

RESORTER REPORTER



From the President's Pen

July 2017



I have been reading the Yahoo Resorter Chatline topics. One that I find interesting is the occupancy topics and booking habits of our guests. I wish that it was easy to determine the vacationer's booking habits and needs. I know there are statistics about the tourism industry and it addresses tourism in general. But, Minnesota family resorts are a unique bird.

A topic that I wish was easy to determine is the booking habits of our guests. It seems that many families are booking their vacations later and later. It used to be that January was the big month and if a cabin wasn't booked by February, it may not get booked. Now it is July, and we are still getting reservations. It may be because families don't know their kids' schedules and don't want to commit too early, or perhaps it is difficult to get an entire week off of work or maybe they are looking for a deal. Or, perhaps, most likely, it is a combination of many factors.

I realize that every resort is different, but many have been making changes to their reservation practices. I am going to bring up this topic during one of our Cracker Barrels at the CMR Fall Conference. It will be interesting to see what is working. Perhaps partial week rentals in the summer, Friday - Friday rentals, 4 night minimum, 3 night minimum, no set check in or check out day, nightly rates are much higher on the weekends vs week days, partial week rentals will be accepted as of a certain date for any openings, etc.

This is a topic that we, as an organization, can help each other with. I will see you at the CMR Fall Conference.

Karen Senger
CMR Board President
Cedar Point Resort- Marcell

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

The Community of Minnesota Resorts' motto is: "Resorters Helping Resorters."
 "We believe that none of us alone is as smart as all of us together."

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New Format-Additional Content-Pertinent and Timely Information

The Community of Minnesota Resorts' newsletter, the Resorter Reporter, has changed. Here are some helpful hints for navigating the links in this newsletter.

When you click on a link to external content, you will be connected to that content. To return to the newsletter from that content, just close the new window that opened by clicking the back arrow in the upper left hand corner. You will then return to the Resorter Reporter.

Community Of Minnesota Resorts Calendar of Events

- August 23** Next CMR Board Meeting-open to all members
 8:30 Committee Meetings
 10:00 Board Meeting
 Park Rapids-location TBD
- September 1** Resorter of The Year Nominations Due
- September-TBD** Fall Resort Tour
- October 29-31** CMR Fall Conference
 Arrowhead Lodge
 Alexandria, MN

Make sure to mark your calendar for these upcoming events!



Resorter of the Year Nomination Submittal Deadline-September 1, 2017

The Community of Minnesota Resorts (CMR) selects, through nominations by its members, one resort and resort owner that has shown a dedication for 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. Click on the nomination form below to nominate the resorter who you feel should be "Resorter of the Year."

[Resorter Of The Year Nomination Packet](#)



The below is taken from the June 2017 rezStream newsletter.

INFOGRAPHIC: GOOGLE AdWORDS 101

Have you been interested in driving new traffic to your website but have tapped out all of your other marketing channels? Perhaps it's time to invest in Pay Per Click (PPC) advertising. This Google AdWords 101 infographic will walk you through the advertising platform and some insights on best practices! Click on the link below to learn more.

[VIEW INFOGRAPHIC](#)

New CMR Website Must-Dos To Verify Website Content!

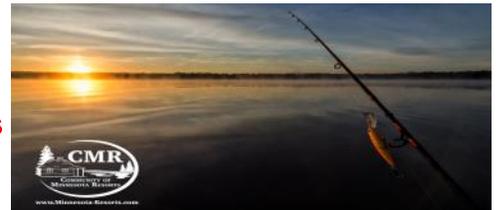
(Reprinted from June's Resorter Reporter issue)

First, go into the CMR website <http://minnesota-resorts.com/resorts/> to the resorts page and find your resort. Under the state map, click "View All"-it will pull up all 151 listings on the CMR site. Then click Sort List A-Z. Then find your resort. If it is listed, great.! If it is not, your resort has somehow not been uploaded to the new site. Email Jim at CMR@Minnesota-Resorts.com so the issue can be resolved.

Second, do a search for your resort by region. Under #1 "Find Your Vacation Today", click on the region your resort is in. Then under #2 Next "I am interested in..." , click on cabin. Then click the box "Find Your Vacation". Did your resort show up in this search? If so, perfect. If not, there is a problem and you need to edit your resort listing to include the region your resort is in.

Third, do a search using the Advanced Search Tool on the right hand side of the same page. Type in your resort name, city and lake then hit Search. Did your resort show up in this search? If so, perfect. If not, your resort listing may not include the city and lake you are on and needs to be edited.

Fourth, did your listing show up with your resort name, but have this picture? (Almost 30 current listings do.) This means you need to edit your content and add your own photos from your resort. This is a stock photo placed in your listing because there weren't any of your resort photos provided.



