

# Minnesota Resorter

*Resorters Helping Resorters*



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the Day on the Hill

Winter 2012  
Vol. 28 No. 1



**2011 Fall Conference  
“Lighten” Your Electricity Bill  
Legislative News**

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



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# Minnesota Resorter

*Resorters Helping Resorters*



A Congress of Minnesota Resorts Publication

Winter 2012

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*About the cover:* Photograph submitted by Campfire Bay Resort, Cushing – Heather and Brian Sams

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# From Your President's Pen



**President Mark Novotny**  
**Congress of Minnesota Resorts**

Greetings Fellow Resorters!

As I sit down to write this, we just got our first flurry of snow. When you get this, it will be after the holidays. I hope that everyone had a blessed Christmas and is looking forward to a Happy and Prosperous New Year.

I am honored to be your newly elected president and look forward to the coming year. We have a great volunteer organization and get a lot done. The board that we

have is great, as have all the past nine years that I have served on the board.

This past October, we had our Fall Conference at Ruttger's Sugar Lake Lodge near Grand Rapids. It was a wonderful conference with great speakers, food and accommodations. Every year, we award the Resorter of the Year Award at the Fall Conference. This year's recipient is In-We-Go Resort owned and operated by Ed and Sara Becker. Congratulations to Ed and Sara for creating a resort that shows the true spirit of *Resorters Helping Resorters*.

Our Website Committee has been busy this past year and has added a page for last minute openings. This is to help fill those last minute cancellations or just a cabin that did not get filled. This page is on the CMR Website at [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) and has all the details for you. Check it out and consider putting your last minute openings on it. There is a \$5 fee for listing your last minute openings. Also, they have added a mobile site for the CMR Website, which is very useful with today's on the go people and our current technology.

Day on the Hill is scheduled for Feb. 28 and 29! Please consider going this year, especially if you have never joined us before. The more people that we get on the bus, the more meetings that we can have with legislators to be heard about our issues. No

one is required to do the talking with the legislators; just having the numbers in the meeting speaks volumes of our commitment and concerns. You will always have a veteran Day on the Hill participant with you. Come and learn how our state government works and be counted in support of our issues. Last year, we had a record attendance and this year we are planning for another great turn out. Every year, we get a few new faces and many of them come back as they have learned so much, had fun doing it, and have found out the importance of talking with our legislators.

This year, we will again be addressing the ever-important Post Labor Day School Start issue and child learning outcomes for their spring testing. This is always a very hot topic and we still have a lot of new legislators that we were not able to talk to last year. Another issue that we will be talking about is the Restricted Plumber's License. We may find other topics that come up during the legislative session that are pressing and last minute. **GET ON THAT BUS!**

A great event is our Spring Workshop that will be on April 10<sup>th</sup>. Watch for more information as details are still developing. It is a great way to get motivated for the start of your season with new information from speakers and your fellow resorters as you visit and cracker-barrel with them.

Now that winter is here, I am working on my resort's website and reading about all the social sites that are out there. Are you on any of them? It is a quick and easy way to communicate with your guests and future guests. Think about getting on one of the many social sites to stay in touch. Also, check from time to time how you are fairing on reviews on the Internet. This seems to have an impact on some resort businesses both good and bad. These reviews are not monitored and can be put out there by anyone including non-guests. Please consider responding to these reviews giving a positive response back to either the good or the bad.

If you have any questions about this article or any other items, please contact myself or anyone on the board. Our contact information is on the inside back cover of the magazine. Enjoy this winter!

Respectfully,  
Mark Novotny



**JOIN US FOR THE 2012**  
**DAY ON THE HILL**  
**SEE BACK COVER FOR DETAILS**



# EDUCATION

## Resorters Helping Resorters

### Sue Paradeis, Minnesota Resorter Editor, End of an Era

By Dave Thompson, Fisherman's Village Resort



*Sue accepting a certificate of appreciation from the CMR.*

Throughout the 26-year history of the CMR publication now called *Minnesota Resorter*, the publication's mission has always been the same – *Resorters Helping Resorters*. The magazine is still sent to all resorts in the state, members or not.

At the end of the 1990s, the publication changed to full color and started printing on magazine high-quality paper. At that time, Sue Paradeis joined the CMR Board and volunteered to help with the magazine. In a few cases the CMR has been lucky to get the volunteer time from someone with great passion and talent and in this case, Sue has been a perfect match for us. Sue quickly took on more and more responsibilities with the magazine and it was not long before she became Editor in Chief.

Under Sue's critical eye and amazing creativity, the magazine has changed its look. With incredible cover photos, new headers and constant attention to the small details, our magazine is the envy of tourism organizations nation-wide. Sue has worked with printers to constantly improve quality and reduce costs. She has spent unknown hours cultivating articles and has found a loyal following of advertisers to help defer the costs of the magazine.

The CMR has used this magazine to cultivate new members, keep all resort owners and operators current on issues that affect our industry and articles that educate all of us on new ideas to improve our operations. It has also been a window into our world for Minnesota State and Federal Law Makers and Government Administrators.

This magazine is the brochure I have used to take to Washington DC and is now found on all the desks of our US Congressmen and Senators.

This summer, Sue announced she needed to step away from the editor's position. One of the best features of being a CMR member is that you can be involved at any level of our organization just by volunteering. One of the biggest weaknesses of the CMR is that it is a volunteer organization and we are always at the mercy of those who give freely of their time and talents. Sue's standards and dedication will be greatly missed.

During the CMR Fall Conference at Ruttger's Sugar Lake Lodge, it was my honor on behalf of the CMR Board of Directors to present Sue with an appreciation gift for over a decade of service, dedication and



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excellence. Sue, we would not be where we are today without your commitment to the CMR and the *Minnesota Resorter* magazine.

Sue has hand-picked her replacement editor, Ann Warling. Ann brings a great resume and enthusiasm. After working with Sue all these years I am not surprised she has found such a notable replacement. I know the magazine is in great hands. I also know that I will greatly miss the phone calls close to deadline time from Sue for an article. Sue just has a personality and leadership approach that is intoxicating and I find it impossible not to find time to get her the articles she needs.

Thanks again Sue for many years of dedication and excellence.



*Sue hard at work at her resort.*



# CMR RESORT TOUR

By Timberly Christiansen,  
Finn-N-Feather Resort

Where were you on September 7<sup>th</sup>, this year? Hopefully, you were with us visiting some of Walker's best resorts. The CMR Fall Resort Tour was in the Walker area with five wonderful resorts to explore. We started out with Hiawatha Beach Resort, where we viewed every aspect of the resort, from the huge hotel rooms, that were set up like four-bedroom houses with views overlooking beautiful Leech Lake, to the older rustic cabins and even their beautiful new log cabins. It is truly amazing to see how this family-owned resort is constantly updating.

From here, we headed south to Bailey's Resort. What a wonderful, fun fishing resort. The historical lodge and awesome dock system create an inviting atmosphere and a prime spot for a fishing retreat.

We ventured out to Brindley's Harbor Resort. What an eyeful! From the harbor with its own private fishing lockers, to the huge log cabins, beautifully structured and luxuriously furnished. If you didn't see these structures, you were missing out.

Next on the tour was a stop at the Acorn Hill Resort. What a neat resort! They had a huge indoor pool and game room area that is a big draw for the families. Top that off with neat rustic family cabins to the more modern larger three-bedroom cabins and RV park. It certainly had something for everyone.

