Bright" was the theme as explained by EMT's Director John Edman. He reported how the increased tourism-marketing budget enables them to increase their geographical and niche markets, expand their advertising reach, and implement new creative strategies.

I was especially interested to see the new 2014 marketing campaign: **#Only In MN**. which by now is hopefully as familiar and self evident to us as Dorothy's "There's no place like home." I hated to admit it at the time, I didn't know what a hashtag (#) was for, thinking it was *only* a Twitter thing and so, of no interest to me. But, once it was pointed out that hashtags are supported by other social media websites like Facebook, YouTube, Google+ and Instagram to name a few, well it got my attention. As social media continues to lead the way to generate travel bookings, I knew I needed to get educated. So, as I understand it, hashtags make it possible to group messages relating to a certain topic or interest, and can thereby facilitate a search for that topic or

interest. Old news to many of you I'm sure, but pretty interesting to a non-techie person like myself.

The premise of the campaign was to introduce new TV ads and social media tactics to *feature unique travel experiences, activities and destinations that can only be found in Minnesota*. An example I remember is a photo of a surfer with words something like; "**Riding the 14' waves.....but without the sharks**" **#Only In MN**. I began to imagine this concept at work for our resorts, and how each of us through our own personal management style, policies, amenities and ambiance have created a unique *personality* for our resort that can't be duplicated anywhere else. I'm not quite sure why this was such an Ah Ha! moment for me but it inspired me to look for new ways to recognize, enhance, and promote the resources, nuances, and idiosyncrasies found only at my property. I know I'll be doing further research on this hashtag techie tool to market the uniquely personal vacation experience we provide our guests .....**#Only at \_\_\_\_\_ Resort**. I wouldn't be surprised if the CMR Marketing Committee has already brewed some creative ideas on how to tap in on this (hashtag) for the benefit of our members.

Good segue here to again mention how your CMR Board works hard to continuously improve, expand and inform on each of the three legs of our organization: Marketing, Legislative, and Education. This magazine edition will no doubt include insight to some of the many fabulous things to come, but with our belief that none of us are as smart as all of us, I continue to urge each of you to get involved in any way that feels comfortable to you. I'd like to personally thank all that contribute to this magazine. It's made possible through support of our CMR Membership and our advertisers, and made great by our editor and the wonderful article submissions. Thank you all for your contributions. The *Minnesota Resorter* is a great example of where we could insert a **#Only the CMR**.

In conclusion, I concur with EMT that the *Future's so Bright*, but instead of donning sunglasses, why not close your eyes, click your heels together three times and repeat after me, **#Only in MN, #Only at fill in the blank Resort, #Only the CMR**. Thank you.

Respectively,  
Su Ugstad

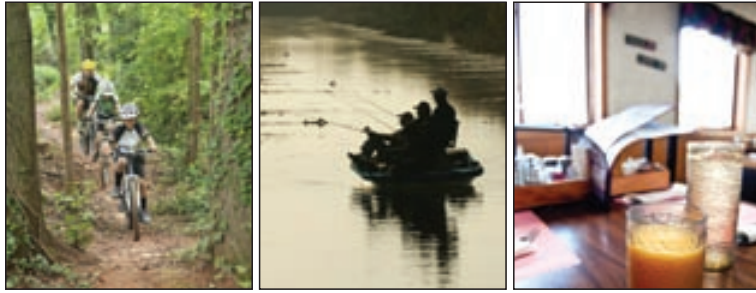
JOIN  
THE  
FUN!

CMR RESORT TOUR  
MAKE PLANS TO ATTEND THE CMR RESORT TOUR  
IN SEPTEMBER

# Knowing Your Own Area

## Why It Matters

By Lynn Scharenbroich, Black Pine Beach Resort



A potential customer emails with a list of questions. The family loves to find interesting local restaurants on their vacations. Are there any around our resort? A caller tells us he and his wife are budding birdwatchers and are hoping to find a vacation spot that offers some guided bird watching trips. Did we have that in our area? In a conversation with a family who has stopped in to look around, the grandpa tells about his dad working with local loggers years ago when the crew was working in the local white pine forests. Was there anything about that history in our area today?

These are examples of questions familiar to most resorters. At first glance, they may seem to be of relatively minor importance in the whole scheme of the reservation-inspiring conversation approach that each of us has honed for ourselves. We may want to think again.

Research on vacation decision making and perception of the Minnesota resort experience was done by the University of Minnesota's Tourism Center in December of 2009 and published in April, 2010\*. It provided interesting results touching on a wide variety of decision-making aspects and included actual quotes from survey participants. The three below are a small slice of their work, but may shed a little light on what our potential customers are thinking and what may be generating their questions...questions that are really asking us what we know about our area and how we can provide connections to those things that are important to them.

*"There is a small town mentality about Minnesota resorts." (people share information and experiences)*

*"People want to know something about the place before they reserve (a room)."*

*"Most resorts don't have a sense of area history."*

We've all heard the axiom, *"It's the little things that make the difference."* Maybe in actuality, they aren't such little things after all. Knowing people, things, locations, history about your area that are not part of the standard marketing information may be a pretty big thing. It may be the thing that tips the potential vacationer's decision to stay with you.

\*Read the full report at [http://www.tourism.umn.edu/prod/groups/cfans/@pub/@cfans/@tourism/documents/asset/cfans\\_asset\\_294729.pdf](http://www.tourism.umn.edu/prod/groups/cfans/@pub/@cfans/@tourism/documents/asset/cfans_asset_294729.pdf)



## Minnesota Trivia

- 1: What city is the birthplace and home of world's largest Paul Bunyan Statue?
- 2: What recreational activity was invented on Lake Pepin in 1922?
- 3: What city is dubbed the "Lutefisk capital of the U.S."?
- 4: What city is the home of the world's largest twine ball (created by one man)?

Answers: 1. Akeley 2. Water skiing 3. Madison 4. Darwin



## Emerald Ash Borer: Do I need to be concerned?

By Angela Gupta, University of Minnesota Extension Forestry



*The emerald ash borer is highly destructive to ash trees disrupting the flow of nutrients in the tree by boring holes and creating serpentine feeding galleries just under the bark. This eventually results in the death of the tree.*

Yes, if you have ash trees on your property or ash in your woodlands you need to be concerned about emerald ash borer.

I'm sure most of you are well aware of emerald ash borer (EAB) but if not here's a quick recap. EAB is an invasive beetle first discovered in Detroit, MI in 2002. We now know it is originally from China and likely imported in packing materials, like pallets, that arrived into the Detroit port. Left untreated EAB kills 99 percent of ash trees it infests. This is a bad deal for us, the environment, and ash trees!

Ash is a large and important component of some of Minnesota's forests. In the Northwoods, some of the wet forest stands are over 50 percent ash. Many of the hardwood forests like those in Winona County, where EAB has been found on private forestland, have some ash in them.

Emerald ash borer has also proved very troublesome and expensive for cities. Ash is a common urban tree. It has nice form, grows well in urban locations and is easy to grow. As a result it was commonly planted after Dutch elm disease killed many of the urban elms. In many of Minnesota's cities, ash is now between 20-30 percent of the urban tree canopy. emerald ash borer will be a challenge for cities to manage. Mass ash removal can be a real budget buster!