Finally, does your listing show your resort name and your address under it, but nothing else except closed parenthesis like this (...) and the word More? If so, you need to edit the content in your listing to describe your resort, input amenities, and fill the fields that provide potential guests the insight into your resort that will attract them to rent from you.

Here are the tutorials again to assist you in logging on, editing your listing, etc.

[Log In Guide](#)

[Dashboard Guide](#)

[Edit Your Listing](#)

IMPORTANT: Do not assume that all of the content from your listing on the old CMR website transferred over to the new site correctly! You must go into your listing and review all of its content for complete accuracy and update it. No one knows your resort and what your website content should be better than you, so please verify your content to ensure it is complete and accurate. This is a very important aspect of your membership, and we want to ensure that ALL listings reflect your resort in an accurate manner. Do not allow your listing to be incomplete go in and edit it and give it full content today!

Other Hints:

Now, on the home page of the CMR website, two resorts are randomly featured each time a guest first enters the site. (They show up under the area in green where it says Plan Your Stay.) If you move your cursor over the largest of the photos the name of the resort and lake it is on appear. This is very nice, but when I saw this I changed my feature photo to show my resort name in it because just looking at the photo as a guest without the resort name it looks like a photo of just another cabin, or another fish. We recommend putting a picture with your resort name in it to personalize it so that people know what

resort they are looking at.

Remember, now you can put in 5 photos, so all 5 would show up on this main page when your resort is randomly shown. Guests want to see the personality of your resort, so be sure to put in 5 photos!

Associate Members-Edit Your CMR Website Listing Now!

As an Associate Member you should also be logging into the CMR website under the Member Login and editing your listing. Put a photo in your listing, detail products you sell or highlight a special offering specific to CMR members. Members want to review your product offerings, so make your listing as complete as possible.

Many listings do not currently have descriptions of products or services offered. Keep in mind, some content may not have transferred over from the old website, so you need to update and edit your content.

Need assistance? Contact Jim at CMR@Minnesota-Resorts.com

What's going on in your neck of the woods?

Check out the Explore Minnesota Events Update by following this link to see what events and happenings are going on in your area and around the state.

<http://www.exploreminnesota.com/newsletter-sign-up/reports/events-report/>

Once at the site, just click on the most recent events update on the site and view your area's upcoming events.

Do you know who your Community of Minnesota Resorts Board members are?

Your CMR has now completed committee assignments designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership.

Just click on this link to keep up to date on who your Board and Committee members are: <http://minnesota-resorts.com/wp-lib/wp-content/uploads/2017/05/2016-2017-CMR-Board-Members-and-Staff.pdf>

Want to volunteer to be on a committee or to assist the Board? Contact Board President Karen Senger at cedarpoint@bigfork.net, or call her at 218-832-3808.

Did you know within the Members Only section of the new CMR website you can find many educational items to assist you in running your business?

You can find previous copies of the Minnesota Resorter magazine, Resorter Reporter newsletter, contact legislators, forms and applications and other information that you can refer to long after it has been published.

Just go to the CMR website www.Minnesota-Resorts.com, click on Member Login at the bottom of the page, sign in, and then peruse the member only dashboard to see all the information that is available to you.

Have a suggestion of other items you would like to see on the members only dashboard? Just let a Board member know.

Remember, from the Member Only dashboard you can also refer to our Associate Member sites for products specific to you as resort owners. Once logged in and on the dashboard page, just click on vendor directory on the left hand side and peruse the Associate Members of the CMR for products and services.

MAKE HAY WHILE THE SUN SHINES!



In the world of seasonal lakeside resorts our window to make money is relatively short, approximately 4 months. In that 4 month period we have to take advantage of every opportunity there is to fill cabins, rent boats, sell clothing and produce income that we can. In other words, we have to "Make Hay While the Sun Shines". Ever wonder where this saying comes from, or how it came to be? Well, below is what I found on the internet of course.

Have you ever been told to "make hay while the sun shines"? What does that even mean? You might not even be a farmer! Why would you want to make hay? And what does sunshine have to do with it?

"Make hay while the sun shines" is an old saying that's considered a proverb. A proverb is an old, usually short saying that communicates good advice or something true.

If you make hay while the sun shines, it means that you take advantage of the chance to do something while conditions are good. In other words, you make good use of your time or make the most of an opportunity while you

have the chance.

The saying has been around for hundreds of years. It first appeared in 1546 in John Heywood's *A dialogue conteinyng the number in effect of all the prouerbes in the Englishe tongue*. Experts believe the phrase came from medieval English farmers.

