

Minnesota Resorter

Resorters Helping Resorters



Join us for
the Day on the Hill

Winter 2013
Vol. 29 No. 1

Education: Fall Conference
Marketing: Woody Invasive Species
Legislation: Day On The Hill

A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS



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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 1st each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the Awards Committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the annual Congress

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

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

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

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

NOMINATION DEADLINE: SEPTEMBER 1ST

Send nomination form to:

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

Minnesota Resorter

Resorters Helping Resorters



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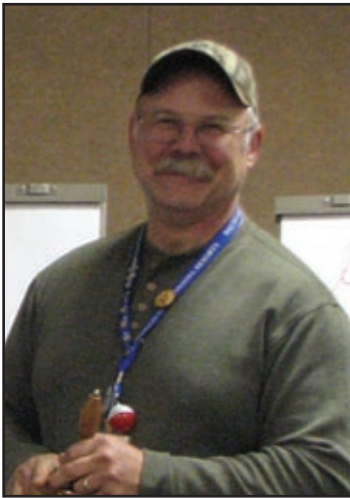
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About the cover: Photograph submitted by Sunset Bay Resort, Isle – Paul Waldowski, General Manager

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 Mark Novotny
Congress of Minnesota Resorts*

Greetings Fellow Resorters!

As I write this column, we are in the thick of the holiday season. Everyone is busy. I hope that during this season, you took the time to reflect on the importance of Christmas. This is a wonderful time to reflect and count our many blessings for the great life style that we have, as Resorters.

I am honored to be reelected as the Congress of Minnesota Resorts' (CMR's) President and am excited about the

coming year. I would like to thank the board members, whose terms are ending, for how selflessly they served on behalf of the CMR Membership.

A special welcome to our new board members: Peter Nelson, Edgewild Resort; Robert & Susan Dice, Island View Resort; Cathy Duvall, Kee-Nee-Moo-Sha Resort; and Roger Lykins, Lykins Pinehurst Resort. I look forward to working closely together on many CMR endeavors. For a list of all the board members, look at the inside back cover of this magazine. Please contact any one of them if you have questions or suggestions. We, as board members, serve the CMR Members.

The CMR Fall Conference at Thumper Pond Lodge near Ottertail was held the last weekend in October. It was a wonderful conference with great speakers, food and accommodations. Every year we present the Resorter of the Year Award at the fall conference. This year's recipients are Tim and Carolyn Aarsvold, Geneva Beach Resort in Alexandria. Congratulations to Tim and Carolyn for embracing the true spirit of Resorters Helping Resorters.

As part of the fall conference activities, Dave Thompson lined up a tour of the Lund Boat Factory in New York Mills. What

a great opportunity to see Lund boats being built. Thanks for lining this up, Dave!

Our website continues to provide many benefits to our membership. We are drawing new website viewers each month and are getting many returning to see what there is for resorts in Minnesota. Please, check your information on the website to be sure that everything is up to date. The website is www.minnesota-resorts.com.

Start planning and join us on February 26th and 27th for our Day on the Hill event! Again, we need everyone to come with us to the State Capitol to meet with legislators. As a result of the last election, we now have many new legislators that we need to contact and educate on our many issues. Please let us know of any issues that you are having, to see if we can tackle it on a statewide basis. Not every issue can be dealt with at the state level but we may be able to help direct you. We will be setting up a bus pick up route so GET ON THAT BUS!

Our CMR Spring Workshop is another great event. This year it will be Tuesday, April 9th. The location has not been determined. The workshop 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.

With the arrival of winter, I am reading and studying up on all the invasive species that there are in Minnesota. We not only need to worry about our lakes, but we are also being threatened by tree invasive species. The Minnesota Department of Natural Resources is focusing on this. It appears that there are more things to educate our guests about in an effort to try to curb the spread of invasive species. Are you getting educated so that you can pass on this information to your guests?

In the past 11 years that I have been resorting, it seems that we have had to not only have more licenses, but, besides being CEO and master plumber, we now have to become educators. Where does our new skills development end? It does not. We are RESORTERS!

Enjoy this Winter!

Respectfully,
Mark Novotny

JOIN US FOR THE
CONGRESS OF MINNESOTA RESORTS
2013 DAY ON THE HILL

SEE BACK COVER FOR DETAILS!



Congress of Minnesota 2012 Resorters of the Year

By Jennifer Bateman, Two Inlets Resort and Shelia Niemeyer, Rugged River Resort

*He said, "Do you want to live on the lake and work on the lake?"
She said, "I'd do anything to be back on the lake."
So, they bought a resort.*



2012 CMR Resorters of the Year, Carolyn and Tim Aarsvold, Geneva Beach Resort

Tim and Carolyn purchased the resort in 1996. He said, "Right from the start, we removed every negative sign and reworded everything into a positive, into the vacation mentality of having some fun! Our goal was to make the resort friendly for the people who come here."

In their second year of business, they were the first resort in their area to add air conditioning to their cabins. Since then, they purchased a couple of adjoining properties, did extensive remodeling, and worked new units into the rental pool. The resort currently includes two historical cabins that were built in the 1920s, a cottage annex that was built in the 1940s, and newer additions that total 16 lodging options, plus a game room and office.

This couple's skills complement one another. His energy is best spent as handy man, grounds and cabin maintenance, and overseeing the finances. She works on marketing, decorating, and supervising the staff of approximately 20 part-time employees. She makes a conscious effort to build strong relationships with her guests. Early on, the informal feedback received from guests quickly became a guiding force she used to hone her

approach to resorting. In a nutshell she said, "Relationships matter."

They believe that education is important to running a successful resort. They regularly attend CMR conferences and workshops, resort tours, and the Explore Minnesota Tourism annual conference. They also gather regularly with a core group of progressive resort owners in their area to share ideas.

Because of their commitment to tourism, Tim and Carolyn stay involved in area organizations. They are on their chamber of commerce marketing board and he received the 2009 *Friend of the Chamber* award. Tim also serves on the boards of their lake association, their area hotel & hospitality organization, and Kiwanis.

Having recently retired from teaching, Carolyn serves as a board member for the Lake Region Arts Council, and was recently appointed to be on their chamber of commerce executive board, representing the area lodging facilities. She is also involved in leadership training, various music activities at church, and the Central Lakes Symphony.

They joined the Congress of Minnesota Resorts in 2001. During their membership they have provided a helping hand in MANY areas of the organization, from conferences to marketing and from help with the *Minnesota Resorter* magazine to membership. He is a long time veteran of the annual CMR Day on the Hill. He has served on the board of directors since 2006, sharing his gift of financial acumen by filling the role of treasurer since 2006.

As if owning and operating a 16-unit, year-round resort weren't enough, they also own a smaller apartment complex and a motel that offers extended stay options. Among the three properties, they have experience in nightly, weekly, monthly and seasonal rental.

Now looking ahead to their 17th season, they're still enjoying both living on the lake and working on the lake. They are truly an asset to the resort industry and the community in which they live.

We are pleased to announce the 2012 Congress of Minnesota Resorts Resorters of the Year Award goes to Carolyn and Tim Aarsvold of Geneva Beach Resort in Alexandria.