Minnesota has more ash trees than any other state in the nation, so we have a lot to lose. Emerald ash borer was first discovered in Minnesota in St. Paul in 2009. For years, it was the bane of cities, communities and government agencies around the Twin Cities. Its discovery on private forestland in Winona County in 2013 made it an important reality for woodland owners in southeastern Minnesota. In addition, Great River Bluff State Park, also in Winona County, has the dubious distinction of being the first known location of forested ash trees that died as a direct result of EAB in Minnesota. To date, there have been no confirmed EAB finds in northern Minnesota, however EAB was confirmed in Superior, WI last fall. So many folks are now very worried about its imminent discovery in the Duluth area.

But wait, maybe you heard that EAB was killed because of the extreme cold temperatures this winter and, as a result, don't think it's a problem. Sadly that's not the case.

Dr. Rob Venette, US Forest Service Research Biologist, and colleagues have been working to learn how well EAB survives severe cold. While their research is not complete, they have learned that when temperatures reach -20°F some EAB die and when the temperature drops to -30°F EAB survival becomes unlikely. While on the surface this is good news, it's important to understand the details. Emerald ash borer larvae, the life stage that winters over, lives under the bark. The bark, like our homes, offers some insulation and thus can keep temperatures higher. While this year's cold may have knocked back EAB populations, they will very likely recover in one to two years to pre-polar vortex levels. Unless you live in a region of Minnesota that annually reaches -30°F under ash tree bark, EAB will continue to be a problem. Current temperature trends, as outlined by Eli Sagor, University of Minnesota Forestry Extension Educator, in his recent article on *My Minnesota Woods*: <http://z.umn.edu/coldeab>, shows that for the central and southern two-thirds of Minnesota this year's extreme cold may provide property managers with a little more time to prepare. For those property managers in northern Minnesota, preparation is still important but it's not



*The two easiest features to look for when identifying ash trees are opposite leaf arrangement and compound leaves. If the leaves come off the twig opposite from one another and the leaves have 5-11 leaflets, than the tree is an ash.*

clear how serious EAB will become. Sagor eloquently summed up the issue, “*Bottom line: Emerald ash borer is a serious threat, and communities and land managers need to be vigilant about preparing for EAB. Management may be different in parts of the state that experience differing degrees of cold.*”

## What should you do to prepare for EAB?

If you own ash yard or lawn trees you should monitor them closely for EAB.

STOP, let’s backup, do you know *how to identify an ash tree?* If not, you’re in good company. Tree identification is tricky for many people. There are great resources on how to identify ash trees and what to look for when monitoring for EAB on the University of Minnesota Extension’s EAB website: <http://z.umn.edu/extensioneab>. The two easiest features to look for in ash trees, once the leaves are out are: opposite leaf arrangement and compound leaves. If the leaves come off the twig opposite from one another and the leaves have 5-11 leaflets, then the tree is an ash. Ash was commonly planted in yards and landscapes after Dutch elm disease killed many of the elm trees because ash has nice form, grows easily on many sites, and is easy to grow and sell at the nursery.

If you have ash trees in your yard or within your landscape be sure to look for *signs of EAB*. In Minnesota, woodpeckers have proven to be very good at finding EAB. It’s easiest to look for woodpecker damage, which looks like flaking bark on ash trees, in the winter when the leaves are off the tree. However, woodpecker activity can be noticeable anytime of the year. With or without woodpeckers, look for S-shaped larval galleries under the bark of ash trees. This is often an indicator of EAB. Emerald ash borer starts impacting the tree at the top, so if you see bark cracks in ash trees and/or woodpecker damage be sure to get a pair of binoculars and look for the S-shaped larval galleries beneath the bark made visible by the bark crack.

If you suspect EAB, report it to *Arrest the Pest*. Be sure to note the exact location, take a digital photo, if possible, and contact the Minnesota Department of Agriculture’s *Arrest the Pest* reporting network either via voice mail at 888-545-6684 or by email at [Arrest.The.Pest@state.mn.us](mailto:Arrest.The.Pest@state.mn.us).

**Diversifying your landscape** is another tool property managers can use to minimize the risk of EAB and other pests. As you start thinking about summer landscaping consider planting a variety of native species (native plants can never become invasive like buckthorn or Oriental bittersweet). By diversifying the plants, you can spread out the risk that any one pest will lead to a major problem on your property. The Midwest Invasive Plant Network has a nice brochure about *Landscape Alternatives for Invasive Plants* (<http://z.umn.edu/alternativesforinvasives>) that can help property managers make well-informed planting decisions. Be sure to check it out.

**If you own woodlands** in Minnesota and have ash, consider how you will address ash management with EAB on the horizon. There are steps that can be taken to minimize the impact of EAB in our forests. The earlier management begins the better. The *Ash Management Guide* (<http://z.umn.edu/ashmanguide>) is a wonderful place to start. This award winning resource was developed when a large group of leading



*Woodpecker activity around trees can be an indicator of Emerald ash borer. With or without woodpecker activity, look for S-shaped larval galleries under the bark of ash trees.*

experts offered recommendations for family woodland owners. Recommendations focus on five different ecosystems where ash is an important component including: wet forests (including black ash), floodplain forests (along rivers) and mesic (mixed hardwood) forests. The Ash Management Guide helps woodland owners understand the issue, evaluate the risk and consider their management goals and opportunities.

*Firewood* is a major concern because it can harbor many pests including EAB. Be sure to protect your property by being very careful about the source of firewood you allow on the property. You may want to find a vendor that sells only locally grown, harvested and split firewood and work directly with them. Some local municipalities no longer allow recreationalists to bring any firewood into their local parks or campgrounds, instead requiring campers and recreationalists to buy firewood on site. Another option is to allow only Minnesota Department of Agriculture certified firewood, which has been treated to prevent the movement of pests. Whatever you do make sure you understand the risks to protect your trees and forest with a well-informed firewood policy. Please help spread the message, “*Firewood: Burn it where you buy it.*”

EAB is one of many serious health issues facing our forests. EAB, along with a lengthy list of other invasive plants, insects and diseases, is poised to change the way our forests look, feel and function. Add to this the uncertainty of our future climate and we need everyone who loves the woods to step up and start making a difference! Engaging forest owners and users, talking with them about the health of our trees and forests is the first step!



# EDUCATION

## Rain Gardens

*A perfect addition to your resort*

By Vince and Cheryl Prosofski, Northern Lights Resort



*The Soil Water Conservation District of East Ottertail organized a bus tour Northern Lights Resort's finished and maturing rain garden.*

We have created a rain garden on our resort. The rain garden has provided beauty for our guests to enjoy, a habitat for birds and butterflies, and a creative answer to a frustrating runoff problem.

Our resort, Northern Lights Resort, is mostly built on a hill. We experience high levels of runoff, even with a light rain. Of course, this means that unplanned items may enter our lake, items that could be filtered through the ground.

Our local Soil Water Conservation District (SWCD) of East Ottertail County worked with us to identify various projects that would aid in protecting our lake. The projects that were identified for our resort to work on included a rain garden, restoring the side hill to native plants, and changing the contour of our driveway so the water flowed away from the lake and into a swamp. We were able to secure grant money from both the SWCD and our lake association to aid in completing these projects.

The grant will cover 75 percent of the projects' costs and our portion will be 25 percent to maintain the projects for 10 years.