By now everyone was getting a little tired, but with one stop left, we pushed on. We ended the day at Grand Vu Lodge Resort where we were welcomed with not only a wide range of cabins to tour from the basic log cabin to a huge reunion lodge that had a commercial kitchen set up for the guests, but top that off with a buffet of snacks and drinks in their one of a kind lodge. What a way to end a super day! Everyone enjoyed some much needed down time and fun socialization with other resorters. It was a day not to be missed. Hopefully if you weren't there this year, you'll be on board for next year! See you there.

## Hiawatha Beach Resort



Owners: Larry & Sue Jacobson

**Resort:** New lodge with banquet facilities, lodge rooms, cottages ranging from one to eight bedrooms, indoor-heated pool with large hot tub, restaurant with full bar, as well as boat, pontoon, and houseboat rentals. With the addition of a new lodge in 2006, Hiawatha Beach Resort has now been open year round. The resort rents fish houses, caters Christmas parties as well as hosts weddings and receptions.

**Resort History:** In 1920, Chris and Marie Peterson started the Hiawatha Beach Resort. Duck hunters were their first patrons receiving hot meals and warm beds. The name was taken from the song of Hiawatha, which

their children were learning about in school. In 1959, Grandpa Tanner and Grandma Myrtle Jacobson and parents, Stan and Millie, sold their family farm to pursue their dream of resort ownership. The resort catered mainly to fishing groups with Tanner entertaining them on the lake in his launch while Myrtle and Millie cooked and baked the day away becoming well-known for their delicious pies. Millie was induced with her fourth child so she could be back in the kitchen in time to feed a group. They gave their resort everything and absolutely loved it.

**Before Resort Life:** In 1976, Larry was offered a partnership. At the time, he was studying at ROTC in Duluth. Larry naively thought that he could teach in the winter and resort in the summer. In 1980, he married Sue and together they transitioned the resort to an all-around family experience.

**Future Plans:** The resort is expanding their fleet of rental boats. Within the next year, plans are being made to relay utility lines and pave roads.



Owners: Paris, Jean, Tim & Greg Campbell

**Resort:** Various owners over the years had sold off parts of the original 35-acre property, which has been gradually re-purchased. The resort includes 1,300 feet of lakeshore, 21 rental units, a bait house, boat storage building, lodge with a three-bedroom manager's residence, and a three-bedroom owner's residence. Eight units are open year round. In 2002, the first log homes were built on re-acquired property.

**Resort History:** Joe and Bernice Brindley founded the resort in 1956. Several years earlier, Joe's mother had purchased the property with one small summer cabin. Joe, Iowa Policeman, operated the resort part time. In the early 1960s, Joe would invite his police friends for fishing and put them to work building cottages. Although all the cottages have been substantially upgraded over the years most were in

place by the late 60s. In the late 50s, the dirt road crossing the swamp to the Pine Point area was barely navigable in the spring or after rainfall. The Harbor was a result of Joe trading gravel from a pit at the rear of the property to Cass County for upgrading the road. The county got gravel and they dug a new harbor for Brindley's. In 1996, Paris and Jean Campbell purchased the resort.

**Before Resort Life:** Paris had a 30-year computer management career and Jean an upholstery shop co-owner. Greg has an animal sciences degree and Tim has a business administration degree. After a two-year search, the family purchased Brindley's Resort as a business they could all participate in.

**Future Plans:** The current thoughts are that some of the old wood frame units will be replaced with smaller log units. Waterfront setback regulations will probably dictate that several older wood frame units will be preserved.

**Resort:** Bailey's Resort consists of nine cabins, 24 acres, 1,300+ feet of lakeshore. The resort does not offer camping or RV sites. The resort tends to cater to fishermen in the spring, families in the summer and fishermen and couples in the fall. Bailey's Resort has a man-made harbor with concrete ramp, electric hookups at each slip, and dockhand service to assist with docking boats, gas, bait, and fish cleaning. Personalized service for their guests is a top priority.

The resort has a recreation lodge with game room, snacks, and satellite TV. A playground, basketball court, bonfire pit and large open grass area for games which encourages their guests to hang out together building bonds that help develop guest loyalty and ensure repeat guests. The recently paved Paul Bunyan Bike Trail runs by the resort's driveway and is quickly becoming a favorite of guests.

**Resort History:** It began with just a lodge/tavern featuring a wood dance floor with an icehouse underneath. Mid-1940s, 10 cabins were added as Kelley's Resort. Cabin 7 was hauled across the lake in the winter with horses in the 40s. Old Cabin 10 is a one-room, bare stud wall cabin that is being used as the living quarters for the dockhand. In 1968, Ralph and Gerry Bailey purchased the resort, changing the name to Bailey's Resort. Doug and Carol Pitt purchased the resort in 1991. Torn down in 1995, Cabin 9 was replaced with a log home for the owners. Dana and Cindy bought the resort in 1999 and completely renovated the harbor in 2007-08.

**Before Resort Life:** Dana grew up in Monticello and Cindy in the Twin Cities. After a short stay in Jordan, MN, they moved to Perch Lake in Baxter. Dana worked in sales for Xerox and Cindy worked in accounting.

**Future Plans:** Immediate plans include reroofing the entire resort, log siding for several cabins and outbuildings. Longer-range plans include a large four-bedroom cabin and/or several seasonal RV sites.

## Bailey's Resort



Owners: Dana & Cindy Pitt

## Acorn Hill Resort



Owners: Doug Fure, Richard & Cynthia Breda

**Resort:** The resort sits on 13.7 acres, with 540' of lakeshore consisting of 14 cabins, 22 seasonal RV sites and six daily RV sites. featuring an indoor pool with hot tub, beach water slide, water trampoline, Rainbow play equipment, volley ball court, basketball court, pavilion, game room, exercise room, store, and harbor with bait and gas sales.

**Resort History:** As far back as 1918, the Zozaya Chippewa Indian Family owned the property. In 1976, Henry and Ann Jablonski bought the resort. The resort was rebuilt in 1980, consisting of eight two-bedroom cabins. Donald and Lois Miller bought the resort from the Jablonski's and added 12 RV sites. In 1993, Ray and Ti Weber bought the resort. No additional improvements were made to the resort until Richard and Cynthia bought the resort in 2001 adding five cabins bought and moved from Forest View Resort. In 2006, Ann Jablonski's home next to the resort property was purchased and added to the resort.

**Before Resort Life:** Doug Fure and Richard Breda were general building contractors together in the Twin Cities.

**Future Plans:** The resort will be remodeling bathrooms and rewiring for air conditioning in all the two-bedroom cabins. Additional plans include adding nine new RV sites and a tennis court.

**Resort:** The resort is situated on 8.5 acres with 600' of shoreline consisting of 17 cabins ranging in size from two-bedrooms to nine-bedrooms offering children's activities, 40' waterslide, nine-bedroom reunion lake home, new lodge, which holds the office and game/exercise room. A new harbor was built in 2000.

**Resort History:** The resort was established in the 1940s.

**Before Resort Life:** In 1993, at age 18, Jeff bought the resort with his uncle and in 2001, he bought his uncle out. Jeff grew up on the lake at his dad's resort, Northland Lodge. Jeff serves in the Army National Guard and has been on two tours overseas.