This annual award is given to a deserving resort or resort couple that has been nominated by fellow Congress of Minnesota Resorts' (CMR) members. The recipients of this award best exemplify the spirit and goals of the CMR. The criteria centers around the operation of a successful and progressive resort business, service to the tourism industry both at a state and local level, mentoring and helping other resorts and community service in other areas.

It is quite an honor to receive the award. This year's recipients truly fulfill the CMR motto of Resorters Helping Resorters.

To nominate a resort for the 2013 CMR Resorter of the Year Award, turn to page 2 of this publication for additional information.



EDUCATION

CMR Resort Tour

By Timberly Christianson, Finn-N-Feather Resort

On Sept 11th, the Congress of Minnesota Resorts held another successful Fall Resort Tour. Tour participants traveled to the Crosslake area, and viewed three very unique resorts. The tour began at Heath's Resort where Dave and Carole Heath welcomed the exploration of their cabins and grounds. With a wide range of cabins and a beautiful sandy beach, it was a great way to start the day.

The tour continued to Boyd Lodge and was greeted by Mike and Ruth Schwieters. This resort, like the resort before, has a wonderful history full of experience and knowledge. Mike explained how the resort was passed down from his grandparents to his parents and how it even was sold for a short period of time. The Schwieters have found a way to get the resort back in tip-top shape and have really expanded and explored the fractional ownership options. I like many were eager to hear the new ideas of this way of resorting.

The tour ended at the Clamshell Beach Resort. Dave and Lisa Moe were really able to guide us thru the transition of their resort from the way they purchased the resort to the steps they took to really transform it using multiple avenues of rent. They have worked with fractional ownership, timeshare, and regular resort rentals. It has allowed them to take a piece of property that was slowly falling down into a revenue generating, valuable piece of property with more luxury units and amenities all the time.

Overall, the tour was a great way to see the many different avenues a resorter could take to generate revenue and keep adding and changing their property. With the beautiful and unique use of woodwork, furnishings, and decorations, everyone attending the tour left with a new idea or two. Thanks again to all those that attended and those that opened their doors to allow us all to explore.



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Heath's Resort



Owners Dave and Carole Heath, Heath's Resort

worked at the resort for the last 50 years, and hopes to continue for years to come.

Resort: Heath's Resort is on Upper Whitefish Lake with 300 feet of lakeshore and 15 rental units. The resort was initially purchased having seven cabins and 200 feet of lakeshore.

Resort History: Dave's great-grandfather purchased the land in 1905, but the resort wasn't started until 1938. It was Dave's grandparents, Lee and Mae Heath, who developed the land. Lee and Mae ran the resort for many years until Dave's parents, Bob and Doris Heath, took over operating the resort for the next 25 years. After Dave met his wife, Carole, they took over the resort and are approaching their 25th year as owners.

Before Resort Life: Dave has lived his whole life at the resort. He met Carole at Pine River High School and they married after school. We have three girls, Sheena, Britta and Sarah.

Future Plans: Dave and Carole would like to retire some day, hopefully sooner rather than later, but that remains to be seen. It's been a great place to grow up and raise a family. Dave has lived and

Boyd's Lodge

Resort: Boyd Lodge is open year round and currently has 21 rentals, 17 townhouses and four cottages. The resort is located on Whitefish and Rush Lakes, part of the Whitefish Chain of Lakes. The townhouses, built in the 1980s and 1990s, all have fully furnished kitchens, woodburning fireplaces, and decks with Weber gas grills. Three of the four cottages have been built in the past 12 months. Boyd Lodge offers daily family activities during the summer, along with two pools, boat and pontoon rentals and the best beach on the chain. Kayaks, canoes, stand-up paddleboards and paddleboats are available at no charge to the guests. In the winter, the resort has five miles of private groomed cross country ski trails, a lighted skating rink and is located right along the snowmobile trail.

Resort History: Mike's grandparents, Lynn and Ceil Boyd, started the resort in 1934. Mike's mother, Nancy, grew up on the resort and, in the fall of 1966, my grandparents were both killed in a car accident. Mike's mom and dad, Nancy and Roger, moved in order to operate the resort with Mike and his sister, Mary, and brother, Tom. In 2010, Ruth and Mike moved back to Boyd's Lodge and are the third generation to operate the resort.

Before Resort Life: Mike grew up at Boyd's Lodge from the time he was three years old until he graduated from St John's University in 1985. He worked for 15 years in the mortgage industry primarily with GMAC, before returning to the resort. Ruth was born and raised in Mankato. She worked for Taylor Corporation for 20 plus years before Mike convinced her that resort life was the thing to do! She was familiar with the area as her parents had a cabin on Gull Lake and so she had spent many summers in the area.

Future Plans: Boyd's Lodge is most definitely in expansion mode. Mike and Ruth have added three new cottages in the past year and have plans for three more. They currently have a new check-in facility under construction with a planned opening this winter. The new facility will have a space for small group events and family gatherings. The kitchen area is set up to have food and beverages catered or for groups to prepare their own meals. The next item is to raise and construct a new pool building in the footprint of the existing building. Mike and Ruth will be adding an indoor hot tub and sauna, exercise room and year-round fish cleaning facility. A zero entry pool for small children will be added as part of this project and will be located outdoors adjacent to the existing pool. There are plans to grow the resort's rental units from the current 21 to 33 over the next 10+/- years.



Owners Mike and Ruth Schwieters, Boyd's Lodge

Clamshell Beach Resort



Owners Lisa and Dave Moe, Clamshell Beach Resort

Resort: The Clamshell Beach Resort has 17 cabins on Clamshell Lake located on the south side of the Whitefish Chain. The resort features two heated swimming pools, a full service lodge with game room and a great sandy beach with lots of water toys.

Resort History: The resort was started in 1938 and has had a number of great owners. Lynn Scharenbroich, Black Pine Beach Resort, grew up on the resort and the Big Island Recreational Area was renamed for her dad, Rollie Johnson, who was an owner. Dave and Lisa Moe have owned the resort for 16 years. When they bought the resort there were 14 mobile homes and ten cabins. Most of the cabins were too close to the water to do any renovation or expansion. After extensive environmental, planning and zoning, legal and banking work, not to mention the new construction and infrastructure work, the Moes have removed the mobile homes and are slowly replacing the old cabins with new construction which invites outside investment by other owners through deeded fractional ownership.

Before Resort Life: Before purchasing the resort, Lisa was in sales for General Electric in the electrical distribution equipment division. Dave was a mechanical engineer for Ford Aerospace designing space satellites, and worked for Cray Research designing supercomputers. Dave grew up at Two Inlets Resort when Calvin and Sheila Moe owned it and now Bob and Jennifer Bateman own the resort. Dave also worked at Brookside Resort owned by Dave and Mary Jane Keller who have become great mentors. They jumped into the resort business after about six years of marriage. They have three boys: Andrew 18, Grant 16 and William 12.

Future Plans: Dave and Lisa are strong believers in following a business model, which encourages outside investment, which allows for reinvestment in the property for the resort industry's viability. Our expansion plans and transition plan are pretty well defined by our common interest community (CIC) plans. We continue to add play features and amenities, which our customer's and the vacation industry demand. Dave is a licensed real estate broker and is interested in helping resorts advance their business models and assists to package resorts for sale.