The first project we completed was the rain garden. The main purpose of the rain garden is to collect water and let it soak into the ground instead of running off. The garden consists of many perennial plants. The back part of the garden consists of tall grasses creating a barrier. The plants in the lower part of the garden can tolerate standing in water for a day or two. As the water levels go up, the plants are less tolerable. This garden is collecting water from the roof of our house/lodge and garage plus the side hill. The garden has added color to our entrance as well as some privacy to our home entrances.

The SWCD of East Otterail organized a bus of about 45 people to come and tour the progress and design of the projects. Individuals touring our resort included state legislators, local and county officials as well as SWCD members.

The maintenance of our rain garden has included watering the garden to establish the roots of the plants during the dry part of the growing season. And, of course, weeding which has been pretty minimal so far.



*The Prosofskis designed and constructed a rain garden on their resort to curb the negative impact of water runoff. Above are a series of photographs marking the construction progression of the rain garden.*



## Your Company Video is a Sales Tool

By Ed Heil, StoryTeller Media & Communications

We've produced our share of videos over the years and field numerous requests on a regular basis. However, as a resort participating in the online world, the question is, "why?" Why are we producing this piece? Should we produce more than one piece? While it can be a worthwhile exercise, just because you have a video doesn't mean that anyone will care. Your resort's video is a sales tool, approach it that way instead of another version of an outbound commercial that enlightens no one and amuses only the people in your business. Here are some "stops and starts" for producing your company video:

- STOP** thinking people care as much about your resort as you.
- START** to understand what it is your customers care most about your resort.
- STOP** trying to cram two hours of video content into a 5-7 minute video.
- START** trying to tell one story that has a duration no longer than two-minutes.
- STOP** trying to tell all your stories in one video.
- START** developing a long-range strategy to produce multiple videos.
- STOP** making the video about YOU!
- START** telling real stories about people who value your resort and your people.
- STOP** acting like the master of the obvious.
- START** to reveal information that shows an obvious WIIFM (what's in it for me) for your prospect!
- STOP** thinking video is a one-time project.
- START** understanding that it might just replace some of your outdated marketing tactics that are no longer effective.
- STOP** thinking that the video cannot deliver return on investment.
- START** to understand how video as an inbound marketing tool can drive measurable return on investment.
- STOP** thinking your sales manager's nephew's best friends cousin is the best option to produce your video.
- START** to understand that a meaningful marketing video begins with clear understanding of messages and continues through a proven production process.

*Ed Heil is a former television sports/news reporter and the president of StoryTeller Media & Communications. StoryTeller is an inbound marketing and digital public relations agency based in the Twin Cities of Minneapolis and St. Paul. Ed blogs on topics related to inbound marketing, social media, media relations, news media, video production and crisis communications.*

*CMR wishes to thank John Shega & Aspire Insurance Agency for their contribution of top speakers and education presentations at the 2013 CMR Fall Conference!*



**Aspire Insurance Agency**  
301 N Broadway  
Gilbert, MN, 55741

Phone: 218-741-0000  
Fax: 218-741-9550  
[www.aspireinsurance.biz](http://www.aspireinsurance.biz)

**ORION**  
RESORT & CAMPGROUND SALES



**Wanted:**  
Good resort and  
campground listings  
properly priced.

**We are getting  
indications of pent up  
demands.**

**Contact:**

**Tom Ossell**

1-612-805-9646

[tom@orionresortsales.com](mailto:tom@orionresortsales.com)

**John Seekon**

1-218-256-6565

[John@orionresortsales.com](mailto:John@orionresortsales.com)

**Orionresortsales.com**

**Experience counts - since 1973. • "With us, it's personal."**

## CELEBRATING 80 YEARS!

By Pat Addler, Cedar Rapids Lodge



*Cedar Rapids Lodge owners, Steve and Pat Addler have called the resort home for over 26 years.*

Cedar Rapids Lodge celebrated 80 years in business! That's a long time! Minnesota resorts have been in existence for almost 130 years, but many of the early resorts have disappeared for many reasons. Resorts were divided and sold as individual cabins, some resort land was deemed more valuable if the cabins were torn down and lots sold for lake homes.

We are the fourth owners of our resort, the fourth family to make a living and raise our children at this beautiful place. In 1933, Harry Archer traveled from Cedar Rapids, Iowa, bought the land and started clearing the timber to build cabins. Harry is gone, but some of his relatives have stopped to see this place still operating so many years later. We have a few photos of those early years and it is amazing



*The Addler family, in 1987 after purchasing the Cedar Rapids Lodge, back row (l to r) Steve, Jen, Max, and Pat. Front row (l to r) Sam and John.*

how few amenities the guests required having on a fishing vacation. Harry built the original seven cabins and parts of those cabins were still standing when we bought the resort in 1987.

In 1944, Ray and Norma Williams bought the resort and continued the fishing resort atmosphere. The old photos show families having a great vacation with very primitive docks, wooden boats, outdoor

plumbing and no electricity. The cabins consisted of one large room with a covered porch that had wood window coverings opened during the day with kitchen facilities. Ray built a small cabin close to the lodge where his family lived in the winter months when the resort was closed. In the summer, they *lived* in the kitchen and lodge area of the resort and had beds in the attic. Ray later added their home to the existing lodge kitchen and they had a permanent year-round home. In the 50s, Ray *modernized* the cabins with indoor plumbing and electricity. Their son, Garry, has shared stories of working hard as a kid at the resort. They had to cut ice out of the lake in the winter and store it to use for refrigeration in the summer time. He shared with us what a tough life it was growing up and how he couldn't wait to leave when he was grown. In 1965, Ray had the idea to transition the resort from a fishing camp to a family vacation place...he put a swimming pool in and the families started coming!

The entire aspect of a resort changed with the addition of the pool. Ray still taught the guests how to catch the fish and Norma cooked meals for the guests. They continued this life until 1971, when Don and Vivian Helgeson bought the resort and moved from the farming community of Hills, MN, with their four daughters and started their resort life. Ray had started remodeling cabins...and Don continued those efforts, adding three more cabins in 1979 to bring the total cabins to 11. Business grew and the resort thrived...guests continued their traditions started when their families were young and those families came year after year to Cedar Rapids Lodge.

In 1987, we were living in Illinois, raising our four children, looking for a resort to purchase in Wisconsin. We sent for information and received listings on multiple properties for several months, just not finding that certain one. Steve saw an ad for a resort in Minnesota in a real estate listing in a fishing magazine...and the journey began. We came and looked at the resort and fell in love with the place. It was such a giant move for us, leaving all our family and venturing into northern Minnesota, a place that truly looked like the end of the earth! We began our resort life on September 1, 1987, and have continued the tradition of family vacations started all those years ago by Harry Archer!



*In the early 50s, guests gather in the lodge for a Monday night potluck gathering.*

We raised our four children at the resort and they made new friends every year with all the vacationing families. We have continued the potlucks started by Ray and Norma in the 1940s, a Monday night meal with guests sharing dishes and Norma making pies and bread...Don





...In the late 50s, a guest enjoys a bit of sunshine outside cabin.

and Vivian continued this tradition...and yes, we are still making pies and bread for Monday Night Potluck in the lodge!