**Future Plans:** Adding a few more lake homes or replacing existing older/outdated units.

## Grand VU Lodge



Owners: Jeff & Quinn Anderson



# EDUCATION

## Fall Conference Highlights

By Steve Addler, Cedar Rapids Lodge

The CMR 2011 Fall Conference was held at Ruttger's Sugar Lake Lodge in Grand Rapids. The facilities were wonderful, the food delicious, and the staff was very accommodating. More than 75 people attended the three-day event from 35 different resorts representing 400+ years of resort experience.

Attendees gathered on Sunday afternoon through Tuesday noon to listen to speakers, share ideas with each other and get answers to many of their questions.

The conference opened with Jean Mershon speaking on building relationships through communication. She explained cultural differences and taught us all things we could use to enhance our business. Jim Hegman, MN Dept. of Employment & Economic Development presented ideas for dealing with seasonal employees, unemployment, benefits and answered several questions about unemployment insurance.

Ryan Pesch enlightened our afternoon sessions with a sense of humor. "Roadside Advertising in a Digital Age" opened us up to all kinds of options to reach our customers and figure out what they want before they ever arrive at our resorts. The discussions covered marketing, mapping, keywords...all on the digital highway.

Time between speakers was filled with cracker-barrels where the attendees split into two groups and talked about topics important to all of us with lots of questions & answers from fellow resorters.

Monday's activities continued with Paula Frings speaking to us about *branding* our resorts and retaining repeat customers. She motivated us to



CMR Member Sheldon Schiebe announced drawing winners at the close of the Vendor Show.

communicate with our guests through various social media and to step back and look at our resort from afar to see what impacts our guests to keep coming back to our place!

LarsonAllen consultants gave a wonderful presentation on the economics of today's resort. They explained the financial side of a resort, including cash flow planning and the tax consequences of selling your resort. Immediately following, the yearly Resorter of the Year was awarded to very worthy recipients – Ed and Sara Becker!

Monday afternoon was reserved for the vendor show and was well attended by vendors and resorts. It was a great time to connect with our sales representatives, see the new products being offered for the 2012 season, place orders and chat with old friends. The Silent Auction came to a close on Monday evening before dinner, with the excitement of last-minute bidding on some of the craziest items, all in an effort to raise money for our legislative fund. Another successful auction! Monday evening happened to also be Halloween, so the festivities continued into the evening with plenty of disguises, unexpected guests and one really tall guy! If you weren't there, you missed one of the best evenings with your fellow resort owners.

Tuesday opened with an Explore Minnesota update from John Edman and Dave Bergman. They do an awesome job of keeping us in the loop of what's going on at the state level and we got to see the new TV commercial in the works. Our lobbyist, Joel Carlson, and the Legislative Committee presented an update on legislative issues important to all resorts. The last speaker of our conference weekend was Tom Landwehr, Commissioner of the Department of Natural Resources, who specifically addressed several issues involving our resort community. He spoke on several topics including the state shutdown, license increases, and answered many questions.

The conference ended with the grand prize drawing and a farewell to everyone until the Spring Conference on April 10, 2012. As a resort owner, it's hard to miss attending these powerful events held all over the state. The information we gather each year makes us all better resort owners and keeps us up-to-date on all the newest laws, trends and policies that affect us all. Make a point to attend the next conference held by the CMR...you'll be glad you did!

## Building Value Through a Planning Process . . .



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

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## Congress of Minnesota Resorts 2011 Resorters of the Year!

By Jack Frost, Joe's Lodge & Shelia Niemeyer, Rugged River Resort



*2011 Resorters of the Year, Ed and Sara Becker, In-We-Go Resort*

Each year, the Congress of Minnesota Resorts (CMR) presents the Resorter of the Year Award to an outstanding resort or resort couple who have been nominated by fellow CMR members. The recipients of this award best exemplify the spirit and goals of the CMR. The criteria around which this award is based centers around the operation of a successful and progressive resort business, service to the tourism industry both at state and local level and community service in other areas.

The committee is made up of the three most recent recipients of the award. The committee tours the nominated resorts and interviews the resorters. While this is the fun part, the challenge for the committee is to select the most deserving candidate for the award. This is especially challenging when the race is close. This year was no exception.

The 2011 Congress of Minnesota Resorts (CMR) "Resorters of the Year" Award was presented to Ed and Sara Becker of In-We-Go Resort in Nevis.

Their resort journey began when they became engaged while on a visit to the family's resort. Fourteen years later, they bought the resort from Sara's parents and became business owners. Although they had some

first-hand knowledge of resort operations, the purchasing of a resort brings major lifestyle changes. Not to mention leaving the security of well-paying jobs and relocating their two children to a small northern Minnesota town. Yet their dream to be second-generation resort owners won out and they made the move.

When Ed and Sara purchased the resort it had ten cabins, four motel units and twelve seasonal RV sites. They had a vision to turn this little fishing resort into a family fishing vacation destination. They have worked hard to overcome the obstacle of a road running through their resort and added unique features to draw activity away from the lake and the road. They now have an in-ground heated swimming pool, a large playground, large water toys for the beach and weekly scavenger hunts. They have incorporated unique amenities including a chipping shot and putting green and an outdoor movie theatre with surround sound to their list of activities guests can partake in.

They purchased ten acres, expanded the resort, dug a pond, transplanted trees and added 42 RV sites around it. In addition to modernizing and remodeling their cabins, game room, motel rooms and fish cleaning building, they have upgraded their cabins with flat screen TV's, HI-DEF satellite, wireless internet and air conditioning. Their future plans include replacing two existing cabins and adding three new cabins, a Frisbee Golf Course and who knows, maybe another resort.

This couple is committed to their business and their community. They have been consistently involved in the CMR organization: serving in executive roles on the Board of Directors and in the Legislative Branch of the organization. They are enmeshed in their community: serving on their Local Chamber of Commerce, in their Lake Association, at Church and in their School District. Ed and Sara are always willing to look for ways to get projects done while helping others. They have employed Work Kampers for much needed help as well as local workers through the CEP program, mentoring these workers in exchange for labor, a win-win proposition.

Ed and Sara say their success comes from capitalizing on each of their strengths, being flexible, anticipating their guests needs and paying attention to details.

They stick to their motto: "If you aren't moving forward, you are moving backwards." After nine years of owning and working at their resort it is obvious, they are creating a wonderful vacation destination in Northern Minnesota for generations to come.

Ed and Sara truly fulfill the CMR motto of *Resorters helping Resorters*.

**Do you know of a Resorter who goes above and beyond, who exemplifies the spirit and goals of the CMR?**

***Nominate them for the Resorter of the Year award!***

**See page 21 for complete details.**



# EDUCATION

## 2011 Fall Conference Vendor Show

By Su Ugstad, Balsam Bay Resort

Thank you Exhibitors! Thank you Resorters!

Another wonderful CMR Fall Conference was held this year at Ruttger's Sugar Lake Lodge in Grand Rapids. I was feeling a bit apprehensive about taking on the Vendor Show my first year with the Conference Committee, I must say that this fun and professional group of exhibitors made me feel at ease, and previous coordinators Sheldon & Mary Schiebe kept me from *floundering like a fish out of water*. My personal thanks to Mary & Sheldon for their help!