EDUCATION

2012 Fall Conference Vendor Show

By Su Ugstad, Balsam Bay Resort



Another well-attended Congress of Minnesota Resorts' (CMR) Fall Conference was held this past October in Ottetail. The conference lent itself to a successful vendor show for exhibitors and conference attendees alike. Thanks again to all the resorters who came to the fall conference! There was a lot to see and learn from the 23

vendors and two informational booths that filled the club house facility at Thumper Pond for the event on Monday, October 29th from 1-4 p.m.

Of course there were some larger, eye-catching displays like the water toys, rafts and trampolines (oh my!), a couple of heavy-duty golf/utility cars, a fabulous log furniture display, and a super-duper lawn sweeper that unfortunately couldn't quite make it through the doors. But equally impressive was the wide array of products and services that covered everything from A to Z: *Accountants, Bedding, and Credit card processing, Designers, Engineers & Financial advisors, Gift items, Hotel supplies, Insurance agents, and Jackets with your logo. Kayaks, Lake restoration, Mattresses, Novelties & Open bar (just kidding, it was a cash bar), Photography, Quality linens, Reservation software, Septic design & water Towables. Unique souvenirs, Virtual tours, Web designers, and finally an Xtraordinary Young helper with a Zesty smile!* Certainly not a definitive list of what was offered, but you get the idea.

Also during the show, over 20 lucky resorters won fabulous door prizes generously donated by our attending vendors. Many thanks to Sue Paradeis from Shing Wako Resort for helping with the door prize drawings, and an extra special thank you goes to Maggie Borseth, six-year-old daughter of Dan and Beth Borseth of Pine Insurance Agency, who helped pull the winning tickets (see XYZ above). And, for the third year, a *vendor appreciation* gift was awarded: Widseth, Smith & Nolting won the **Free Booth** for next year's vendor show. Congrats to them!

Most importantly is to mention CMR's appreciation to all the exhibitors for their participation in our vendor expo and to ask our members to continue to visit their 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. If you didn't get enough 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.

So again this year, CMR's appreciation is extended:
Thank you Exhibitors! Thank you Resorters!

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Thank You!

We want to thank all the vendors who came and shared the products and services they offer.

EDUCATION

2012 CMR Fall Conference

By Kim Bowen, Crow Wing Crest Lodge

If you were one of the 84 attendees at the Congress of Minnesota Resorters (CMR) Fall Conference, who drove to Thumper Pond, Ottertail in late October, you took action to be a more successful resort owner.



(left to right) CMR's Not-So Newly Wed Game Hosts included Cindy Pitts, Bailey's Resort; Dan Borseth, Pine Insurance Co.; Kim Bowen, Crow Wing Crest Resort; Bob Bateman, Two Inlets Resort; and Timberly Christianson, Finn-N-Feather Resort. The game show entertained resorters Sunday evening.

Was the conference worth it? Did you learn anything? Judging from the feedback forms, I would say resort owners attending gained quite a few helpful insights, tips and tricks to take back with them into their resorting lifestyle. And, beyond flying rubber chickens in the hospitality room, they also had a bit of fun. Maybe more than a bit... which perhaps may have been dependent upon whether or not they found 70s style cheesy game shows amusing.

As a CMR Board Member serving on the education committee, I am pretty clear that conferences support us with several different functions:

Conferences are an avenue for us to learn about the macro part of our hospitality industry.

For example, where do resorts fit into the state level of tourism and how can we take advantage of Explore MN tourism marketing? What are the legislative concerns specific to resort owners with which we can effectively lobby our state legislators to help our business be more viable? How can we learn more about regulations affecting our day-to-day running of our resort, such as Aquatic Invasive Species mandates, and aboveground gasoline/diesel storage tank safety requirements. Next year, an OSHA speaker is already lined up to assist us in obtaining the bare minimum of what we need for employee safety issues. For small Mom & Pop Resorts, sometimes mailed notices on new (or existing) state or federal regulations slip past us in confusion and it can be very useful to have these topics discussed by speakers who deal with it as their specialty. If you're a newbie or shy resorter, it can be even more beneficial to have fellow resorters raise their hands and ask questions to bring angles of the regulations into context.

Conferences can inspire and motivate.

Are you one of those *tech-know-nothings*, kicking and screaming about not having time or energy to get on the social media marketing

bandwagon? Having a University of Minnesota Extension Educator calmly explain that guests will comment about your resort regardless of whether you've claimed your Trip Advisor or Yelp listing, can be a motivating influence to make the effort. If business planning is your thing, you can get inspired to review your resort exit strategy. Diane Rook-Johnson and Brian Lemieux will be speaking on *Leaving a Legacy for your Kids* at the 2013 CMR Spring Workshop. Do you need to make changes in what equipment you buy next year for the resort? Al and company at CliftonLarsonAllen will speak at 2013 CMR Fall Conference on cash flow changes to consider for better income tax planning. Having a dynamic energetic motivational speaker suggest some tweaks in how we manage our time can inspire us to change how we handle our *To Do Lists*. Who wouldn't want get more done and feel better about the things that DO get done? Not every presentation or speaker is going to be of interest to all, but those of us who repeatedly go to CMR conferences know that we will always find SOME kernel of advice or insight in any given topic.

Conferences can be supportive on a personal level.

Overwhelmingly, attendees comment that their favorite part are the cracker barrels, and one-on-one conversations with others at meal times and in the hospitality room. It is comforting to hear that you're not the only one dealing with messy guests, boat rental issues, pest problems, reservation software confusion, struggles with maintaining good cleaning staff, decisions on cabin upgrades, roofing material or water heater choices, etc. *None of us is as smart as all of us*, is one of the CMR's longstanding mottos, and cracker barrel time can really validate this concept. Hearing a better way to market your pontoon boat, for example, can put money in your pocket next season. Ideas and tidbits exchanged during these times can be surprisingly valuable.



(left to right at table) Ed and Joanne Fussy, Pimusha Resort, were challenged by Chad and Tina Reuper, Sandy Pines Family Resort, to coordinate more of their responses than the other resort couple. Not-So Newly Wed Game Host Bob Bateman, Two Inlets Resort, kept the questions coming while game show support hostess Timberly Christianson, Finn-N-Feather Resort, was standing by if needed.

We hope you enjoyed the experience of a lively 2012 CMR Fall Conference. If you didn't get a chance to make it this year, put it on your schedule for next year. We already have the dates set for the 2013 CMR Fall Conference from Sunday to Tuesday, October 27-29. We get topic and speaker suggestions directly from feedback forms and requests from members, so please, email your presentation ideas to me at relax@crowwing.com! We are all volunteers coordinating the CMR workshops, conferences and classes, so any help is always appreciated. We warmly welcome you to join us for 2013 CMR Spring Workshop, April 9th (location to be determined). Hope to see you there...

Join us for the Congress of Minnesota Resorts

2013 Spring Workshop

April 9th, 2013

Location to be determined, watch for more details.