Steve learned a lot of repair tricks fast...figuring out how to fix a water leak underground and how to keep a swimming pool running...building docks, building cabins. My Dad made a sign for Steve's garage several years ago that says "Steve's Fix-It Garage"...and that's what it still is! We have been blessed with many years of wonderful business, working hard to keep the guests that started with Ray and Norma and then, Don and Vivian, and filling the resort with our own family and friends who have come for their vacation for many years. We learned with hard work that it is much easier to keep a guest with good customer service than to try and fill cabins with people who have never been here. We saw the tradition of *mingling* with your guests in the old photos from the 40s, 50s, 60s, 70s and 80s...and knew we had to carry on that tradition if we were going to be successful in the business.

The resort has grown with the times, with air-conditioning, new furnishings, comfy beds, patios, screened porches and ever-changing-remodeled cabins. Families looking for a vacation have shown that they are willing to pay more for a comfortable place with amenities for the entire family. We continue to *cook* meals in the lodge and the pies and bread are a tradition at the Monday Night Potluck. We have added kids' activities to the weekly schedule, Sunday morning fishing seminar, and frequent bonfires with s'mores, carpetball tournaments, movie nights with popcorn, an Elfun Trail through the woods and plenty of water toys to keep the kids busy!

The lodge is a gathering place for everyone when they arrive on Saturday and throughout the week. The coffee pot is always on, waiting for the next fish story to be shared. The kids know to come in and get their KidKard for free quarters when they arrive and spend their time deciding what to buy...candy, ice cream, or play the pinball games! We can't begin to count the number of chocolate malts that have been made behind the counter in the lodge since the 1940s, but it's become a tradition for the kids who grew up vacationing here to bring their kids and their grandkids to the lodge for their milkshake during the week!

Garry, that kid who grew up here in the 50s and 60s, is now a guest at our resort and we enjoy sitting and listening to his stories of growing up here. Don and Vivian's girls all come to visit every summer and spend time with our guests who started coming in the 70s and 80s when their family owned the resort.

Our family has grown from four kids to four spouses and 11 grandchildren in our 26 years here...and we hope to continue for many more years, providing a Minnesota resort vacation to families who are looking to start their own tradition...I just really wonder who's going to keep making all those pies and bread!!



The resort's original cabins were built using tamarack logs. Guests staying in the cabins used gas lanterns for lighting, a small kitchenette for cooking, and went without running water.

## Resort Development and Conversion Expertise.



Sportsman's Lodge, Baudette, MN

"WSN has been a one-stop shop for our resort conversion. Their expertise in all areas of this complicated process makes it simple to get things done very quickly."  
—Gregg Hennem, Sportsman's Lodge



Contact Chad Conner at 218-829-5117

WidethSmithNolting.com | Architecture Engineering Surveying Environmental

# THE CONGRESS OF MINNESOTA RESORTS



## What the CMR Can Do for You!



## MARKETING



Your resort is listed on our website [www.Minnesota-Resorts.com](http://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

*Thank you to all who were on board for the website's Last Minute Openings (LMO) web enhancement. I have been able to fill the openings I had for the last four weeks. We were concerned a month and a half ago. In this last week I have spoken to two people who were looking for openings. At that time I had just filled the vacancy for the week they were looking. I had to tell them I was full, and when I tried to explain about CMR's LMO, they told me they were already on CMR's LMO map page. That is how they had called us!*

*Jim, Kohl's Resort*

*I enjoyed the bus ride to the capitol with a lot of interactive conversation about employees, cleaning supplies, media devices, photos to share and more.*

*I would advise everyone to  
Get on the Bus!*

*Cathy Duvall,  
Kee-Nee-Moo-Sha Resort*

## 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 Address \_\_\_\_\_ Resort Website Address \_\_\_\_\_

Membership investment is only \$16.50 per bedroom (Min. \$165 for 10 bedrooms or fewer, max. \$858 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2014.

Associate Memberships - Dues \$165 For vendors and for those with an interest in resorting but not owning a resort.

Amount of check enclosed \_\_\_\_\_ Please Circle.....New.....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](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

## Resorter Recipes

By Pat Addler  
Cedar Rapids Lodge

### LITTLE DEBBIE COOKIES

- 2 cups butter
- 6 cups brown sugar
- 8 eggs, beaten
- 2 tsp salt
- 3 tsp soda
- 4 tsp cinnamon
- 1 tsp nutmeg
- 4 tsp vanilla
- 6 cups flour
- 6 cups oatmeal

Cream butter, sugar, eggs. Add remaining ingredients. Use small scoop to shape balls of dough. Bake at 350°F for 8-10 minutes.

#### Filling

- 3/4 cup shortening
- 3 cup powdered sugar
- 1 (7oz) jar marshmallow creme
- 1-3 Tbsp milk
- 3 Tbsp cream cheese

Blend all together and make sandwich cookies. Tastes like the real thing!



### CHICKEN POT PIE

- 1 pkg (16 oz) frozen veggies
- 2 cups cooked chicken
- 1 can (15 1/2 oz) chicken gravy
- 1 cup shredded cheddar cheese
- 1/4 cup onion, chopped
- 1/8 tsp pepper
- 1 pkg (8 oz) refrigerated crescent rolls

Preheat oven to 375°F. Cook frozen veggies as directed, drain. Stir in all ingredients except crescent rolls. Cook and stir over medium heat until heated through. Spoon in to 9X9 baking dish. Unroll crescent dough and arrange on top of mixture. Bake 20-25 minutes or until golden brown. Yields 6 servings.



### INDOOR SMORES

In a cast iron skillet, layer chocolate chips then layer with mini marshmallows. Warm in oven. Use graham crackers to scoop.



### ITALIAN FRIES

6-7 potatoes, peeled and sliced into 1/3-inch-thick French fry-style strips, soaked in cold water  
 4 Tbsp (1/4 cup) extra-virgin olive oil  
 1 Tbsp dried Italian herbs or some combo of dried oregano, thyme, marjoram, and basil  
 2 cups freshly grated Romano cheese  
 1/4 cup parsley leaves, finely chopped  
 4 Tbsp (1/2 stick) salted butter, cut into 6 cubes  
 Coarse salt and freshly ground black pepper  
 Drain the potatoes and pat dry with paper towels. Spread 1 Tbsp of the olive oil on each of 2-rimmed baking sheets and spread out the potatoes. Overlapping is fine. Sprinkle the dried herbs evenly over the potatoes. Liberally spread the cheese and parsley on top. Drizzle the remaining 2 Tbsp of olive oil over the cheese. Scatter the cubed butter around the pans. Bake at 400°F, until the potatoes are golden brown, rotating the pans after 30 minutes, for 45-50 minutes total. Use a spatula to lift off the potatoes with all the crusty cheese adhered to them. Sprinkle with salt and pepper to taste. Serve hot. Serves 6.



### VEGGIE RANCH TORTILLA PINWHEELS

- 2 pkgs (8 oz each) cream cheese, softened
- 1 envelope ranch salad dressing mix
- 5 green onions, chopped
- 1 can (4 oz) chopped green chilies, drained
- 1 can (3.8 oz) sliced ripe olives, drained
- 1 celery rib, chopped
- 1/4 cup chopped sweet red pepper
- 2 - 3 Tbsp real bacon bits
- 8 flour tortillas (10 inches)

In a small bowl, beat cream cheese and dressing mix until blended. Beat in the onions, green chilies, olives, celery, red pepper, and bacon. Spread over tortillas. Roll up. Cut each into 1-inch slices. Refrigerate leftovers. Yield: about 5 dozen slices.