The Vendor Show has become an intricate and popular part of the annual conference agenda, and this year was certainly no different. Twenty-three vendors filled the room and adjacent hallway slated for the exhibitors. This seemed like a good number for the venue size and time allotted for the show, however if you didn't get enough of a chance to visit with all the attending vendors, forgot to ask a question, or couldn't make the conference this year, a vendor list with contact information is included in this issue on page 18.

Sheldon Schiebe, sporting a colorful fishing hat and with microphone in hand, wrapped up the show with drawings for over 20 fabulous door prizes generously donated by our vendors. And for the second year, two *vendor appreciation* gifts were awarded: a free booth at next year's vendor show was won by Noble Wear and Tom Merchant of Go360Media won a two-night stay at Kohl's Resort (donated by Jim & Debbie Eickhorst; Many Thanks!).

Don't miss the fun at next year's Fall Conference and 2012 Vendor Show! Until then continue to visit our vendor's websites, contact them with inquiries, and be sure to thank them for their continued support of the CMR organization because they help make the conference possible. Of course even our most faithful vendors who return every year wouldn't do so if it weren't for the resort owners, who attend the show, visit with the exhibitors and patronize their services. So many thanks to our Resorters!







Resorters enjoyed checking out the vendor show held at the Fall Conference. Thank You to the many vendors that participated in this event!

## CMR School of Resorting On-line Resort Scrapbook Class

Join your fellow members on January 17<sup>th</sup> when Nancy at Little Boy Resort will be hosting an on-line class on how to make your own resort scrapbook. Or, if you want to start with something a little simpler, you can create a resort postcard, business card or calendar that you can give away or sell to your guests!

Bring a laptop computer with some of your favorite resort photos. The host resort has free Wi-Fi. We will be trying out several different websites to help you create items personalized and unique, just for your resort. You decide what, and we will go from there. (Oh! and did we forget to mention? Automatic cracker-barrel time, ladies! C'mon over and chat even if this project doesn't interest you much -- it'll be good to get together in fellowship. See you then!)

**Cost: Free to CMR members**

**When: January 17 from 10 a.m. - 4 p.m.**

**Where: Little Boy Resort**

**Lunch: Potluck - bring a snack to share**

Contact Nancy at **218-363-2188** or **vacation@littleboyresort.com** to sign up, so she'll know how much table space to open up for everyone.

## Spring Workshop:

April 10<sup>th</sup> at Horseshoe Bay Resort in Walker, MN

If overnight lodging is needed – CMR discounted rate \$89/night call 800-873-1229 for reservations

Speaker and topic suggestions are always welcome! Share your ideas with Kim Bowen, CMR Conference Committee at [relax@crowwing.com](mailto:relax@crowwing.com)

Workshop agenda will be emailed in late January and brochure will arrive in March.

**Pre-Conference Bonus: School of Resorting Classes - April 9**

**Reservation Master tips and tricks**

**Green Cleaning Revisited**

**First Aid or CPR Training Classes – Anyone interested?**

## School of Resorting Upcoming Events:

**January** – Intro to welding hosted by Jason Christiansen at Finn-n-Feather Resort [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)

**February** – Screen door/window re-building hosted by Bob Bateman at Two Inlets Resort [vacation@twoinlets.com](mailto:vacation@twoinlets.com)

**March** – Quilting project & Ladies' Cracker-barrel hosted by Pat Addler at Cedar Rapids Lodge or Anderson Fabrics [vacation@crlodge.com](mailto:vacation@crlodge.com)

**March** – Small engine repair hosted by Jason Christiansen at Finn-n-Feather Resort [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)



# 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.

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-  Day on the Hill- Make your voice heard in St. Paul.
-  Stay informed on legislative issues that affect our industry.



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-  School of Resorting educational classes.
-  Yahoo Groups - online resort chat room.
-  Members only online resources on our website.

PLUS- Vendor Discounts to CMR Members • Educational Scholarships • “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 4 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*

*To Jennifer Bateman, Two Inlets Resort, regarding the CMR's 2011 Day on the Hill Event*

*We wanted to thank you and the other CMR members for making this a great experience for us. We felt very welcomed by all and really appreciated everyone's kindness and help getting us thru yesterday. Please pass this on to the others that did such a great job setting this up.*

*Shaun & John Karakash, Retreat Lodge, Lake Vermilion*

## 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 per bedroom (Min. \$160 for 10 bedrooms or fewer, max. \$830 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2012.

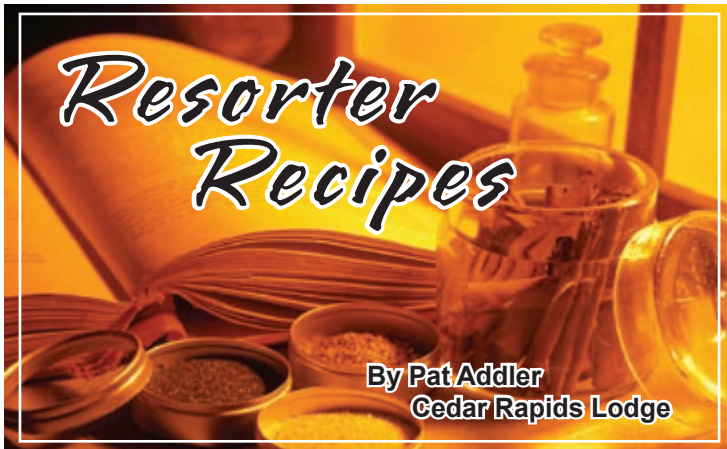
Associate Memberships - Dues \$160 For vendors and for those with an interest in resorting but not owning a resort.

Amount of check enclosed \_\_\_\_\_ Please Circle.....New.....Renewal



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Questions regarding Membership?  
Contact Vicky at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107



## CHICKEN TORTILLA SOUP

- 10 oz. can white meat chicken
- 1 can cream of chicken soup
- 1 can fiesta nacho soup
- 1 small can enchilada sauce
- 1 can chopped green chilies
- milk

Mix all ingredients except milk together in soup pot. Heat & simmer; add 1-2 cups milk to the right consistency. Garnish each bowl of soup with grated cheese, crushed taco chips and sour cream.



## SCALLOPED CORN

- 1 cup grated American cheese
- 1 can creamed corn
- 1 can whole corn
- 3 eggs
- 1/2 cup oil
- 1 pkg. Jiffy corn muffin mix

Stir all ingredients together. Pour into square pan or 3 qt. bowl. Bake at 350° for 1 hour.

## HAM BALLS

- 2 1/2 lb. ground ham
- 2 lb. ground lean pork
- 1 lb. ground beef
- 3 eggs, beaten
- 3 c. graham cracker crumbs
- 2 c. milk
- Sauce:
  - 2 cans tomato soup
  - 3/4 c. cider vinegar
  - 2 1/2 c. brown sugar
  - 2 tsp. dry mustard



Mix sauce ingredients together and set aside. Combine ingredients for ham balls and mix well. Shape into 1 1/2 inch

balls or bite-sized balls to use for appetizers. Place in shallow baking dish and drizzle sauce over each one. Bake at 350° for 1 hour. Taste often with sauce. Can be frozen before baking; let thaw before baking in oven.