Previous Spring Workshop Topics and Events Include:

- Photography*
- Greening Up Your Resort*
- Mobile emarketing*
- Green Cleaning Classes*
- Those famous Cracker Barrel Discussions!*



A pex piping demonstration during a previous Spring Workshop



The Minnesota DNR gave ideas on how to stop aquatic hitchhikers

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

To Jennifer Bateman, Two Inlets Resort, regarding the CMR's 2012 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 through 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 \$16.50 per bedroom (Min. \$165.00 for 10 bedrooms or fewer, max. \$858 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2013.

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 or 320-212-5107

THE CONGRESS OF MINNESOTA RESORTS



What the CMR Can Do for You!



MARKETING



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



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

LEGISLATION



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



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



Stay informed on legislative issues that affect our industry.



EDUCATION



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



School of Resorting educational classes.



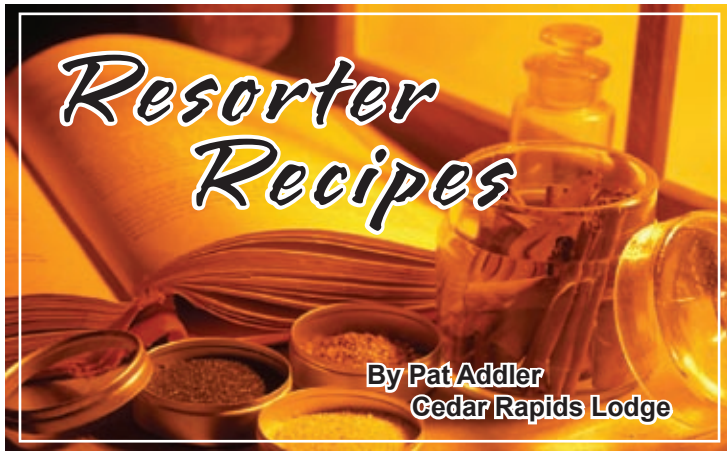
Yahoo Groups - online resort chat room.



Members only online resources on our website.

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

MARKETING



EASY PEASY MEATLOAF

- 2 lb. ground beef
- 2 eggs
- 1 cup milk
- 1 box StoveTop stuffing mix (dry)

Mix all ingredients together and bake at 350° for 45 minutes. Make sauce with 1/4 cup ketchup, 2 tsp. mustard and 2 Tbsp. brown sugar. Brush sauce on meatloaf during last 15 minutes of baking.



GREEN RICE

- 1 8oz. jar Cheez Whiz
- 1/2 cup celery, chopped
- 1 1/2 cup instant rice, uncooked
- 1/4 stick butter
- 10 oz pkg chopped broccoli
- 1/2 cup onions, chopped
- 1 can mushroom soup, undiluted

Mix all ingredients together. Bake at 350° for 45 minutes.



TUPPERWARE BREAD

- 3 3/4 cups warm water
- 3 pkgs dry yeast
- 6 Tbsp. sugar
- 4 tsp. salt
- 10 cups flour
- 6 Tbsp. butter
- 2 eggs

Mix yeast with water in large Tupperware bowl; add sugar, salt, eggs, butter and five cups of the flour. Mix well and add remaining flour; stir with wooden spoon until well mixed. Put lid on bowl and burp the lid. Let stand until seal pops open. Grease three loaf pans and divide dough into pans. Let stand 40 minutes covered with towel. Bake at 375° for 10 minutes; reduce heat to 350° and bake 30 minutes more. Remove from pans and place on rack. Place bread on side to cool.



FRUIT PIZZA

- 1 pkg. refrigerated sugar cookie dough roll
- 8 oz. pkg. cream cheese, softened
- 1 tsp. vanilla
- 1/2 cup sugar
- 2 cups Cool Whip
- Assorted fruit: strawberries, kiwi, bananas, grapes, mandarin oranges



GLAZE

- 2 Tbsp. lemon juice
- 1/2 cup orange or pineapple juice
- 1/4 cup water
- 1/2 cup sugar
- 1 Tbsp. cornstarch
- dash salt

Press cookie dough into round pizza pan and bake as directed until golden brown. Blend cream cheese, sugar, and vanilla. Fold in Cool Whip and spread mixture over cooled crust. Cut pizza into 16 slices with pizza cutter. Slice or half fruit and place over cut crust. Place around edge of pan in circles, working towards center. For glaze: mix sugar and cornstarch; add remaining ingredients and boil one minute. Let set until lukewarm, then spoon over fruit. Chill & serve.

New Congress of Minnesota Resorts Members!

WELCOME

New Members:

Lee & Cathy Zaczkowski,
TimberLane Lodge, Park Rapids, MN

Scott & Beth Madson,
Otter Tail Beach Resort, Battle Lake

New Associate Members:

L & M distributing, Inc.,
Larry Ackerson
Cold Spring, MN

CR Marketing Inc.,
Ron & Carolyn Wubbena
Robbinsdale, MN

Marcus & Rosalie Wolff,
Wolff Haven Landscapes, LLC
Princeton, MN

Inspiring a Sense of Obligation in Customers

By Lynn Scharenbroich, Black Pine Beach Resort



Resort Owner, Rollie Johnson (in red cap) guides the Kinkade family in 1952. Johnson lived by the directive of, "Doing whatever you need to do to make them feel obligated."

Don't take your customers for granted. Get a contact management program. Send email thank-you cards. Keep track of customers' birthdays. We're all bombarded with these and lots of other strategies all the time. Are they right for us? Is there something more targeted to our small business?

What about inspiring customer obligation? It's not a new concept. As far back as the mid-1960s, my dad, a resorter for 25 years, would say, "Do whatever you need to do to make them feel obligated." But, just exactly what is involved in developing customer obligation? What does it mean and why is it important?

Imagine the golden rule on steroids; doing much more for others and pleasantly implying an expectation of just a little something in return. That little something is the seed for that sense of obligation;

responding year after year to the unspoken, "Come back again. Bring your friends."

For many resorters, this concept feels sort of familiar. Maybe it seems like a cousin to customer loyalty and retention programs. But, I suspect Dad was focusing somewhat differently and deeper than most of these. Like all of us, he was always aware of the odd line between business and friendship that we walk with our customers. A master at dancing into the friendship spotlight just often enough to give the business connection with customers the deep and lasting roots it needed to thrive, Dad was able to grow an ever-strengthening sense of obligation in his customers to stay true to our resort. He shared this skill with Mom and saw it modeled by my grandparents, each of whom had their own effective obligation-inspiring style.

It was significant that all this happened in the moment, also referred to today as face-to-face time. Relationships were built through hours, not minutes, of interactions. Over coffee, during guided fishing trips, occasionally Tom Sawyer-ing a daily resort chore out to eager kids and rewarding them with a free candy bar, and through thousands of casual conversations; every interaction fed the roots of the connection.

Was this just good customer service? Doing for your customers what experts call, special and unexpected things? Inspiring in customers that sense of obligation to us and our resort wasn't a one-time special/unexpected thing. It wasn't about rewarding them with a thing or a discount for choosing to stay with us. It was, instead, steady and ongoing interactions, casual conversations, interest in their interests . . . the hallmarks of the kinds of associations all of us seek, treasure and strive to maintain.