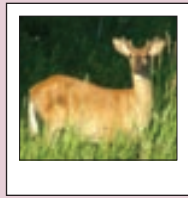
### CHUCK WAGON CASSEROLE

- 1/2 cup onion, chopped
- 1/2 cup green bell pepper, chopped
- 1 pd lean ground beef
- 1 can (15 1/2 oz) mild chili beans in sauce
- 3/4 cup barbecue sauce
- 1/2 tsp salt
- 1 pkg (8 1/2 oz) corn muffin mix
- 1 can (11 oz) Mexican-style corn, drained

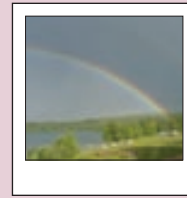
Preheat oven to 400°F. Cook and stir ground beef, onion, and bell pepper over medium heat 8-10 minutes or until beef is no longer pink; drain. Stir in chili beans, barbecue sauce, and salt. Bring to a boil. Spoon into 9X9 baking dish. In a bowl, prepare corn muffin mix according to directions; stir in corn. Spoon over meat mixture. Bake 30 minutes or until golden brown. Yields 6 servings.







# PHOTO CONTEST



Attention CMR Resorters

We are in the process of updating our photo gallery on the Minnesota-Resorts website and are looking for great pictures that capture the feel of a Minnesota resort vacation experience. We are specifically in need of photos that show the physical resort/cabins and grounds while trying to keep it generic without specific resort's signage. We invite you, as well as your guests to participate.

*Submit your photos and encourage your guests to submit their photos.*

## **Prizes:**

### Resort Owners:

1st place \$75, 2nd place \$50, 3rd place \$25 (cash prizes)

### Resort Guests:

1st place \$75, 2nd place \$50, 3rd place \$25 (certificates to use toward a stay at their favorite resort in 2015)

Photo submission is easy: go to the website ([www.minnesota-resorts.com](http://www.minnesota-resorts.com) )

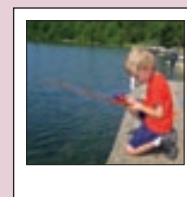
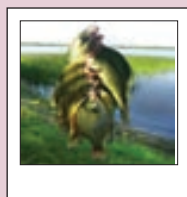
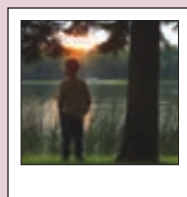
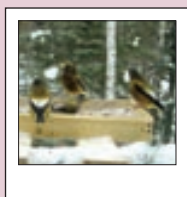
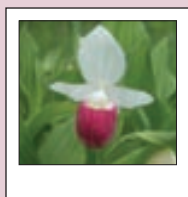
1. Click on the PHOTO CONTEST button.
2. Fill out the form with the required information, for resort owners, please include your resort name
3. Download your pictures
4. Remember to 'X' the box giving us permission to use your pictures for our advertising purposes.

Handout for your guests: You can download a sample pamphlet to hand out to guests at your resort or you can create your own.

Pictures will be viewable on the CMR Facebook page as well as the CMR website.

**Contest runs through Sept 6, 2014.**

Questions?? Call or email [Kathy@TimberTrailsResort.com](mailto:Kathy@TimberTrailsResort.com) or 218-566-2376  
*Please, only one submission per resort owner or guest with up to 4 pictures.*





## Web Marketing Essentials for 2014

By Nikki Voigt, Faster Solutions, Inc.



It's time to rethink your web marketing strategies to make the most out of your website and online brand for the coming year. A few things you should consider doing in 2014 include text message marketing, pay per click advertising, responsive web design, social media and blogging.

### - Text Message Marketing -

Text message marketing is a great way to reach your customers quickly and get their attention right on their phones. Studies have shown that 90 percent of all text messages are read within three minutes of delivery, so that makes them the perfect way to reach both your current and potential customers. Text message marketing (also known as SMS marketing) is a great way to relay information about featured products, last minute deals, specials and promotional codes.

Text message marketing is also a great way to get information out quickly about your resort, since most text messages are opened soon after they are received. Text messages are a great tactic to add to your email marketing strategies, because using both emails and texts together allows you to send the right message at the right time to your customers. Emails from your resort can contain more information and content, while SMS messages can be used for time sensitive and short messages, since they are limited to 160 characters.

### - Pay Per Click Advertising -

If your resort hasn't yet taken advantage of Pay Per Click advertising, 2014 is the perfect time to start. Pay Per Click (or PPC) advertising is when you can buy paid listings in search results from search engines, like Google, that will appear along with the organic, non-paid search results. PPC ads appear at the very top of the search page and also along the right side of the search results. Like the name suggests, you pay for PPC ads every time someone clicks on them. Even if your ad doesn't get clicked on every time a search is completed for the keywords you bid on, your ad will still appear at the top of search results and generate free impressions. Impressions like this can help build your brand's recognition and might bring these searchers to your website in the future. A huge benefit of PPC ads is that your ads can appear in search results and help generate more traffic to your website right away. Since PPC ads can appear immediately after you activate them, they are a great way to advertise new specials, last minute deals and promotions.

Besides the regular PPC ads that you see displayed with search results, Google also offers another advertisement option through Display Network. Google Display Network lets you place ads on a variety of news websites, blogs and other websites, including YouTube, Gmail and Blogger. Display Network allows your ads to display on websites that are relevant to your audience. You are able to target your ads based on interests, keywords, locations and demographics. Display Network even gives you the option to choose specific websites in the network that you would like your ads to appear on. Another unique feature of Display Network is remarketing. Remarketing allows you to show your ads to people who have previously visited your websites as they are browsing other websites. Remarketing is a great way to keep your brand at the top of people's minds even after they leave your website.

Another thing to note about PPC advertising is that more and more

people are now using smartphones, and a majority of the newer mobile devices use Bing as their default search engine. Verizon actually signed a five-year deal with Bing to be used as their default search engine on all their new smart phones. Because of this, Bing PPC advertisements are another great option to consider along with Google PPC ads, especially if your target market is mostly mobile device users.

### - Responsive Web Design -

Since more and more people are using mobile devices to access websites, making sure your website is mobile friendly has never been more important. Mobile optimization can increase sales, generate more traffic and boost customer engagement. In fact, a study done by Yahoo found that 52 percent of mobile users won't even engage with a brand that delivers a poor mobile experience. In order for your business to compete and gain new business, a mobile friendly website is a definite essential for 2014.

A great option for making your website mobile friendly is a responsive website design. Responsive websites scale down your website depending on what device the user is viewing your site on. Responsive design ensures that nothing on your website will be hidden when being looked at on smaller devices, such as smartphones or tablets. The content on the desktop version of your website is exactly what you will see when viewing on a mobile device. Since you are not losing any content from the full version of your website, responsive websites are a great way to go if you are considering optimizing your website to be mobile friendly, while still allowing mobile device users to get the information they need from your site.

### - Social Media -

Social media has a bigger impact on Search Engine Optimization (SEO) now more than ever, and search engines are favoring websites that have social media presences. Search engines now rank websites that are active on social media higher than those that are not on social media. Also, the larger the following your business has on social media, the better it will be for your search engine rankings as well.

It has been found that 91 percent of local searchers say they use Facebook to find local businesses online. If your company isn't on Facebook, you could be losing out on local business. While Facebook is the social network most likely to drive customers to make a purchase or visit your website or store, other social networks, including Twitter, Google+, Pinterest and LinkedIn, can help improve your search engine rankings, and therefore, your visibility.

