



Join us!  
for the...

2017

Community of  
Minnesota Resorts  
Fall Conference

October 29-31, 2017  
at Arrowwood Resort  
& Conference Center  
2100 Arrowwood Lane NW  
Alexandria, MN

## Experience an afternoon of fun in the Alexandria Lakes Area

You are welcome to join in any of the afternoon events. The Escape Room and the Artbar 39 events require pre-registration. Call or email the CMR office directly to register. Pay at the door. 320-212-5107 CMR@Minnesota-Resorts.com

### Carlos Creek Winery

Carlos Creek Winery is a 160 acre winery that produces over 20 internationally awarded wines, including Hot Dish Red, Wobegon White, and You Betcha Blush. Take a self-guided tour in the wine cave and then enjoy the tasting bar (\$9, includes your wine glass). You can also reserve a walking tour of the production facility at 1:00 (reserve individually online). [www.carloscreekwinery.com](http://www.carloscreekwinery.com)

### Sugarbush Lodge 2:00 – 4:00

Stop in at Sugarbush Lodge (Geneva Beach Resort) between 2:00 and 4:00 for a CMR meet and greet at the lodge. Appetizers and drinks will be provided. Then stay at the lodge for the Artbar 39 event or head over to the Escape Room. [www.sugarbushlodge.com](http://www.sugarbushlodge.com)

### Escape Room Alexandria, "Easy to Get To, Hard to Escape!" – 4:00

Experience a live game adventure. Find the clues, solve the puzzles, and escape before the 60 minutes runs out. Choose Aunt Bea's Cabin (find valuable treasures cleverly hidden inside her Alexandria lake cabin), or the Bank Heist (you're a successful safe-cracker and you attempt a heist at Andes Tower Bank). \$24.95 per person. [www.escapealexandria.com](http://www.escapealexandria.com)

### Artbar 39 – 4:00

Enjoy a private "paint and sip" event at the Sugarbush Lodge. Experience your creativity and choose from painting on canvas or quote/stencil art. \$35 per person. Artbar 39 is an established art bar with experienced artists. [www.artbar39.com](http://www.artbar39.com)

### Arrowwood Lake Café – 7:00

After you check in at Arrowwood Resort, join the CMR crew for dinner at the Arrowwood Lake Café. The casual restaurant offers both sandwiches and exquisite entrees, and specializes in fresh, Minnesota dishes.

## 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:  
The Community of Minnesota Resorts  
PO Box 61 • Dent, MN 56528

Total Enclosed \_\_\_\_\_

Cost: \$150 per person for CMR members \$200 per person for non-members

Member resorts with more than two participants pay just \$100 for each additional person. 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)

Sunday, October 29th -  
Tuesday October 31st



Arrowwood  
RESORT & CONFERENCE CENTER

2100 Arrowwood Lane NW  
Alexandria, MN

Room Rate: \$89/night  
Call Arrowwood Resort directly at  
866-386-5263 and ask for the special CMR rate  
using promo code MNResorts.



## AGENDA

### Sunday, October 29th

- 11:30** Registration/Social Time
- 12:30** Welcome/Introductions
- 1:15** **Instagram**
- 2:15** Break
- 2:45** **Break – Out Sessions**
- Option 1 Swimming Pools
- Option 2 Rezstream
- 3:50** **Septic Systems**
- 4:45** Crackerbarrel
- 6:00** Dinner
- 7:00** Entertainment - Quad Squad

### Monday, October 30th

- 7:15** Breakfast
- 8:15** **Living Above and Below the Line**
- 10:00** Break
- 10:15** Crackerbarrel
- 10:45** **Facebook and Google AdWords**
- 12:00** Resorter of the Year Award
- 12:15** Lunch
- 1:00 – 4:00** Vendor Show
- 4:00** CMR Annual Meeting
- 5:30 – 6:00** Silent Auction Final Bidding
- 6:15** Dinner