So, did it work? The business comfortably supported two families and operated for 25 years. Customers from those early days stayed true to the resort for years after our family sold. Even today, nearly fifty years later, family members from those original customers stop by to visit.

Lots of things change over time. Lots of things contribute to successful resorting. But, the value of developing that sense of customer obligation still feels fresh and relevant today.



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 or 1-320-212-5107.

You can also print a form from the CMR website, www.Minnesota-Resorts.com.

DEADLINE TO APPLY: MARCH 15th

What are Woody Invasive Species and Why do I Care?

By Gary Wyatt, U of M Extension, Regional Center, Mankato and
Angela Gupta, U of M Extension, Regional Center, Rochester

You may have heard of, and be concerned about, Asian carp or zebra mussels but did you know that invasive species can also be harmful on the land?

Invasive species are non-native, introduced or exotic aquatic or terrestrial species that cause economic or environmental harm or affect human health. The Minnesota Department of Natural Resources (DNR) has highlighted 38 woody and vegetative plants on their website. To learn more about invasive species in Minnesota access the DNR web site at: www.dnr.state.mn.us/invasives/index.html.

Both public and private lands need to be managed for invasive



This is how Oriental Bittersweet winds its branches around vegetation strangling it.

species. Recreational areas need to be protected from people bringing in new invasive species as well as the concern for people spreading existing invasive plants to other areas.

The major effect of non-native invasive species in wooded areas is that invasive trees or plants take over and dominate the understory. This domination makes the environment unhealthy for native plants and trees thus reducing or eliminating native plants from these ecosystems. Invasive plants and trees may also adversely affect native woodland animals and birds.

A partial list of woody invasive species include: Buckthorn (common and glossy), Honeysuckle, Black Locust, Japanese Barberry, Siberian Elm and Siberian Pea Shrub. Several of these species can grow in such dense thickets in the understory that viewing wildlife and walking through the woods can be hard or even impossible. In addition, Japanese Barberry has thorns that can scratch the skin and tear clothing. Many plants that are now considered invasive were sold as ornamental plants in nurseries and garden stores. It has taken years to realize that these plants spread beyond the intended planting area.

A common woodland invasive tree is Buckthorn, both common and glossy. Buckthorn was introduced from Europe to Minnesota in the mid-1800s. It was used extensively as a decorative shrub around houses and within towns. The nursery industry stopped selling buckthorn in the 1930s but it remains a major forest problem. It was favored in part because it leafs-out early in the spring and retains its leaves late into the fall. It also has dark purple berries that birds eat. It's actually these two characteristics, among others, that enable buckthorn to become invasive and cause environmental and economic damage. Because the leaves of Buckthorn are out longer they extend the growing season and allow Buckthorn to photosynthesize more and grow more quickly than our native trees. The berries are enjoyed by birds that ingest them and fly away to later perch and defecate the seeds and spread Buckthorn. Interestingly, the birds do not digest the berries well so while they may enjoy eating them the berries aren't nutritious for wildlife.

Today some of Minnesota's forests have such a dense understory of Buckthorn that native species can't grow in its impenetrable shade and deer and other wildlife cannot move through these areas. This can be problematic for hunters or wildlife enthusiasts that enjoy viewing and tracking animals.

Buckthorn is listed as a restricted noxious weed, which prohibits its importation, sale or transportation within the state.

A new invader to Minnesota's landscapes is Oriental Bittersweet. Any observant visitor to the woods in November will see the green leaves of Buckthorn when most of the other deciduous trees have dropped their leaves. Oriental Bittersweet may also still have their red berries and yellow seed capsules visible on the vine.

Oriental Bittersweet, *Celastrus orbiculatus*, is a highly destructive invasive vine that strangles and smothers forest and woodland stands. It can dominate tree canopies and reduce sunlight penetration on the forest floor to levels that prevent native plant species from growing. The vine weight on trees compounded with snow, ice or high wind can cause whole trees to fall. Oriental Bittersweet is currently found in SE Minnesota. Finding and eliminating Oriental Bittersweet plants is necessary to prevent environmentally and economically damaging infestations.

Oriental Bittersweet is native to eastern Asia and was planted in North America for ornamental uses as early as 1736. The vines are easily propagated by underground stolons and seeds, grow vigorously in a wide range of environmental conditions and produce attractive fruit that has been used by the cut-flower and craft industries. American Bittersweet, *C. scandens*, is native to much of the temperate United States. American Bittersweet vines are also vigorous but are not considered invasive. Both species are deciduous and produce flowers but only female plants produce fruit. The species are easily distinguished by fruit (female plants) and flower placement (male and female plants) that are at visible at the junction of the leaf and vine. Oriental Bittersweet produces flowers and then berries along the whole stem while American Bittersweet only flowers and fruits at the terminal ends of the stem. Another distinguishing characteristic

is that Oriental Bittersweet has yellow fruit capsules and American has bright orange capsules. Fruit capsules look like jackets that were wrapped around the berries.

Like Buckthorn, Oriental Bittersweet was designated a prohibited noxious weed on the eradicate list in 2011. Noxious weed status prohibits the sale, deliberate and movement of Oriental Bittersweet.

Watching for Oriental Bittersweet can aid rapid response to new infestations, and facilitates qualification for federal programs that assist landowners with controlling infestations. MN DNR, MN Department of Agriculture and the University of Minnesota Extension began training DNR staff, Forest Pest First Detectors and master gardeners to identify and report infestations. The green industry took steps to ensure that only American Bittersweet plants are sold. These actions greatly reduce the human spread of Oriental Bittersweet.



Oriental Bittersweet in Red Wing taking over a tree.

Containing and controlling existing infestations remains a major challenge. Oriental Bittersweet continues to spread inadvertently by wildlife and people. Like Buckthorn, wildlife, especially birds, consume the fruit and move the seed to new locations. People collect the fruiting branches to make seasonal decorations and thereby move seed to new locations.

If you find Oriental Bittersweet, contact the Minnesota Department of Agriculture's *Arrest the Pest* hot line at 651-201-6684. For more information, go to www.mda.state.mn.us/ and search on Oriental Bittersweet.

Controlling unwanted woody trees or vines and removing them from your landscape can be done any time but is especially affective in the fall and winter months. Trees can encroach open grass and lawn areas where their seeds are blown in from landscape edges. The procedure for woody plant control is to positively identify the tree or woody plant to control and pull, if small and does not have underground stems. For larger trees or vines, cut the stump, treat the stump with herbicide and dispose of the tree.

Tools for control include pruning loppers, handsaw or chain saw plus a labeled brush killer herbicide in a spray applicator or tin can and brush. The most effective brush killers for cut stump treatments include Triclopyr as one of the active ingredients. For winter treatments an oil base and ester formulation is best. Many people also find it very helpful to add an oil colorant so they can clearly see which stems have been treated and which have not. This helps avoid missing some plants. Herbicide treatments are less effective when the sap is flowing in the spring.