Google+ is known to have a great effect on search engine rankings, and in some cases, a company's Google+ page will even rank higher than their website. Social media also allows your current and prospective customers to connect with your business on a more personal level and build a relationship with you. Testimonials left by current customers on your social media networks are a great way to build trust with potential customers and give them that last push they need to make a purchase from you. A great way to reach



a larger audience on social media than just the people that already “like” your page is by using hashtags. Hashtags are frequently used on the social networks Twitter and Instagram, and Facebook also introduced hashtags to their users earlier this year. Hashtags are a way to make your posts part of a larger conversation and visible to anyone who searches for the particular hashtag. Using hashtags that are already trending is an easy way for your posts to reach a much broader audience. Businesses can also come up with their own hashtags, and followers can tag them when they are posting about the business’ products or services.

### - Blogging -

Blogging is an easy way to make routine updates to your website. Making updates to your website periodically is very important for SEO, because it is the goal of search engines to return the most useful information to users. Websites that are updated regularly become known as a good source of information to search engines, and, in turn, your rankings will increase.

Blogs can also help answer searchers’ questions. With the new Hummingbird algorithm update, Google puts more importance on, and ranks higher, websites that answer questions. If people are searching for the topic of one of your blog posts, even though your website might not rank in that search, that specific blog post could rank high in the search results. Blogs are also a great thing to post on your social media pages to give useful information to your followers. Social media posts that feature blog posts can include a link back to your website, which is a great way to increase your referring traffic.

## The Ideal Machine for Spring & Fall Clean-Up!



**Pick Up** - Leaves - Acorns - Pine Needles - Pine Cones - Grass  
**Sweep Up** - Sticks - Twigs - Litter - Aeration Plugs  
**Sweep** sand and gravel from parking lots and dump all from the seat of the tow unit.

CONTACT

**JOKELA POWER**  
EQUIPMENT

**Jokela Power Equipment, LLC.**

Phone: 320-685-8672

Cell: 320-292-6481

pete@jokelaequipment.com • www.jokelaequipment.com

If there is light in the soul,  
There will be beauty in the person.

If there is beauty in the person,  
there will be harmony in the house.

If there is harmony in the house,  
There will be order in the nation.

If there is order in the nation,  
There will be peace in the world.



# LEGISLATION

## Day on the Hill Success

By Mark Novotny, Hyde-A-Way Bay Resort/CMR Legislative Committee

CMR's Day on the Hill was held on March 18-19, 2014. There were a total of 36 people in attendance this year with four new resorts. Two resort owners' children were able to get their pictures taken with legislators and receive a tour of the Capitol. What a great opportunity for our youth to learn about our state government, up close and personal.



*Part of the group of resorters that attended the 2014 CMR Day on the Hill.*

On our first day, we got to meet with Department of Natural Resources (DNR) Commissioner Tom Landwehr and hear what the DNR was doing with aquatic invasive species (AIS) and the funding needed along with enforcement of AIS. We also got to discuss the issue of camper cabins within state parks and the concern of direct competition with Minnesota resorts.

We also met with Explore Minnesota Tourism Director John Edman and heard about all the things that they are doing for tourism in the state and what they are doing with the additional funding that they received from the legislature in the last session.

Rep. Paul Thissen, Speaker of the House, came in to talk to us about the session and that this was an *un-session* which was to rid the laws of out-of-date regulations and unnecessary laws that did not apply any longer.



*A nice catch! One of our fun Day on the Hill props- paper bass*



*House Minority Leader Kurt Daudt with CMR Lobbyist Joel Carlson*

Our highlight of the trip was to attend the House Commerce and Consumer Protection Finance and Policy Committee to see Rep. Anzelc, District 5B, introduce the bill HF 2889 which exempts resorts from needing a restricted plumbing licensure. It was passed in this committee and is being forwarded into the House Jobs Committee for a hearing.

On the second day at Day on the Hill, we met with 35 additional representatives and senators, including Rep. Kurt Daudt, House Minority Leader; and Rep. Erin Murphy, House Majority Leader; to make them aware of our issues. The goal was to gain support on repealing the plumbing license for resorts, retaining post Labor Day school start, and our other issues.



*DOH Attendees were all smiles as they showed off their catch.*

Thank you to all the resorts that attended and, as many of them heard, the senators and legislators indicated that it was more important to hear from the working people. Some senators and representatives also refused meeting with us as we did not have constituents from their districts. It is very important to have more people there next year to meet with more legislators and get our issues out!



*Day on the Hill 2014*



*Our first time being a part of the Congress of Minnesota Resort's Day on the Hill was very inspiring. We have a new appreciation for what our legislators can do for us as resort owners. It's empowering to present our concerns to them personally and to stand up for what we believe is needed for resort owners to succeed. It will be a day we look forward to next year.*

*Sue & Scott Springer, Pike Point Resort*



PMS (Property Management System)  
for resorts and lodges

- Full database conversions
- Import contact lists automatically
- Quality software, accurate, fast, intuitive

WWW.LODGEVAULT.COM  
email: support@lodgevault.com

Explore Minnesota Tourism Conference 2014 – Future's So Bright

By Tim Aarsvold, Geneva Beach Resort

Attending the Explore Minnesota Tourism (EMT) Conference in Duluth was a bright spot in our long winter. We left Duluth knowing that Minnesota tourism is strong and growing. We learned that travel plans in Minnesota are at the highest since 2002, the state tourism budget has been increased by \$5.5 million, and the Explore MN website is being redesigned with plans to launch in the spring.

With the new influx of funding, EMT has done extensive research to establish the direction of their advertising. The existing marketing plan has been concentrated in Minnesota, North Dakota, South Dakota, Wisconsin, Iowa, Nebraska, Illinois and Manitoba. With the new funding, marketing will be expanded to Missouri, Kansas, Colorado, Wyoming, Montana, and Saskatchewan. The new television advertisements were shown, and they have a snappy, upbeat look and feel. “#only in MN” is the new focus for the Twitter account, and lodging owners are encouraged to post to this site.

I was intrigued with the research that compared how Minnesota is perceived across the country, versus our close competitors. The conclusion showed that once people have actually spent time in Minnesota, their image of the state greatly improves, compared to those who have never traveled here. Research also showed that while booking vacations, emotions capture the customer's interest, but common sense and budget drive the final bookings.

We appreciated the *Speed Session on Technology*. There were mini information blasts on Facebook, Twitter, Google+, Pinterest, YouTube, Instagram, and more. EMT is on the leading edge of using social media, and as lodging owners, we will definitely see the benefit of their efforts. You can always see more information on the EMT website by following the Tourism Industry link.

## HEADED FOR COLLEGE?



## NEED \$500 FOR SCHOOL?

**Apply for a CMR Scholarship!**

*It is not too early for your child or grandchild to get the application started!*

Application needs to be at the CMR Office March 15th! 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, 2015 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](http://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](mailto:CMR@Minnesota-Resorts.com) or  
320-212-5107

**DEADLINE TO APPLY: MARCH 15, 2015**

## Kathy's Kraft Korner

By Kathy Marnik, Timber Trails Resort

### Fish Wind Catcher

*Supplies needed:*

Blank CDs  
Googly eyes  
Foam  
Scissors  
Fishing line  
Drill



Cut out lips, tail and fins for top and bottom. Glue pieces to dull side of one CD. Place second CD on top with dull sides together. Glue one googly eyes to each side. Insert fin into center of the CD (it should be a rectangular piece about 3x5), you will need to fold it to get it thru. Once all the pieces are together, have the child hold it up, squeezing it together so you can drill a hole, large enough to thread the fishing line, thru the entire object.

