



Join Us!
for the...

2018

Community of
Minnesota Resorts
Fall Conference

October 28-30, 2018
at Cragun's Resort
on Gull Lake

11000 Craguns Dr
Brainerd, MN 56401



PERMIT NO. 71
ZIP CODE 56601
MAILED FROM
U.S. POSTAGE
PAID
PRESS Mkt

Dent, MN 56528
PO Box 61
Fall Conference Committee
Community of Minnesota Resorts - CMR

Brewery Tours! Saturday, October 27. It's a Resorter's Fun Day.

Get on the bus. No, not to the capitol for the CMR Day on the Hill, but rather for a Brewery Tour.

We rented a bus (there is a minimal fee per person for the bus).

It is a great way to meet new resorters/friends and also see old resorters/friends. Get on the bus and enjoy the tour.

After the tour we will have dinner Cragun's. So, even if you don't go on the tour, you can join us for dinner!

1:00 Meet at Cragun's to get on the bus.

The bus will leave at 1:30 and we will be touring three breweries:

Roundhouse Brewery

Jack Pine Brewery

Gull Dam Brewery

5:30 Return to Cragun's

Room reserved for Dinner at Cragun's

Fall Conference Registration Form (Registration Deadline: October 25th)

Name(s) _____

Resort Name _____

Address _____

City/MN/Zip _____ Phone # _____

Email Address _____

Number of People Attending _____

Make checks payable to:
Community of Minnesota Resorts

Total Enclosed _____

Cost: \$150 per person (CMR member)
\$100 per person if more than 3 people from same member resort

\$200 per person (Non-CMR member)

Join the CMR at the door and get the member registration price.

Can't come for all three days? Call the CMR office for daily rates. 320-212-5107

(No refunds can be given after October 25th deadline)

CRAIGUN'S
RESORT ON GULL LAKE

(877) 585-3149

11000 Craguns Dr • Brainerd, MN 56401

Room Rate: \$91.26/night including tax
You must book by Oct. 15th to get the
CMR discounted group rate.
https://craguns.formstack.com/forms/com_2018

I am interested in "getting on the bus" Saturday for the Fun Day Brewery Tour.



AGENDA

Sunday, October 28, 2018

- 11:30 Registration/Social Time
 12:00 Conference Begins
 • Income Tax Update & Related Planning Strategies
 • Explore Minnesota Tourism: Preparing for Success When All is Changing Around Us
 2:45 Break
 3:00 • Cracker-Barrel
 • DNR Fisheries Update and Northern Regulations
 • Legislative Update, What is Happening at the Capitol
 6:30 Dinner
 7:30 Entertainment: Team Trivia
 9:00 Hospitality Room

Monday, October 29, 2018

- 7:15 Breakfast
 8:15 Conference Begins
 • Contracts for Deed: Risks and Benefits
 • The Science Behind Cleaning Products
 10:30 Break
 10:45 • Cracker-Barrel/Resorter Panel
 • Resorter of the Year Award
 12:15 Lunch
 1:00 • Vendor Show
 4:00 • CMR Annual Meeting
 5:30 • Silent Auction Final Bidding
 6:15 Dinner
 7:30 Hospitality Room

Tuesday, October 30, 2018

- 7:00 CMR Board Meeting
 7:00 Breakfast
 8:00 Conference Begins
 • Introduce New Board Members
 • Reduce Negativity: Eliminating Thought Circles and Tornadoes
 10:30 Break
 10:45 • Customer Service Around the World
 12:30 • Grand Prize and Closing

CONFERENCE TOPICS



Contracts for Deed: Risks and Benefits

— **Zack Johnson, Thomason, Swanson & Zahn**
 Attorney Zack Johnson will talk with us about Contracts for Deed. Contracts for Deed were once the primary way that resort businesses were sold. Times are changing. Are Contracts for Deed coming back into fashion? Zack will give us some good grounded information on contracts, describe various types of stipulations that can be included to tailor a contract to your specific needs, and will describe the not so obvious risks and benefits to the seller.



The Science Behind Cleaning Products

— **Chris Gatewood, Territory Manager, Cole Papers**
 Chris knows his business, cleaning products. We will hear about the different cleaning options. Chris will tell us about the science behind cleaning products, how they clean, how they are made and will touch on FDA safety.



Claudia Around the World Tours — Claudia Allene

Claudia has unique experiences and insight to customer service. She traveled the world for 3 years and has gained a whole new perspective on customer service. Think outside the box. We all have resorts, what will make us stand out? Perhaps hearing what Claudia has to say about service will help you!



Income Tax Update and Related Planning Strategies — Bruce Imholte, CPA

Bruce will inform us about changes coming in the Income Tax Code that will impact us. Learn about how you can prepare as it relates to your business.



Reduce Negativity: Eliminating Thought Circles and Tornadoes

— **Willow Sweeney, Top 20 Training, Speaker and Author**

We received such great feedback from those that attended last year's conference where Willow entertained and motivated us, that we are thrilled that she is returning! Willow is a co-founder of Top 20 Training and has been a national speaker and trainer since 2002. This year's attendees will be provided with awareness and means for reducing negativity in their own thinking and in their social conversations because relationships are diminished by negativity.



Preparing for Success When All Is Changing Around Us

— **John Edman, Director of Explore Minnesota Tourism (EMT)**

John Edman will present an update on Minnesota's tourism industry and will answer questions you may have. What is changing and how can we be prepared.



DNR Fisheries, Update and Northern Regulation

— **Brad Parsons, MN DNR Fisheries Chief**

Brad was appointed as the Minnesota DNR Fisheries Chief. He is a 31-year fisheries veteran and has been the Central MN Fisheries Manager since 2010. Brad will update us on what is happening in the Fisheries department and talk about the new Northern Regulation.

Panel of Resorters

Often times we learn the most from our peers. Hear from a panel about what they have learned through the years. What are some of the decisions they made that they would do again? What would they have done differently? What do they wish they would have done? What advice would they give new resorters? We are all sure to gain some useful information.

Team Trivia Game

You've played it at bars, at parties, at home, but this five-round Team Trivia game night could net you more than bragging rights and good times. Spin even more fun into the evening with the 'Show Me/Bring Me' quick games between rounds. You'll leave with your laugh lines showing!

CMR Legislative Update

Get current on everything happening at the Capitol. CMR is your one-stop for legislation and regulations important to resort owners.

CMR Annual Meeting

Join fellow CMR members to find out what your organization has been working on this year and the focus for next year. Nominate and vote for your new Board Members.

Silent Auction

The CMR Legislative efforts benefit each and every resort, and this auction is a fund raiser to offset the expenses of Day On The Hill. Don't forget to bring items to donate for the auction and money to "win" bids! **And remember,** if you can't attend the Fall Conference you can still contribute to the CMR Legislative efforts by making a check out to the CMR, noting it is for DOH in the memo section, and mail it to: CMR PO Box 61 Dent, MN 56528 or donating an item by contacting Nancy Loren at 218-851-5692.

CMR Vendor's Show

What's the latest in products of interest to resorters? Come to the Vendor's Show to find out! And, of course, there will be the great prize giveaways. Must be present to win.

CMR's Famous Cracker-Barrel Sessions

We always get feedback that attendees really love these fun, informative, informal sessions where resorters share ideas and experiences with fellow resorters. Bring questions that you want to ask other resorters.