Cut the tree trunk an inch above the ground and treat the surface of the stump with a labeled herbicide. Make sure the entire bark or cambium layer is treated (edges of the stump). This is very important if any part of the exposed bark layer from the cut stump is not treated, the tree may resprout. Colorant really helps to ensure the whole trunk is treated. Properly dispose of the tree. Note: if the tree is a berry producing Buckthorn (female) or Oriental Bittersweet vine with berries, the seeds may still be viable, bag or burn.

A team approach is most affective with at least two people. One to identify and cut the tree or vine and the other to treat the stump (soon after the cut). A small plot should be roped/flagged off to treat, like a 10 foot by 10-foot area. This small area is to encourage confidence and a sense of accomplishment after the area is cut and treated. Another option is to take a before picture and an after picture so you can compare the impact of your work. Note if you just walk in your woodland and start treating, you will give up very quickly. Treated areas must be monitored for new seedlings or regrowth annually.

To learn more about Buckthorn and woody plant control, look at the following web site: www.mymnnesotawoods.umn.edu/2007/04/woodland-invasive-species-in-minnesota/ The DNR Buckthorn fact sheet is available at: <http://z.umn.edu/buckthorn>.

The Midwest Invasive Plant Network and the University of Wisconsin-Madison have created a new searchable, on-line database of invasive plant control information. The information is targeted towards terrestrial invasive species. You can check out the database at: <http://mipncontroldatabase.wisc.edu/>

It allows people to select specific plants, indicate if the user is a novice or professional manager, indicate what season they are working in, and which type of habitat (forest, near a wetland, etc.) they work in. The database then presents a variety of control options including mechanical, chemical and biological (if available) and how effective those control options are known to be.

To ensure your guests have the most enjoyable and authentically Minnesotan experience be sure to manage your woods and look out of these invasive species.



A Buckthorn stump re-sprouting because it was not treated with a herbicide.

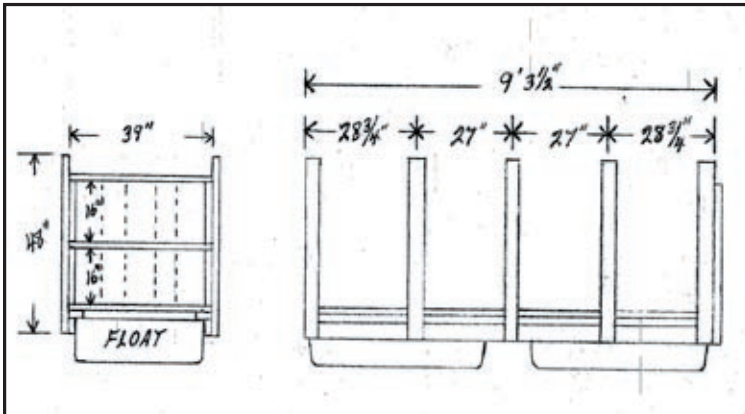
MARKETING

Stand Up Paddle Board Rack

By Ed Fussy, Pimushe Resort



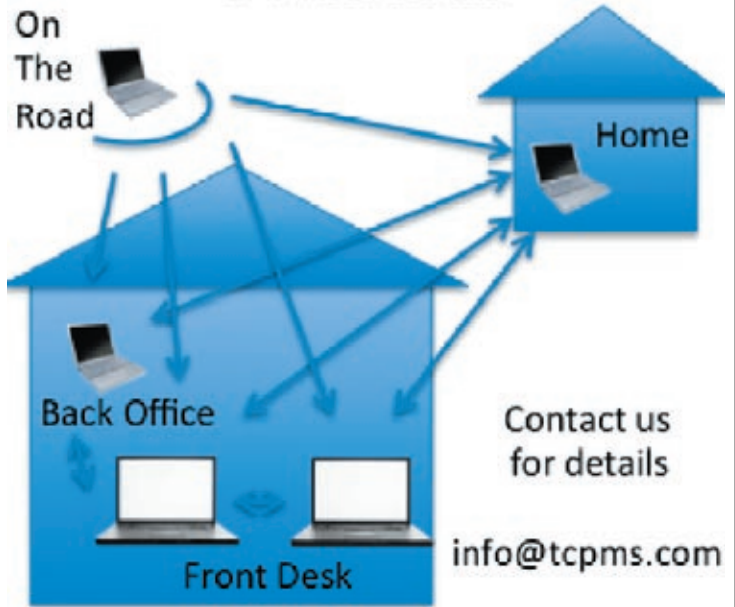
I built a rack for our stand up paddle boards so our guests wouldn't bring them up on shore and break the fins off. It's also a good way to store them and protect them from the wind along with storing the paddles on top of the rack. Our rack is screwed to our floating docks to hold it in place. In knee deep water, you could put some type of dock pipe and brackets on the side of the rack. Set the rack along side of a dock or let it free stand out away from a dock. With just two 3'x4' dock floats from Menards, some 2" x 4" boards, deck boards and screws; anyone can whip a rack together with the pictures and drawing provided. I would recommend taking a round-over router bit or wood rasp to make sure the 2" x 4" boards have no sharp edges to tear up the side of your stand up boards when they slide them in and out of the rack.



Reservation Master 5

Guest Management Software

Simultaneous multi-user access to your data:
From Home, your Back Office, Front Desk,
or while on the road



Mark Your Calendar!

The 2013 CMR
Fall Conference
will be

October 27-29, 2013

*Location to be determined -
don't miss this exciting event!*

PlayCleanGo: Stop Invasive Species in Your Tracks

By Susan Burks, MNDNR Div. of Forestry Invasive Species Program Coordinator

Green is good, right? Not if you're fighting Eurasian water milfoil or curly-leaved pond-weed. By now most resort managers and Minnesota recreationists realize that when it comes to aquatic species, green isn't always a good thing. Aquatic invasive plants are a huge pain in the neck for property managers, landowners and recreationists, **AND** a huge pain in the pocket book. So why do folks still think that green is good when it occurs on land? Did you know that invasive species cause as much damage to our forest, prairie and wetland resources as they do to our water resources? And yet, the huge strides we've made in preventing the spread of aquatic species and the messages behind them get little attention when it comes to protecting our other natural resources. Well, the DNR and its partners have launched an outreach campaign to parallel *Stop Aquatic Hitchhikers!* while encouraging recreationists to enjoy our vast array of trails and camping sites. The program is called **PlayCleanGo: Stop Invasive Species in Your Tracks.**

What are invasive species?

They are plants, animals and micro-organisms not native to a particular area, and capable of causing severe damage in areas outside their normal range. Not all non-native species are bad, take corn for instance. Actually fewer than 10% of the non-native species that become established actually become pests. But those that become invasive cost our state millions in management and lost revenue.

How do invasive species spread?

Every species has one to several ways to expand their range such as being blown by the wind, carried by animals or moved in soil or water. In their home territory, these forms of spread are rarely a problem because the native plants and animals have evolved to co-exist.

Long distance spread to a new location, most often with human assistance, can be problematic because the resident plants and animals cannot cope with their new neighbor. Natural enemies are missing and host species often lack the natural defenses to survive an attack by the introduced species.

How can recreation spread terrestrial invasive species (those that live on land)?