### Spring Time Tic-Tac-Toe

*To make your own ladybug vs bumble bee tic-tac-toe game you will need:*

Large, rounded river rocks  
Red, black and yellow paint  
Paint brush  
Wood round



Painting the rocks is super simple but it may take a while if you need lots of coats. The goal is to make happy little insect-like stones, no need to go crazy here!

Decide which end will be the head and leave about 1/4 for the total length unpainted. For the bumble bees start painting yellow stripes across the top and down the sides. The number of stripes you need will depend on the size of your rock and the width of your stripes. For the ladybugs paint about 3/4 of the stone red, after several coats add the black dots on top. I like the look of an odd number of spots myself but it's up to you!

I free-handed the lines on the wooden disk in paint but if you were more motivated a wood burned game board would last much longer.

\*\* The painted rocks can obviously be a choking hazard! Please watch young children when allowing them to play with this game

### Bird Feeder

*Supplies needed:*

Bird seed  
Pine cone  
Peanut butter  
Plastic knife/spreader (child-safe)  
String or yarn



Tie a piece of string or yarn to the pine cone. Spread peanut butter on the pine cone, creating a sticky coating. Roll the pine cone in bird seed, shake any loose seed off, and then roll in the seed a final time.



## Legislative Update

By Joel Carlson, Congress of Minnesota Resorts Lobbyist



### Session Moving At Rapid Pace

The Minnesota legislature started up on February 25<sup>th</sup> and has been sprinting to the first committee deadline. In the first four weeks, the House and Senate have held dozens of lengthy committee hearings ranging from massive tax relief to repealing obsolete and little used statutes.

The capstone of the first four weeks was the fast action to put in place almost \$500 million of tax relief aimed at repealing business-to-business sales taxes and conforming Minnesota's tax code to recent Federal changes. This tax relief was sought by the Minnesota business community, that complained loudly about these provisions that were adopted last session.

But getting to a final tax package was not an easy undertaking. The Minnesota House, whose members are facing reelection a very short eight months from now, passed the tax package very early in the session. The hope from Governor Dayton was that the tax bill would be completed before mid-March, so that tax filers could take advantage of the relief when filing their 2013 tax returns by April 15<sup>th</sup>. The Minnesota Senate was a little slower to react, and it took some unwelcomed media pressure from the Governor to get final action moving in the Senate.

### Workload for the coming weeks....

There is still a lot of heavy lifting to complete the 2014 legislative session. Lawmakers must complete work on a bonding package that will reach \$850 million, assemble another tax package, pass a game and fish bill, education reforms, the minimum wage, sex offender treatment reform and many more. There was hope at one point that the session may actually conclude early, but that idea has become analogous with Lucy pulling the football away from Charlie Brown....

### Resorters Come to the Capitol

The Congress of Minnesota Resorts (CMR) came to St. Paul en masse on March 18-19<sup>th</sup> and again brought the wonderful sunshine of resort life to the Capitol. CMR had several current and emerging issues to address with legislators and the administration.

Chief among our requests was an effort to repeal the restricted plumbing license requirements. Rep. Tom Anzenc and Sen. Tom Saxhaug were both pushing legislation that would allow resort owners to do plumbing work on their own resorts – as they've been doing for decades. The

House Commerce Committee heard this legislation on March 18<sup>th</sup> and forwarded the bill to the Jobs Committee for further action.

CMR met with the Department of Natural Resources (DNR) Commissioner to talk about non-competitive state park rental rates for cabins, aquatic invasive species (AIS) control, game and fish regulations and more. We have an open dialogue with the DNR and need to keep pressing them on issues important to resorts.

Another attempt to undo the Post Labor Day school start time has been offered up, with a little different (but equally damaging) twist. This bill would allow schools to start before Labor Day only in the 2015/16 school year. The reason for this request: Labor Day is late that year. Hello.....a late Labor Day is when this law makes the MOST sense! A full week of added summer in September is what this struggle is all about.....and legislators know it.

During the Day on the Hill, CMR members met with dozens of legislators, all of whom expressed support for tourism and resorting. I appreciate CMR members – they do so much to help the resort industry. And I really appreciate CMR members that take the time to come to St. Paul each year to lobby for our concerns. It's a huge commitment, but it's highly effective!

### Unsession....

One of the items CMR members asked about during the Day on the Hill was the *unsession* - what is it and why are they doing it? The idea of the *unsession* started with Governor Dayton in late summer of 2013, and the idea was to repeal obsolete and unnecessary language and to undo statutes that make it more difficult to stay in business in Minnesota (like the plumbing restriction). Over 1,000 items have been introduced to clean up Minnesota's statutes that range from repealing the requirement to have a right size box to carry your fruit to eliminating 100 boards and commissions that never meet. This has been a very interesting exercise and hundreds of pages of statutes will be gone by the end of the session.

Other state's and local jurisdictions are doing the same thing across the country. My personal favorite - Michigan is working to repeal an ordinance against being annoying....it's too hard to prove and applies to too many citizens.

### Spring is coming.....

So, a couple nice days last week teased us into believing that spring had sprung...but it snowed again this week and the weather person is still reporting the windchill. I was really hoping this winter would come to a close after MnDOT released some staggering numbers last week.

The highway department, which logged over 58 days below zero, has used over 178,000 tons of salt on the roads so far, and we're not over yet. 178,000 tons of road salt, if stacked together in 50 pound bags, would reach 550 miles into the air! No wonder my shoes turned white everywhere I walked.

**TELL OUR ADVERTISERS  
YOU SAW THEIR AD IN  
THE MINNESOTA RESORTER**

## New Water System Regulations Coming Down the Pike

By Tom Marnik, Timber Trails Lodge/CMR Legislative Committee



The Federal Environmental Protection Agency (EPA) has revised regulations related to the Federal Safe Drinking Water Act, Revise Total Coliform Rule, 40 CFR Parts 141 & 142. These new regulations are intended for additional protection of our water systems. The rules have the potential to significantly affect the amount of water sample testing and paper work that will need to be done to maintain a non-community public water system (a.k.a. the type of water system most of us resorters have if you use well water for your resort). These rules will come into play April 1, 2016. The procedures and requirements are not yet set in stone and will be greatly affected by a yet-to-be-completed operating agreement

between the Minnesota Department of Health (MDH) and the EPA. This agreement will establish the nuts and bolts of how these new regulations will be instituted in Minnesota. As part of the CMR's Legislative Committee, I have been working closely with the key figures at MDH to help them draft some of the new procedures that will be included in the draft agreement with the EPA. My intention and it also appears the MDH's intention is to minimize the burden this will place on resort owners and the MDH. Don't misunderstand, there will be additional burdens no matter what.

The two main areas of concern for resorters will be the frequency of testing and whether or not a resort is classified as seasonal. Currently non-community water systems are tested by a MDH personnel at their expense once a year. If all goes WELL with the test you get a nice letter in the mail that tells you do not have any coliform bacteria in the drinking water you are providing to your guests. Now for the new changes, currently being promoted by the EPA:

- Any resort that depressurizes any part of their water system for the winter would be classified as a seasonal system. Requirements for seasonal systems would be:
  - ◆ Monthly base water sample testing frequency.
  - ◆ Fill out and certify a water system startup procedure checklist each spring.