## PILLSBURY APPLE SLAB PIE

- 1 box of 2 refrigerated pie crusts, softened
- 1 cup granulated sugar
- 3 T. flour
- 1 1/2 tsp. apple pie spice
- 1/4 tsp. salt
- 1 1/2 T. lemon juice
- 9 cups thinly sliced, peeled apples
- 1 cup powdered sugar
- 2 T. milk

Heat oven to 450°. Unroll and stack the pie crusts on top of each other and roll out on floured surface to 17 x 12 rectangle. Fit crust into jelly roll pan(15 x 10), pressing into corners. Fold edges and crimp. Mix sugar, flour, spices, salt and lemon juice; stir apples into mixture to coat. Spoon the mixed apples onto the crust. Bake 35-38 minutes or until crust is browned and filling is bubbling. Cool. Mix powdered sugar and milk until smooth; drizzle over cooled pie. Let set about 30 minutes; cut.

## New Congress of Minnesota Resorts Members

Welcome New Members!

**Bill Byrne,**  
Lakeview Resort, Waterville

**Kirk & Mari Petersen**  
Sleepy Hollow, Northhome

**Roger & Jodi Nies**  
Towering Pines Resort, Pequot Lakes

**Chad & Tina Reuper**  
Sandy Pines Resort, Backus

**Robert & Harriet Williams**  
Fun Ta Boot Resort, Park Rapids

### ASSOCIATE MEMBERS:

**Travel Guard,** Janet Janssen  
Stevens Point, WI



## Promote Travel Confidence

By Janet Janssen, Travel Guard

*On a recent trip, a shift in the weather shut down the airport – a “temporary” delay due to severe winter weather, they called it. I called it a night-long snow and ice nightmare – so much for arriving at our resort on time. The departure board showed the same status for every flight - CANCELLED. Chaos ensued in the terminal. My first reaction was panic; we didn’t budget for this delay! The airline was not taking any responsibility – weather is not their problem. What will we do, I thought? Spend the night in a terminal? Fork over more cash for an unplanned hotel stay? And then there was the stress to rebook the flight and the loss we would incur for an unused room at the resort. My family and I were tired and hungry – this travel delay was starting to look a lot more costly than originally anticipated. We had spent months planning for this getaway and none of our plans included a start like this.*

Flight cancellations and delays, rebooking nightmares and additional, unplanned costs... Let’s face it, winter travel isn’t always without hassle. With severe weather just around the corner, what can a property manager or resort owner do to help ensure their guests are thoroughly equipped to manage the risks involved in travel and costs for which your guests didn’t budget? The answer - more and more property managers and resort owners are offering their guests travel insurance plans.

As a property manager or resort owner, you want to provide your guests with the most rewarding and memorable vacation experience possible, because your reputation is built on it. But, sometimes Mother Nature has other plans. Fortunately, offering your guests a travel insurance plan may help them worry less when it comes to potential travel mishaps and severe winter weather.

Many travel insurance providers work with companies from all across the vacation rental industry to customize travel insurance plans specifically for resort and vacation property partners. Plans can include trip cancellation and interruption, baggage and personal effects coverage, medical coverage and emergency evacuation, emergency travel services, travel medical assistance and concierge solutions, all designed to be an integral part of your guest relations strategy.

### Consider the following:

**Travel Insurance plans can benefit your business:** Offering travel insurance plans to your guests may provide them with added confidence when booking a reservation, resulting in more confirmed reservations for your resort. The insurance coverage and assistance services provided by most travel insurance plans will be appreciated by your guests and have a positive reflection on you.

**Products designed specifically for the resort industry:** Travel insurance plans can be designed specifically for or with the resort, vacation rental or condo market in mind. Examples of this are the *All Seasons Travel Plan* and *Lodging Protection Plan* provided through Travel Guard. These plans provide coverage for trip cancellation and interruption due to covered reasons, medical expense and emergency evacuation, and baggage and personal effects with travel assistance services for the insured included at no additional cost.

**Assistance and medical help for guests:** Look for travel insurance plans that provide your guests 24/7/365 assistance services. Flight rebooking, roadside assistance, help with finding the nearest clinic or medical facility, coordinating dinner reservations or a charter fishing


excursion may help your guests worry less and enjoy their vacation while at your resort.

**How to offer travel insurance:** Travel insurance plans can be easy to offer. For example, Travel Guard recommends placing the insurance plan within the purchase path, through a purchase link from your website, or over the phone with your guest as you are taking the reservation. We support multiple options to make the promotion and purchase of travel insurance quick and easy.


**Questions and support:** As a property manager or resort owner, you deserve to have a dedicated account manager to provide personal attention and customized training at your convenience such as monthly webinars on a variety of insurance topics for continuing education or a brief refresher, all to benefit you and your business.

The travel partners you recommend can influence your clients’ decision to return to you for future trips. Be prepared to offer your guests the coverage they need for winter weather travel through Travel Guard, a worldwide leader in travel insurance and assistance services plans. To learn more about offering travel insurance plans to your guests you can contact Travel Guard at [vacationrental@travelguard.com](mailto:vacationrental@travelguard.com), or visit us at [www.travelguard.com/vacationrentals](http://www.travelguard.com/vacationrentals).


*This is only a brief description of the coverage(s) available. The Policy will contain reductions, limitations, exclusions and termination provisions. Insurance underwritten by National Union Fire Insurance Company of Pittsburgh, Pa., a Pennsylvania insurance company, with its principal place of business at 175 Water Street, New York, NY 10038. It is currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445. Coverage may not be available in all states.*




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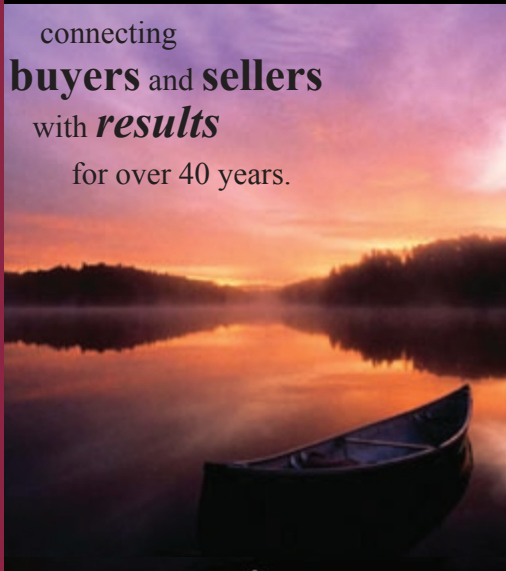
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# MARKETING

This is part two of a four-part series, *Easy Sustainability - Resorting to Best Practices, on easy, proven, and low-cost or no-cost ways to improve the efficiency of your operations and cut your fixed costs without changing the experience of your guests and clients. To see past articles, visit: <http://lodging.mncerts.org>*

## “Lighten” Your Electricity Bill: Illuminating New Lighting Options for Resorts

By Michelle Vigen, Campaign and Metrics Coordinator of the Clean Energy Resource Teams (CERTs)

*Lighting is an important part of hospitality: It's the welcoming lantern by the cabin door; the cozy ambiance in lounges and living rooms; and the sense of comfort and security a night light gives guests. As our days grow shorter, we rely more on lighting to complete our daily activities and tasks.*

*Today, there are more lighting options available than ever before. This article will provide an introduction to the unique opportunities resorts have with today's lighting options. Resorts can avoid unnecessary electricity costs while providing lighting uniquely suited for different parts of the resorting experience.*

### What are the options?

When technology changes so quickly (e.g. computers, phones, automobiles), it's easy to feel behind on the information and options. There are four main types of general use lighting (basic lamp or medium base socket) available today:

1. LEDs (light emitting-diodes)
2. CFLs (compact fluorescent lighting)
3. Halogen (a type of incandescent)
4. Incandescent

It is easy to get confused about the options available and how they differ from the incandescent light bulb. In general, LEDs, CFLs, and Halogen bulbs are a significant improvement upon the 80-year old incandescent. They are more efficient and each has a unique advantage to offer consumers.