Hundreds of years ago, it would take many days for farmers to cut, dry and gather hay. Today, it's much easier to make hay because of our modern machinery and weather forecasting.

Since hay can be ruined easily if it gets too wet, medieval farmers had to take advantage of hot, dry, sunny weather to cut and gather hay. Thus, "make hay while the sun shines" was just a matter of common sense to them.

They eventually began to use the phrase generally to mean to take advantage of circumstances before the chance slips away.

This proverb, like so many others, offers good advice. Opportunities may only come along every so often.

It's good to take stock of a situation and realize when an opportunity presents itself. If you can act on it before it slips away, you'll have made hay while the sun shone!

A similar idea can be communicated by the Latin phrase *carpe diem*, which is usually translated as "seize the day." Those who use this phrase stress that the future is uncertain.

Since one never knows what the future may hold, take advantage of those opportunities that present themselves today. Make every second count!

Member Feedback

The Community of Minnesota Resorts is an organization of "Resorters Helping Resorters". Your feedback is what makes the CMR a stronger more effective organization. We ask that you continue to provide your feedback on issues that are impacting you at your resort so that as an organization we can assist you with those issues. Whether the issue is big or small, the CMR is here for you. Some recent feedback assisted us in solving some glitches on the new website, and allowed us to more prominently display the Last Minute Openings icon on the Home page of the new website so that guests could immediately find resorts with listings. It is feedback like this that allows the CMR to better meet your needs. Feedback can be provided directly to a Board member, or just sent to the Resorters Chat Line.

THE ORIGIN OF DOG DAYS

July 6, 2015 by: Dictionary.com



It's hot again, up in the Northern Hemisphere. It's that time of year when the sun shines its most unforgiving beams, baking the ground and, indeed, us. It's the portion of summer known as the hottest time of the year. Or, more delightfully, the *dog days*.

Contrary to common conjecture, the dog days do not take their peculiar name from weather that "isn't fit for a dog," or heat that is so extreme it drives dogs mad. These folk etymologies shrink in comparison with the actual background of the phrase, a story of astronomical proportions.

The *dog days*, in the most technical sense, refer to the one- to two-month interval in which a particularly bright star rises and sets with the sun, shining during the daylight hours and staying hidden at night. This star is known by three names: Sirius, the Dog Star, and Alpha Canis Majoris. Apart from being the most prominent star in the constellation Canis Major (Latin for "Greater Dog"), this heavenly body is responsible for the origin of the expression *dog days*, a phrase that has endured through millennia.

Classicists and astronomers will know the Dog Star as Sirius. The earliest record of this name comes from the Greek poet Hesiod, in *Work and Days*, written in seventh century BC. Meaning "searing" or "scorching," Sirius encapsulates the Dog Star's unusual brightness. Additionally, in Greek mythology Sirius is the name of the dog of Orion (a mythical hunter who has a constellation of his own adjacent to Canis Major), which further reinforces the Dog Star's historical associations with canines. This tradition continues in the Harry Potter series; Sirius Black's Animagus form is a large black dog.

The Dog Star's connection to dogs was not only maintained by constellations and mythology, it was boosted by the fact that dogs seemed to take the brunt of the dog days. They suffered from the heat more intensely than humans seemed to, and were at greater risk of madness.

The English phrase *dog days*, which entered the language in the 1500s, is a direct translation from the Latin term *caniculares dies*, which refers to this specific seasonal phenomenon and is modeled after the same term in Hellenistic Greek. It is also from Latin that we got the word [canicular](#), which refers to the Dog Star, as well the precursor to the expression *dog days*: *canicular days*.

The Dog Star, being the second brightest star that can be seen with the naked eye, did not escape the attention of ancient astronomers. Nor did its annual disappearance from the night sky and the corresponding influx of heat. Initially, ancient Greeks blamed the Dog Star for the sweltering weather, assuming that its brightness paired with the sun manifested in the hottest days of the year. This belief was debunked in the first-century BC by Greek astronomer Geminus, but the significance of the Dog Star remained untempered.

In ancient times, the *dog days* would have roughly corresponded to the summer solstice. Due to [precession](#), however, the days have fallen later and later in the year. The exact dates of the *dog days* depend on your latitude, but by today's estimation they begin on July 3 and come to a close on August 11.

Humans have been griping about the weather as far back as written history reaches, and the *dog days* were an important time for all. The Ancient Greeks and Romans, in particular, had grim feelings for Sirius, associating it with an outbreak of insufferable heat and fever. Civilization has long credited the objects in the sky with influence over the earth and its inhabitants; if it's not the Dog Star cursing you with sultry summer heat and madness it's the moon driving you to lunacy. It seems you can't win when it comes to the celestial bodies.