### Tuesday, October 31st

- 7:15** Board Meeting
- 7:15** Breakfast
- 8:15** Introduce New Board Members
- 8:30** **Joel Carlson, CMR Lobbyist**
- 9:30** Crackerbarrel
- 10:15** Break
- 10:30** **John Edman – Explore MN Tourism**
- 11:00** **Panel of Resorters**
- 12:00** Grand Prize & Closing



## CONFERENCE TOPICS

### Who is Your Instagram Audience

— **Joanna Wallenberg, Brookside Resort and Grace Bateman, Tellwell Marketing**



Is Instagram right for your resort? Come and learn about the target audience, how to build a following, and tips on effective Instagram posts. Hear from a resort owner who is using it and a social

media marketer who knows all of the ins and outs.

### Swimming Pools and What You Need to Know

— **Eric Sailer, Olympic Pools**



If you have a swimming pool at your resort, or are thinking about adding one, this session will be helpful. A certified NSPF Instructor with over 25 years of experience servicing commercial pools, Eric will cover what is new in the industry, any expected changes to Dept of Health pool codes and how to comply with them, how to keep

safety a priority, and will answer any maintenance questions you may have.

### Optimizing Your Resort's Presence for Online Reservations

— **Jeff Hebrink, Rezstream**



With over 140 million travel bookings made on the internet each year, your resort owes it to its guests to provide an easy and direct online booking option. By implementing an online booking engine, you can convert online visitors into paying customers. Jeff will share everything you need to know about providing your guests with the flexibility to

book your units on their time, add packages/point of sale items to upgrade their reservation, and why you should sell gift certificates as an additional way to collect revenue.



## Conference Topics continued

### Septic System Know How

— **Brian Koski, Septic Check**

We all have one. Whether your system is new or old, Brian will present information on proper management of onsite sewage treatment systems. Brian will explain the different types of systems on the market and their best application, when it is time to replace an existing system, best practices for seasonal startup and shutdown, and much more.

### Living Above and Below the Line: Discovering the Power of Choice

— **Willow Sweeney**



Willow is a co-founder of Top 20 Training and has been a national speaker and trainer since 2002. This training focuses on becoming aware of our thinking so we know when it is working and when it is not working. It explores (1) the conditions that come up in our life that invite us to go Below the Line, (2) indicators telling us when we are Below, (3) how to handle Below the Line experiences with more grace and dignity and (4) how to trampoline back Above the Line.

### Facebook and Google AdWords

— **Andrew Leintz, Dayta Marketing**



The marketing opportunity on Facebook and Google cannot be ignored! This in depth presentation will cover how to create ads on these mediums, discuss how to target a specific audience, suggest how much you need to spend to make the campaign most worthwhile, and finally, how to monitor your ads and

read the online reports to best understand your return on investment.

### Panel of Resorters

Often times we learn the most from our peers. Hear from a panel who has done some different things to try to fill shoulder seasons, what it involved and how it worked for them. From offering packages, to changing infrastructure, to more out-of-the-box ideas, we're all sure to gain some useful information.



## ENTERTAINMENT

### The Quad Squad

Plan on a fun Sunday night with this year's entertainment "The Quad Squad." This improv comedy group is sure to leave you in stitches and promise to leave you asking for more!

### CMR Legislative Update

Get current with everything happening at the Capitol - from DNR regulations to Labor and Industry child labor standards - CMR is your one stop for legislation and regulations important to resort owners.

### CMR Annual Meeting & Silent Auction

Join fellow CMR members to find out what the organization has been working on this year and the focus for next year. Nominate and vote for your new Board Members and then stay around for the CMR Silent Auction. The Silent Auction raises money for our CMR Legislative agenda.

### 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, great prize giveaways. Must be present to win.

### CMR's Famous Crackerbarrel Sessions

Resorters love these sessions! There are never enough of these fun, informative, informal sessions where resorters share ideas and experiences with fellow resorters.

### Explore Minnesota Tourism

John Edman, director of EMT, will present an update on Minnesota's tourism industry and will answer questions you may have.