For example, LEDs are offering a solution for those hard- and expensive-to-reach sockets because they last upwards of ten years. CFLs are significantly cutting energy bills in common areas that use lighting more than 12 hours a day. Halogen incandescent bulbs are providing the instant warm light but without all the heat loss and fire risk associated with old incandescent bulbs. See the **Light Bulb Comparison Chart** for other important considerations.

### Application, Application, Application

The most important quality of a light bulb is that it provides a light that is appropriate for the space it is in and for the users requiring the light.

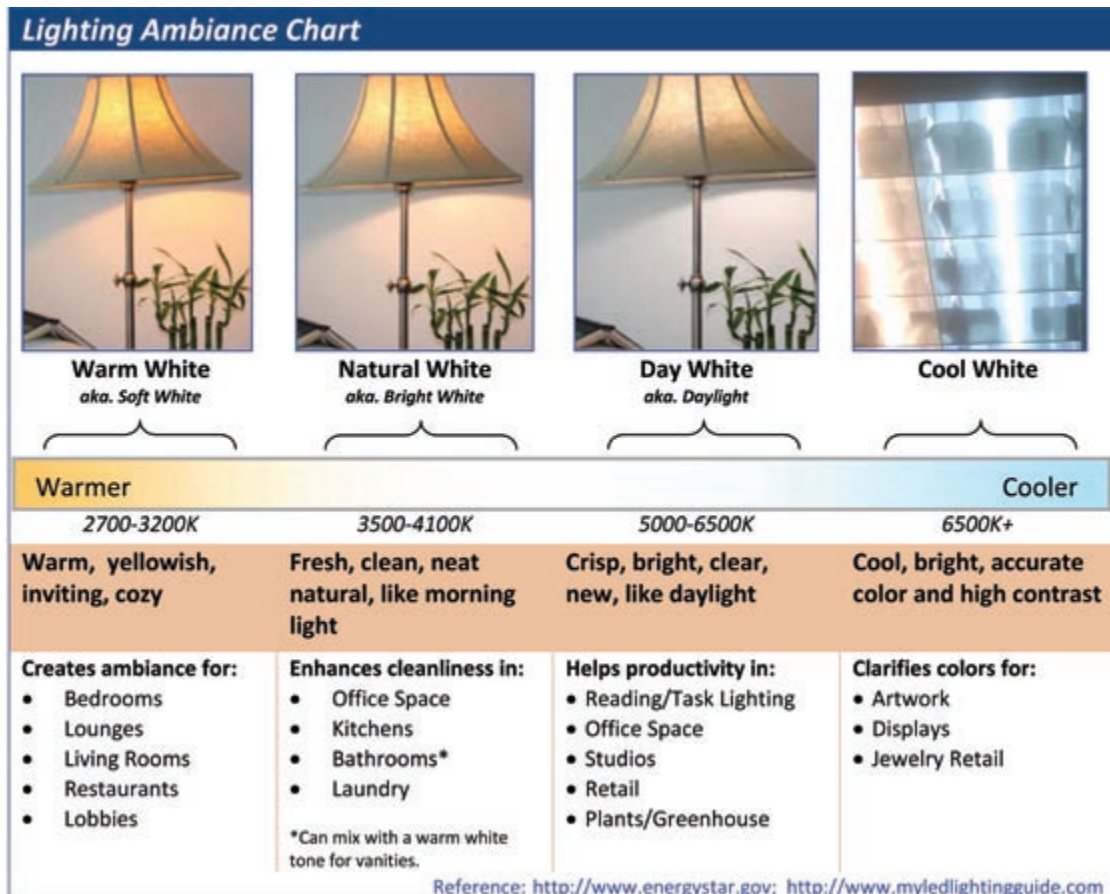
With that in mind, for general use lighting, there are generally three dimensions to think about:

**Brightness** - Brightness refers to the amount of light a bulb emits. This is important because, for instance, in a small closet space, too bright of a light can be blinding for users. Likewise, in a large living room, greater brightness is necessary. Level of brightness is measured in lumens on the new packaging labels. See the **Brightness Chart** to see how many lumens the traditional 60W incandescent produces and what wattage of CFLs, LEDs, and halogens produce the same amount of light.

**Temperature** - Temperature refers to the color or ambiance of a light. This is what puts the cozy in a living area and the *clean and fresh* in kitchens and bathrooms. Temperature is measured in *Kelvin (K)* on the new packaging labels. Warm ambiance is denoted by a lower K (approximately 2700K) and cooler lights might be rated as high as 5000K. See the **Lighting Ambiance Chart** for examples of the different temperatures of lighting and best applications.

**Cost** - Lighting is an investment. Efficient options, such as CFLs and LEDs, have a higher price tag at the store, but they lock in lower energy costs for their lifetime. While guests may leave lights on throughout the day, or even at night, resorts can save by choosing efficient lighting. The **Light Bulb Comparison Chart** shows the breakdown of costs over 10 years for the different types of light bulbs.

By January 1, 2012, all manufacturers will be using a standard label with Lighting Facts that describes these qualities for each bulb.





## Brightness Chart

Lumen	Bulbs with equivalent brightness			
	LEDs	CFLs	Halogen	Incandescent
~450	4-5 watts (W)	9-13W	29W	40W
~800	6-8W	13-16W	43W	60W
~1100	9-11W	17-23W	53W	75W
~1600	11-15W	23-30W	72W	100W

**Lumen** is the measurement of output of light, or brightness. Equivalent light bulbs are determined by how many lumens they produce. The lumen output listed on light bulb packages may vary by up to 50-60 lumens, but the difference is insignificant and unnoticeable (e.g. An 800 lumen and an 830 lumen light bulb will produce a similar output of light).

Less efficient bulbs produce less light for the same amount of energy. Less efficient bulbs have a lower lumen per watt rating (lm/W).

### When in doubt: Choose ENERGY STAR

As with any new technology, it's important to *have an in* on identifying the highest quality products. Guessing on quality with guests is not an option. To ensure the highest quality of efficient lighting, look for the ENERGY STAR® label. ENERGY STAR® products are tested

to prove quality of light, lifetime, and energy savings. (Halogen and incandescent bulbs are not considered *efficient* and therefore are not evaluated by ENERGY STAR®.)

### What about special bulbs?

The same concepts of brightness, temperature, and cost apply to choosing non-general use lighting. There are a lot of efficient options for special lighting. A few examples are below.

- Dimmable sockets: Use up old incandescent bulbs in dimmable lamps. When dimmed, they use less energy. When it is time to replace the bulb, LEDs have a wider dimming range than CFLs.
- Three-way lamps: Look for specially labeled ENERGY STAR® three-way bulbs to ensure they are the best quality.
- Outdoor, track, recessed, and decorative efficient lighting options are available. Consult with a local hardware or lighting representative to get an idea of all of your options.