Invasive species have many pathways that may utilize human activities. For instance, weed seeds move in soil, so they can be transported by muddy boots or vehicles. Other weed seeds have hooks that help them catch a ride on shoes, socks, clothing and pests. Insects and pathogens that attack trees can be easily moved in uncured firewood. Recreationists can spread an invasive species across the state or from state to state much more quickly than the species would spread on its own. Being aware of the various pathways of spread can help reduce the risk of accidentally moving harmful invasive species.

Why care about terrestrial invasive species?

Nationally, costs associated with detecting invasive species, management once an infestation is discovered and associated losses to industry, recreation, forest health and water quality are in the billions of dollars each year. Like other disasters that have been in recent news, invasive species could have a direct impact on you, your guests and your livelihood. Preventing the spread of invasive species has been shown to be far more cost effective than managing pests after they hit. By getting involved now, property managers and landowners can

protect their assets and the state's natural areas for the enjoyment of future generations.

What can you do?

First, you can become familiar with the terrestrial invasive species that could impact your area. Among others, these include emerald ash borer, gypsy moth, Asian longhorned beetle and a host of invasive plants, such as Oriental bittersweet, buckthorn and garlic mustard. A good place to start is the **PlayCleanGo** website at www.playcleango.org. On the resources page are links to identification and management tips on a range of terrestrial invasive species.

Second, you could become a **PlayCleanGo** partner. All we ask for is a web-ready copy of your business logo and your website URL to post on our Partners page. In return, we give you access to our graphics and media library. And we can provide some limited graphic services to customize our ads to reach your particular audience.

Third, you could explore opportunities to share prevention tips with your staff and your guests. We would recommend that you start with this simple list:

- Clean your gear before entering and leaving the recreation site.
- Remove mud and seeds from clothes, pets, boots, gear and vehicles and place them in the receptacles provided.
- Burn only local of certified firewood.
- Use only local or certified weed-free hay.
- Stay on designated trails.
- Have a great time and share your love of the outdoors with your kids.

For more information on **PlayCleanGo** or terrestrial invasive species, contact Susan Burks at susan.burks@state.mn.us.

PROTECTING MINNESOTA IS UP TO YOU



Help Prevent The Spread Of Invasive Plants And Animals



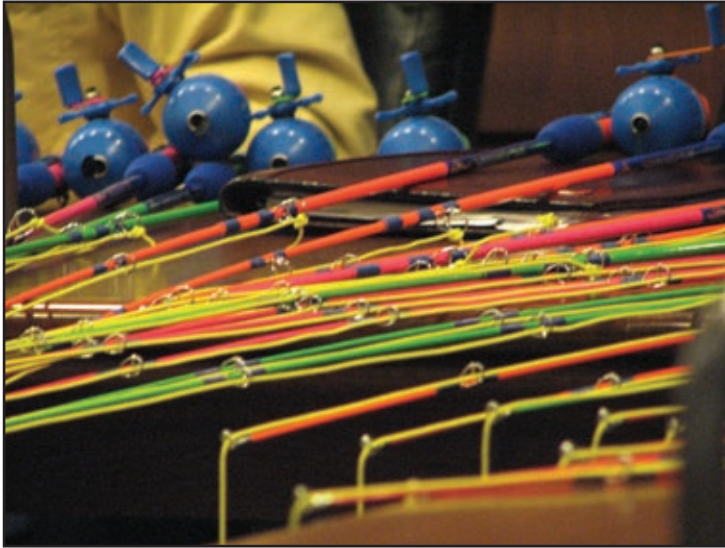
STOP INVASIVE SPECIES IN YOUR TRACKS.
PlayCleanGo.org

THE STATE OF MINNESOTA

LEGISLATION

2012 CMR Fall Conference Silent Auction

By Dave Thompson, Fisherman's Village Resort



Silent Auction funds helped pay for our distinctive fishing poles from last year's Day on the Hill.

This year's Silent Auction held during the Congress of Minnesota Resorts' (CMR) Annual Fall Conference at Thumperpond Resort in Ottertail, was very successful. Pat Addler, Cedar Rapids Lodge, and I coordinated the Silent Auction, together with CMR members, we met our goal by raising \$4,165 this year. This year's auction had about 70 fantastic items. The funds raised will be used exclusively for our annual Day on the Hill Event which is scheduled for February 26-27, 2013.

The amount raised is especially generous when considering 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 donating really great items. This year we again had some especially great items that really raised the level of bidding frenzy. Here are some of the highlights:

- Cragun's Legacy Golf for four persons,
- Minnesota Vikings Tickets,
- Day at the Capitol with Joel Carlson, including hotel, breakfast, lunch, dinner, inside tours,
- Custom wood end tables and sunning bench,
- Rockwell Sonicrafter; and many more items.

Members have always brought great items that others seem to really appreciate and generously bid on. This year was no exception. We had fantastic items donated and the bidders out did themselves with generous amounts.

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. These funds allow CMR to provide:

- FREE Luxury Coach Transportation to St. Paul.
- Attendee only legislative name badge and neck lanyard, with year pins to show years of attendance.
- Coffee and donuts, box lunches and soft drinks while at the Capitol.
- Attendee packets.
- 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 serving on committees we have legislative issues with.
- Token items we carry around the Capitol to draw attention to our issues and let folks know "*The Resorters are back!*" We have worn orange life jackets, fishing hats, sunglasses, CMR fishing vests, and have carried items such as beach balls, minnow buckets, big foam fish hats, and giant bobber coolers. Last year, we carried colorful fishing rod and reel combos with a large red and white bobber hanging from it with our logo and website on one side as well as our issues on the other side. Each legislator and government leader we met with was presented with a rod and reel combo, so they could remember our visit and our issues. What will we think of this year?

We just completed a political election and all of our resort areas were affected. The legislature has changed leadership again and it is important to make a trip to visit with our representatives. The entire state has redistricted, you may have an incumbent legislator, but they are representing new areas and they must know what affects your businesses. With the leadership changes, *post Labor Day school start* will again be in jeopardy.

DNR parks are expanding their camper cabins with the new Legacy Funds and these units are greatly changing what the original scope was to be. The price tag on these units is over \$90,000 in some cases. These units are not required to meet the same building codes we must meet with bedroom sizes, egress, and other items.

The sprinkler system bills will have new life since the governor vetoed last year's bill that deleted this requirement.

Any one or all of these issues can greatly change your business's ability to be profitable. Issues always arise at the last minute and we must be there to address how these affect us. Last year, there were bills that would have added watercraft licenses to paddle boats, boards, and kayaks less than 10 feet in length. We found this out at the last minute and were able to add this to our issues resulting in the stopping of the bill in committee during our visit.



CMR members donated great items that others seemed to really appreciate and generously bid on.

In past years, the CMR has had as many as 50 resorters come to the capitol for this very valuable event. As this event gets more popular,

these issues.

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

Join us on the Bus!



The money raised through the silent auction makes CMR's Day of the Hill a reality each year.

and since our state is quite large, we are now looking at additional transportation routes to help bring even more resorters 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 (like Wilmar and Spicer areas), Waterville area, Ottertail area, and Detroit Lakes. It makes it much easier to speak with 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



The silent auction featured many fantastic items donated and the bidders out did themselves with generous amounts.