Under this scenario most all resorts with non-community water systems would come under the seasonal classification. The monthly cost and effort required for water sampling would probably fall back to the resort owners not the MDH as it is currently.

Below is the scenario we, at the CMR, along with others working in conjunction with the MDH, are pushing for in the agreement with the EPA:

- Only resorts that completely depressurize all of their water system would be considered as seasonal. (If you have three wells and you keep part of one well water system pressurized that would count). Requirement for seasonal systems would be:
  - ◆ Yearly base water sample testing frequency.
  - ◆ Fill out and certify a water system startup procedure checklist each spring.

This is just a brief overview of the new regulations. The actual final regulations resorters will have to comply with are in a state of flux and depend on this yet-to-be-made agreement between the State MDH and the Federal EPA. We will keep you updated as the process develops. To learn more details about this subject there will be a speaker from the MDH presenting at the CMR Spring Workshop. I will also be there to help answer questions.





# Handi-Resorter's Tips & Tricks

By Kathy Marnik, Timber Trails Resort



### Alka-Seltzer unclogs drains

If you've got a mild clog, drop four Alka-Seltzer tablets and a touch of vinegar into the sink or shower drain, and flush with boiling water to clear any obstructed pipes or possible blockages.



### Sponges get squeaky clean in Microwave

Put your dirty scrubbers in a shallow dish with a mixture of water and lemon juice, and zap them at a high power to kill bacteria.

### Ice removes carpet dents

Place a cube in the stubborn hole, and let it melt. To make the fibers come back to life and look as good as new, fluff the damp spot with a fork.



## 2013-2014 CMR BOARD MEMBERS

### ADMINISTRATION

**CMR President**  
*Su Ugstad*  
Balsam Bay Resort  
6231 72nd Street NE  
Remer, MN 56672  
218-566-2346  
rsugstad@means.net

**CMR Vice President**  
*Tim Senger*  
Cedar Point Resort  
38268 Cedar Point Rd  
Marcell, MN 56657  
218-832-3808  
cedarpoint@bigfork.net

**Secretary**  
*Timberly Christiansen*  
Finn-N-Feather Resort  
15150 Finn N Feather Blvd  
Bemidji, MN 56601  
218-335-6598  
finnfeather@hotmail.com

**Treasurer**  
*Tim Aarsvold*  
Geneva Beach Resort  
105 Linden Avenue  
Alexandria, MN 56308  
320-763-3200  
TJA@GenevaBeachResort.com

**Past President**  
*Mark Novotny*  
Hyde-A-Way Bay Resort  
3489 Ford Dr NW  
Hackensack, MN 56452  
218-675-6683  
hydeawaybay@tds.net

### EDUCATION

*Timberly Christiansen - Chair*  
Finn-n-Feather Resort  
218-335-6598  
finnfeather@hotmail.com

*Kim Bowen*  
Crow Wing Crest Lodge  
218-652-3111  
relax@crowwing.com

*Karen & Tim Senger*  
Cedar Point Resort  
218-832-3808  
cedarpoint@bigfork.net

*Cathy Duvall*  
Kee-Nee-Moo-Sha Resort  
218-682-2362  
cduvallmgmtgroup@hotmail.com

*Kathy Marnik*  
Timber Trails Resort  
218-566-2376  
Kathy@timbertrailsresort.com

*Chad Reuper*  
Sandy Pines Family Resort  
218-947-4467  
vacation@sandypinesresort.com

*Deb Eickhorst*  
Kohl's Resort  
218-243-2131  
relax@kohlsresort.com

*Vince Prososki*  
Northern Lights Resort  
218-758-2343  
nlr@northernlightsresort.com

### MARKETING

*Jim Eickhorst - Chair*  
Kohl's Resort  
218-243-2131  
relax@kohlsresort.com

*Su Ugstad*  
Balsam Bay Resort  
218-566-2346  
rsugstad@means.net

*Tim Aarsvold*  
Geneva Beach Resort  
320-763-3200  
TJA@GenevaBeachResort.com

*Tim & Karen Senger*  
Cedar Point Resort  
218-832-3808  
cedarpoint@bigfork.net

*Kim Osterhoudt*  
Pine Beach Resort-Side Lake, Inc.  
218-254-3144  
pinebeachresort@yahoo.com

*Robert & Sue Dice*  
Island View Resort  
320-796-2775  
vacation@islandviewresort.info

*Vince Prososki*  
Northern Lights Resort  
218-758-2343  
nlr@northernlightsresort.com

*Mark Novotny*  
Hyde-A-Way Bay Resort  
218-675-6683  
hydeawaybay@tds.net

### MARKETING (CONT.D') OTHER

*Tina Reuper*  
Sandy Pines Family Resort  
218-947-4467  
vacation@sandypinesresort.com

**LEGISLATION**  
*Mark Novotny - Co-Chair*  
Hyde-A-Way Bay Resort  
218-675-6683  
hydeawaybay@tds.net

*Roger Lykins - Co-Chair*  
Lykins Pinehurst Resort  
218-963-2485  
lykins@pinehurstongull.com

*Tim Aarsvold*  
Geneva Beach Resort  
320-763-3200  
TJA@GenevaBeachResort.com

*Tom Marnik*  
Timber Trails Resort  
218-566-2376  
Kathy@timbertrailsresort.com

*Office Manager*  
*Vicky Krattenmaker*  
PO Box 358  
New London, MN 56273-0358  
320-212-5107  
CMROffice1@gmail.com  
CMR@Minnesota-Resorts.com

*CMR Lobbyist*  
*Joel Carlson*  
Legal Research/Gov't. Affairs  
6 West Fifth Street, Suite 700  
St. Paul, MN 55102  
651-223-2868  
jdcresearch@aol.com

*EMT Advisory Council Rep.*  
*Mark Novotny*  
Hyde-A-Way Bay Resort  
218-675-6683  
hydeawaybay@tds.net

*U of M Tourism Center Advisory Board:*  
*Scott Springer*  
Pike Point Resort  
218-586-2810  
gonefishin@pikepointresort.com

**MN Resorter**  
*Ann Warling, Editor*  
Minnesota Resorter Magazine  
218-821-1031  
ann.warling@gmail.com

*Linda Gronholz, Advertising*  
218-543-5245  
lmgronholz@hotmail.com

**Thank you!**  
**Congress of**  
**Minnesota Resorts**  
**Board Members for**  
**so Generously**  
**Donating**  
**Your Time!**

A Publication of the  
Congress of Minnesota Resorts  
PO Box 358  
New London, MN 56273-0358

PRESORT STD  
U.S. POSTAGE  
**PAID**  
BEMIDJI, MN  
PERMIT NO. 71

**FINANCIAL GROUP**

*Lemieux* *LJ* *Johnson* LLC

**EXPERIENCE**  
**the Difference**

- Money Management
- Estate Planning

**Call...**

**218-825-7353 or 800-258-8033**

**For a Unique Experience**

**Diane E. Rook-Johnson**  
Registered Representative, Cetera Advisors LLC

3070 100<sup>TH</sup> St. SW, Pequot Lakes, MN 56472

Securities and advisory services offered through Cetera Advisors LLC, member FINRA/SIPC. Cetera is under separate ownership from any other entity.