## Light Bulb Comparison Chart

	LEDs	CFLs	Halogen	Incandescent
				
<b>Price and Cost Comparison</b>				
<b>10 year cost</b>	\$\$\$\$	\$\$\$\$	\$\$\$\$\$	\$\$\$\$\$\$\$\$
<b>Upfront and Replacement(s) Cost</b>			\$\$\$\$\$\$	\$\$\$\$\$\$\$\$
<b>Energy Cost</b>				
	\$40.00	\$42.50	\$110.00	\$160.00
<b>How many bulbs to get to 10 years?</b>	1 bulb	3 bulbs	9 bulbs	16 bulbs
<small>* Assumptions: 60W incandescent and efficient equivalents; use 3 hours/day; \$0.1158 kWh; \$5 labor time, travel, cost/replacement. Note: Non-residential energy costs are generally lower than residential.</small>				
<b>Best for...</b>				
<b>Cold outdoors</b>	✓		✓	✓
<b>12+ hour/day use</b>	✓	✓		
<b>Hard-to-reach locations</b>	✓	✓		
<b>Warm ambiance*</b>	✓	✓	✓	✓
<b>Dimmable</b>	✓	✓	✓	✓
<small>* Warm ambiance refers to the common preference for the soft/warm white light emitted by incandescent bulbs. Light ambiance is described in terms of temperature and is measured in Kelvin(K) units. A soft or warm white ambiance has a temperature of 2700-3200K. With CFLs and LEDs, be sure that your model is also an ENERGY STAR rated model to ensure color accuracy.</small>				

### Disposing of Old Bulbs

For those switching out their incandescent bulbs for more cost-effective options, it's difficult to throw away a good working bulb. Based on the *Light Bulb Comparison Chart*, there are some better places to use incandescent bulbs, such as outdoors in the cold, or in dimmable sockets.

CFLs need to be recycled in order to collect, contain, and reuse the mercury. Most local hardware stores have CFL recycling collection. To find the closest recycling location near you, visit <http://lighting.mncerts.org> for a map of locations.

### Resources for Resorts

The Clean Energy Resource Teams has compiled its lighting resources at <http://lighting.mncerts.org>. Information includes details on the different lighting technologies, a summary of the new federal lighting standards, and additional resources for finding the best lights for specific applications.

For other resources on ways to save in your lodging business, visit the Clean Energy Resource Teams (CERTs) at <http://lodging.mncerts.org>.

*Michelle Vigen is the Campaign and Metrics Coordinator of the Clean Energy Resource Teams (CERTs). She has been working with the help of the University of MN Tourism Center and Explore MN Tourism in energy efficiency over the last two years. Michelle works to help hospitality businesses maintain the high quality experience of their business through cost-effective operations upgrades. For more information, visit <http://mncerts.org> or email [vigen010@umn.edu](mailto:vigen010@umn.edu).*

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**\* Denotes CMR Associate Member**

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*Thanks to all the vendors who gave so generously to our end of the Vendor Show drawing.*

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# HEADED FOR COLLEGE?



# GET SCHOLARSHIP MONEY

## Apply for a CMR Scholarship!

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. Three \$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. 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 and is currently a member in good standing. Associate members are not eligible for scholarships.

### Who is eligible to receive a scholarship?

1. A junior or senior in high school who is planning to attend a four year college, a community college, or a vocational/technical college.
2. A current undergraduate or technical school student.

**NOTE:** There are no requirements regarding the course of study a student intends to pursue.

To obtain an information packet contact the Congress of Minnesota Resorts office at: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 1-320-212-5107. You can also print a form from the CMR website, [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com).

**DEADLINE TO APPLY: MARCH 15<sup>th</sup>**

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# LEGISLATION

## 2011 CMR Fall Conference Silent Auction

By Pat Addler, Cedar Rapids Resort and Dave Thompson, Fisherman's Village Resort

This year's Silent Auction held during the Annual Fall Conference at Ruttger's Sugar Lake Lodge was again very successful. We not only set a new record, we shattered the old one by over \$1,100! This year's auction had about 80 items and generated a record \$4,386. There were many additional donations over and above the auction items that generated an additional \$837 for a grand total of \$5,175 for our legislative action fund used for the Annual Day on the Hill event.

This is an especially generous amount when you consider that there were 80 attendees at the conference. It makes it easy as auction coordinators to report these fantastic results because CMR Members attending the conferences have been so generous with really great items. This year we had some especially great items that really raised the level of bidding frenzy. Here are some of the highlights:

- Cragun's Legacy Golf for 4 persons,
- Madden's Resort Gift Basket with fine cigars and scotch whiskey,
- Two Sets of Minnesota Wild Tickets,
- Day at the Capitol with Joel Carlson, included hotel, breakfast, lunch, dinner, inside tours,
- Adirondack Chair,
- Bosch Lithium Drill,
- Butcher Block Coffee and End Table, and more.



By far the item that generated the most fun was a set of three little ceramic ghosts that had gift certificates hidden inside. The top three bidders got to pick their choice in order of high, second high and third high.

Resorters have always brought great items that others seem to really appreciate and bid generously. This year, we had a custom laser CMR engraved hunting knife with a bone handle and black bear presentation stand, digital photo picture frame, handmade quilts with hundreds of hours of loving labor, bottles of fine Minnesota wine, many crafty wall hangings and decorations and even a guided fishing trip with top walleye guide Bob Bateman.

***So what do we do with all these funds and why is it so important?***

In February, each year is the CMR Day on the Hill and these funds allow us to provide:

- FREE Luxury Coach Transportation to St. Paul,
- Attendee only legislative name badge and neck lanyard, with pins to show years of attendance,
- Attendee Packets,
- Coffee and donuts, box lunches and soft drinks while at the Capitol,
- Meetings with each Resort's area Senator and Representatives,
- Group meetings with Governor, Key Administration Commissioners and Department Heads,
- Meetings with over 50 Legislators and Committee Chairs,
- Token items we carry around the Capitol to bring attention and let folks know *The Resorters are Back!* We have worn orange life jackets, fishing hats, sunglasses, CMR fishing vests, beach balls, minnow buckets, big foam fish hats, and giant bobber coolers. What will we think of this year?

In past years, the CMR has had as many as 50 resorters come to the Capitol for this valuable event. As this event gets more popular, and since our state is quite large, we are now looking at potential additional transportation routes to help bring even more of us to St. Paul. We desperately need resorters to come from areas like Lake of the Woods, Rainy Lake, Kabatogama, Namakan, Ely area, Arrowhead area, Lake Peppin area, Mille Lacs area, Grand Rapids, Central Minnesota such as Wilmar and Spicer areas, Waterville area, Ottertail area, and Detroit Lakes. It makes it much easier to speak with resort area Legislators about our issues if that Legislator can look across the table at one of their own constituents. We try our best to represent all areas of the state but there is no substitute for a resort owner from each area to talk about these issues.

This is a very *fun first* event and you will learn much about our state government. You will get hours upon hours of cracker-barrel time on the bus to talk with fellow resorters on what ever you want to know about. This is your chance to pick others brains while traveling in a luxurious coach.

***Join us on the Bus!***





## CMR DAY ON THE HILL

*February 28 and 29, 2012*

### There otta' be a law!!

We've heard that saying countless times...and a lot of the time it's even true!

But how do you make that happen?