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LEGISLATION

2013 Legislation: New Players and Big Agenda

By Joel Carlson, CMR Lobbyist

The election swept in a new round of legislative leaders, committee chairs and staff that will create a new challenge for groups like the Congress of Minnesota Resorts (CMR) that come to the capitol each year to advance their causes. The dramatic change at the capitol – seeing the Republican majorities pushed (some would say shoved...) aside after a short two-year reign at the capitol has given Minnesota its first opportunity to witness one party domination at the capitol since the late 1980s.

Minnesota House of Representative

House Speaker Paul Thissen (DFL, Minneapolis) will lead a 74-member DFL majority caucus that includes 27 new members. His membership also includes the most senior members of the legislature, including Representatives Phyllis Kahn (DFL, Minneapolis) and Lynn Carlson (DFL, Crystal) both serving in their 21st terms (yep...that's 42 years at the capitol!) Representative Erin Murphy (DFL, St. Paul), who oversaw candidate recruitment for the DFL, will serve as House Majority Leader, only the third woman to serve in that capacity since statehood in 1858.

House Republicans, who saw their 72-seat majority evaporate on election day, will be led by Representative Kurt Daudt (R, Crown), who is just starting his second term. No one can recall a major party leader at the capitol with such a short legislative tenure – which is an endorsement of Daudt's easy going and non-confrontational style. Nine Republican incumbents lost on election night – a fate that Daudt wants to reverse in 2014.

The House announced its roster of committee chairs shortly after the election. Resorter Rep. David Dill (DFL, Crane Lake) will be leading the Environment Policy Committee in the House. Dill will be responsible for game and fish policy, AIS control, and other issues important to CMR. Rep. Joe Atkins (DFL, Inver Grove Heights) will return as Commerce Committee Chair and will have tourism related issues in his committee jurisdiction. Both chairs have been very supportive of resorting in the past. A complete list of house committee chairs can be found at this link:

http://www.house.leg.state.mn.us/hinfo/leginfo/PR_2013_Comm_Names.pdf

Minnesota Senate

The most dramatic sea change from the past two elections can be found in the Minnesota Senate. Stung by internal scandals, the government shutdown and divisive leadership battles, the first senate republican majority in 40 years was wiped out on election night. In addition to the seven defeated republican incumbents, 11 members retired before the election. The DFL gained nine seats to reclaim a 39-28 majority and a move back to the capitol offices they had long occupied.

The turnover in the senate the past two elections is stunning. Sixty percent of the 67 senators have served two years or less. The senate republicans make up a substantial block of these new faces, where 18 of their 28 members have served less than two years – an unbelievable number. Many longtime republican members, like Senators Gen Olson (R, Minnetrista) and Claire Robling (R, Jordan) with combined service of over 30 years choose not to seek reelection. While their

seats remained in republican hands – their legislative experience and expertise has been lost.

The new DFL Majority chose Senator Tom Bakk (DFL, Cook) as their leader. A longtime resort area legislator, Bakk will have a challenge leading a diverse caucus through its first session. Many of his more liberal senior members from the core cities of Minneapolis and St. Paul may push policy changes on tax and social issues that lack strong support from the newly elected DFL members from the affluent suburbs of Edina, Eagan, Woodbury and Stillwater. Bakk has been working hard to manage the expectations of this caucus over the long list of labor and social justice causes that were ignored the past two years.

The senate republicans elected Senator David Hann (R, Eden Prairie) as their minority leader. Long a favorite of party conservatives over his opposition to federal health care reform and teacher unions, Hann will have his work cut out for him with a public that has grown tired of legislative gridlock. Many believe Hann will be a candidate for governor in 2014, which will make handicapping his legislative decisions an interesting activity for legislative geeks – like me. :)

The senate committee chairs have also been appointed. Senator John Marty (DFL, Roseville) first elected in 1986, will lead the environment committee. Senator Jim Metzen, first elected to the house in 1974 and the senate in 1986, will lead the commerce committee. The powerful tax committee will be led by resort area Legislator Rod Skoe (DFL, Clearbrook). With the many property, income and sales tax changes being proposed we are thrilled to have Senator Skoe at the helm of this important committee.

A Senate and House Directory can be found here:

<http://www.senate.mn/members/2013-2014/info/electiondirectory.pdf>

2013 Budget Session

The first revenue forecast that will begin the process for setting the state budget has been released – and it's as dire as previous sessions. However, state budget officials are still predicting a \$1.1 billion shortfall for the 2014/2015 budget and an ongoing obligation to repay schools another \$1 billion that was browed to solve the government shutdown.

The good news is that the state's job market has been stable, with unemployment running three points below the national average. Additionally, the current budget cycle will not only end in the black, but it has allowed the repayment of over \$1-billion of the school payment shift. The new DFL control of both the legislature and the Governor's office has many people believing that a massive tax increase is in the works. However, a careful review of the newly elected DFLers paints a different picture. Many of these members ran for the legislature as small business owners and fiscal conservatives. They may be loath to vote for large income tax increases, which are not popular in their legislative districts. Governor Dayton and his administration has been preparing an overhaul of Minnesota's property, sales and income tax systems, something that has not occurred since the internet has become such a major force in our consumer driven economy.

The Dayton budget will be released by January 22 – and the picture will get more clear after that date. Here is a link to the revenue forecast at a glance: <http://www.mmb.state.mn.us/doc/fu/12/flash-nov12.pdf>

Flexible Learning Year

The tourism industry collectively groaned when the Minnesota Department of Education approved a plan for 25 southwest Minnesota school districts to be begin school before Labor Day. The idea, according to these districts, was to have more learning days before statewide testing – which take place in the spring of each year. CMR has long maintained that there is no connection to a post Labor Day School schedule and improved learning outcomes – and that there are effective tools to improve learning that do not relate to the calendar.

Two years into this experiment appear to support our long belief. Test scores are not improving – and in several learning areas scores are actually going down. A decline in student learning is nothing to celebrate – but in reading about the test scores and the complaints from parents and teachers it does seem that other avenues are needed to obtain better learning outcomes – and post Labor Day school starts do not negatively impact students. Here is the article about the experiment:

<http://www.dglobe.com/event/article/id/61414/group/News/>.

CMR Day on the Hill

As you can tell by all the new faces and committee chairs – it will be a big effort to get legislators educated on all the issues important to resort owners. Taxes, game and fish, AIS, business licenses and regulations are just a few. We need you to attend the CMR Day on the Hill February 26 and 27. With so many new faces we'll need an even bigger turnout than last year – which might have been the best ever! Mark your calendar now and get involved with our legislative effort!

Joel Carlson owns a Legal Research and Government Affairs business in St. Paul. He has represented CMR at the Capitol since 1996. You can contact him at: jdcresearch@aol.com

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Your Time!

Get Involved! Attend the 2013 Day on the Hill Feb. 26 and Feb. 27, 2013.



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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!

Mark your calendars for February 26 and 27, 2013. Details about bus transportation, hotel and meeting agendas will be coming soon!!!
Save the DATE!!

For more information please contact
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