Resorters have learned firsthand that the way to impact changes in the law in Minnesota is by coming to St. Paul and making your voice heard by our legislators. Over the past several years, CMR has been bringing results home with them when they leave the Capitol – and this year we need you!

The CMR Day on the Hill is a chance to speak directly to lawmakers, administration officials and even the Governor about issues important to resorters and tourism. If you don't think there is anything going on in St. Paul that could change our business – here's a short list of just a few items on our plate:

**Access to broadband internet service, invasive species control, fishing license sales during a government shutdown, vacation home rentals, school calendars, two line fishing, slot limits, plumber's licenses, property taxes, DNR seasonal campground rentals and more...**



At the Day on the Hill, you will have a chance to tell our elected officials how important their decisions are to running a successful resort – and you'll have fun with your fellow resorters while you do it.

Please, please, please mark your calendars for February 28 and 29, 2012. Details about bus transportation, hotel and meeting agendas will be coming soon – so save the date!!

**For more information please contact  
Ed Becker at [vacation@inwegoresort.com](mailto:vacation@inwegoresort.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.

To this end, any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by September 1 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 IS 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**

# LEGISLATION

## Legislative Update

By Joel Carlson, Congress of Minnesota Resorts Lobbyist

### 2012 Session Planned to be Short...which is Sweet!

After a bitter legislative session that only concluded after the longest state government shutdown in U.S. history – legislative leaders are planning a short, ten week session that will begin January 24<sup>th</sup>. A short session would be a welcomed blessing for the Capitol and its inhabitants. The past several sessions have been rife with partisan divisions, bruising budget fights, court battles over state funding and election upheaval in the House and Senate. A ten week session would be a cake walk by any recent comparison.

Despite its planned brevity - there will be no shortage of contentious issues in 2012. The government shutdown left many open wounds and unresolved policy issues and little has been done since to repair the damage. DFLers, in a complete legislative minority for the first time in 40 years, are actively working to regain control of the legislature. The Republican majorities, bolstered by the first bright budget news in years, are eager to push a government reform agenda that is not likely to be well received by Governor Dayton.

***if that news remains positive the 2012 session will not have to deal with budget reductions – something most legislators can hardly remember.***

You can add into this hot stew the new legislative district boundaries required by the updated census numbers. Many legislators will be looking at larger legislative districts and the very real possibility of being paired with other incumbents members. This will increase the election maneuvering during the session and not be helpful to resolving differences.

### State Budget

Minnesota Management and Budget Commissioner Jim Schowalter delivered some welcomed news to legislators on December 1, 2011 by announcing the first budget surplus in almost eight years. The \$876 million projected balance in the checkbook is largely the result of a positive end to the last fiscal year. Spending on health care programs were well below projections, and actual tax collections were slightly ahead of plans, leaving the state with a little cushion. Budget officials are quick to point out that the economy is fragile, tax code changes may impact incoming revenues, and the job market may not remain stable.

The final forecast for any budget changes will be delivered on February 29<sup>th</sup> – if that news remains positive the 2012 session will not have to deal with budget reductions, something most legislators can hardly remember.

### Capital Bonding Requests

The better than expected budget news has many legislators dreaming of a large capital bonding bill, maybe close to \$1 billion worth of public building projects. Governor Dayton has indicated that he'll seek at least \$775 million of projects, maybe more.

These local roads, flood control projects, campus buildings, community centers and other public infrastructure are often viewed by legislators as a key to reelection success. Likewise, a failure to

deliver on a popular or needed local project can signal problems back home. The bonding bill will be a central piece of legislation in 2012.

### Government Reforms

Last summer, House and Senate Republicans launched a government reform agenda they coined *Reform 2.0*. Since then, they have been holding a series of town hall meetings around Minnesota to gather information on suggested efforts to reduce or eliminate government efficiencies, but many of these sessions have devolved into a rehash of the 2011 Budget fight. So far, only one concrete proposal has emerged, a proposed constitutional amendment that would require a super-majority 3/5 vote in the House and Senate to pass a tax increase. While this proposal has been red meat for tea partiers across the country, it has gathered little interest so far from Minnesotans.

Governor Dayton has been banging the reform drum too. Without specifics, Dayton launched his reform effort *Better Government for a Better Minnesota* in October. Dayton's effort is seeking to streamline government, reduce the cost of health care and prevent Medicare fraud and abuse to save limited funds.

These two reform agendas will clash in closing days of the session, but so far both sides proclaim a willingness to work on bi-partisan solutions (so long as you agree with my solutions!).

### Special Elections in 2011

Minnesota has had an unusually high number of special elections this summer and fall – three new Senators and one new House member will have taken office by the time session starts. The death of Sen.

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**Keeping the [Vikings] in Minnesota appears to be a universal goal – how that happens is anyone’s guess! Don’t count on any tax money being spent on a new ball park.**

Linda Scheid (first elected in 1976) coupled with the appointments to other offices for Senators Linda Berglin (elected in 1972) and Larry Pogemiller (elected in 1980) have set this special election cycle in motion. The loss in the Senate of these three stalwarts amounts to almost 90 years of legislative service – a staggering number. Each will be missed by their colleagues.

### Minnesota Vikings

Few items generate as much Capitol buzz as building new stadiums. 2012 will see a major battle over a new home for the Minnesota Vikings. The 50 year old franchise is warmly welcomed into many Minnesota homes each Sunday and they truly are part of the fabric of our everyday lives.

However, opinions run strong and deep about the benefits of spending millions of dollars on a new stadium even more so when the earnings of the team or salaries of the players leak out to

the public. Keeping the team in Minnesota appears to be a universal

goal – how that happens is anyone’s guess! Don’t count on any tax money being spent on a new ball park.

### Come to the Capitol!!

A brief list of CMR Day on the Hill important issues can be read on page 21 with more information to follow in 2012. We have been doing everything possible to encourage resorters to interact with their local legislators and to come to St. Paul. Last year, we had our best Day on the Hill turnout – until NOW!

Greater Minnesota will likely lose two more seats in the State Senate after the new districts maps are drawn. That is a continued shrinking of representation at the Capitol from resort areas. We need our CMR members to come to St. Paul to remind legislators that resorting is not simply a northern Minnesota issue. Thousands of their constituents from across Minnesota can only enjoy access to our great natural resources and lakes from a vibrant family owned resort industry. Without your help – we can’t get that critical message out. See you in St. Paul!

*Joel Carlson owns a Legal Research and Government Affairs business in St. Paul, Minnesota. He has been the lobbyist for CMR since 1997. He can be reached at [jdcresearch@aol.com](mailto:jdcresearch@aol.com).*

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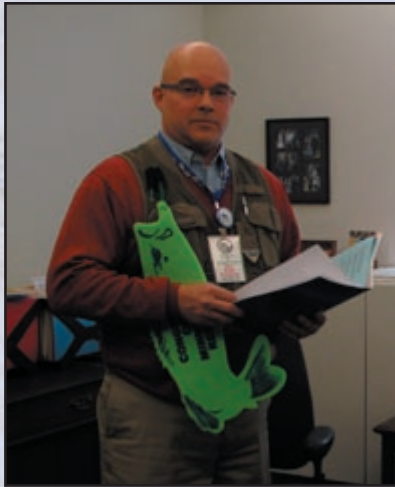
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Time!

# Get Involved! Attend the 2012 Day on the Hill Feb. 28 and Feb. 29, 2012.



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