

# RESORTER REPORTER



## Thanks for answering the call to the CMR Board!

At the Community of Minnesota Resorts' Fall Conference, a number of new Board members were elected. They are:

Mike and Linda Schultz-Ten Mile Lake Resort, Dalton

Jen Bloomquist-Cedar Rapids Lodge, Tenstrike

Jim and Jill Dillon- Whippoorwill Resort, Park Rapids

Scott and Jenn Tanke-Wilderness Bay Resort, Park Rapids

Renewing their terms were: Mike Schwieters of Boyd Lodge and Bob Schimerowski of Diamond Lake Resort. Thank you to Kristin Wherley of Sunset Bay Resort, who's term expired and is leaving the Board.

You do not have to be on the Board to assist in furthering the goals and objectives of your CMR. You can volunteer to be on any of the primary committees (Education, Legislative, Marketing, Membership), and help in any way that you can! Email [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)

and we'll hook you up!



New Board Members L to R

Mike Schultz-Ten Mile Lake Resort

Scott Tanke-Wilderness Bay Resort

Jenn Tanke-Wilderness Bay Resort

Bob Barton-Hidden Haven Resort

Jen Bloomquist-Cedar Rapids Lodge

Not Pictured:

Jim and Jill Dillon-Whippoorwill Resort

Linda Schultz Ten Mile Lake Resort

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

November 22	Thanksgiving
November 28	School of Resorting-see page 4
December 6	School of Resorting-see page 4
December 25	Christmas
February 19-20	Day On The Hill-see page 3

**Make sure to mark your calendar for these events!**



# **Resorter of the Year Recipients Tim and Karen Senger Cedar Point Resort**



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.

The nominees 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.

**Congratulations to Tim and Karen Senger of Cedar Point Resort who received this year's Resorter of the Year award at Fall Conference. Read their story in the upcoming issue of the Minnesota Resorter Magazine. The CMR would like to take this opportunity to thank Tim and Karen for the contributions of time and energy they make to the CMR, resorting /tourism in their area, and their community.**

## Ever Gotten a bad review rating on a travel website?



As resort owners we are in the service industry. We attempt to meet the needs of a wide range of individuals and cater to their likes and dislikes. Sometimes, for whatever the reason, we are unable to meet those needs, a guest has a bad experience, or our resort just does not meet their expectations. Sometimes we may even have a bad day (it happens even to resorters), and we may not handle a customer situation the way they feel it should be handled.

Have you ever read one of those bad reviews and just thought, man we put all this work into our resort and somebody has the nerve to put a bad review on the internet? I know I have. However, good and bad reviews are a fact of life in today's fast paced society. People utilize these reviews to formulate their future purchasing decisions.

You should not ignore the reviews, good or bad, of your resort. However, how do you respond to a bad review? Hopefully, the need will only arise once in a blue moon, but you need to be prepared and be able to respond in a professional manner when they do. Here is a link to an article called, "[5 Do's and Don'ts For Dealing With Negative Reviews](#)" from Booksy. It gives some very useful information to assist you when that once in a blue moon bad review occurs.

## CMR Day On The Hill February 19th & 20th Mark Your Calendars



It is always great to see the items donated for the CMR Silent Auction held at the Fall Conference. Arts & crafts, handiwork, tickets, resort needs, wine baskets and the list goes on and on. The primary purpose of the Silent Auction is to raise funds to support our ever important Legislative efforts, primarily our Day On The Hill scheduled for February 19th and 20th, 2019. This year's Silent Auction raised \$3,500 to support Day On The Hill.

In addition to our legislative agenda, the bus ride is always a place to talk, share ideas, ask questions and learn how other resorters are doing things. New this year will be a mixer with legislators. This will be a very casual setting to allow us to mix and mingle with legislators and just talk. We can reinforce the reasons behind our stance on various issues, and stress how important our resorts are to the tradition of the Minnesota vacation experience.

However, Day On The Hill is nothing without each and every one of us participating and making our voices heard on issues that are important to us as resort owners and members of the tourism industry. Represent your resort and join us on the bus! This year was an election year, which means there are many new legislators, so we need to make an impression to make sure they know the issues important to us as resorters! We are in the process of developing our legislative agenda of the primary issues we will focus on in our discussion with legislators. If you have an issue you would like to present to the legislative committee for consideration for the agenda, or want to sign up for Day On The Hill, email Jim Wherley-Legislative Chairperson at [info@sunsbay.com](mailto:info@sunsbay.com).

## School of Resorting Upcoming Classes



Quickbooks – Hosted by CliftonLarsonAllen from Brainerd

Wednesday, Nov. 28<sup>th</sup>

This will most likely be an all day event, with a break for lunch.

We are working on class details.

Cost is being determined.

Sign Making Class – Hosted by The Shop in the Pines from Bemidji

Thursday, Dec 6<sup>th</sup> at 10:00 a.m.

Cost will be \$25

Come get your creative juices flowing. Design a sign perfect for the Holidays coming up, or find one that fits one of your cabins, or even your house.

Great time to let your imagination run wild!

Email Timberly at [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com) to reserve a spot for one or both classes. Space is limited, so don't wait!

School of Resorting is held at various times during the year, and the purpose is to augment member learning by holding various classes/sessions on topics of interest to you as members. Have an idea for a class? Let Timberly know and she can look into it for future scheduling purposes. You can even host a School of Resorting session at your resort! Maybe it is a “how to “on something you have expertise in, or have at your resort. Others may have an interest in that also. The possibilities are endless!

## 2018 CMR Membership Renewal FINAL NOTICE, renewal date was August 31st

Final renewal notices were mailed to the resorts who have not yet renewed their annual membership to the CMR. Don't worry, there is still time to renew. Renew by December 15th, or lose your membership benefits by allowing your membership to lapse. Please renew today!

Payments by check can be mailed to the below address:

CMR

Attention: Membership

PO Box 61

Dent, MN 56528

Want to renew online? Go to the [online application](#) and complete the information and submit payment. Remember, online payments incur a 3% transaction fee. Thank you for your ongoing membership!

Winner of the drawing for \$100 off of the 2019 annual membership renewal (for turning in their renewal by 8/31 of this year) was Bob Schimerowski of Diamond Lake Resort. Thank you to everyone for renewing!

### Need a Vacation?

**Join fellow resorters as they travel to Mexico!**

A group of resorters is traveling to Mexico February 26th through March 5th. They are working with Brenda Holleman at the Bemidji Travel Chalet at 218-751-1112. Just reference the Eickhorst or Scharenbroich Resort group.

They will be staying at the [Luxury Bahia Principe Akumal](#), located just south of Playa Del Carmen. There are various room types available with different rates. This is an all inclusive luxury resort with amenities such as a spa, golf course, 3 pools, 7 restaurants, 9 bars and a children's water park. You can join the group for various activities or just relax on your own, you can choose.

For questions contact Jim or Deb Eickhorst at [relax@kohlsresort.com](mailto:relax@kohlsresort.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 are going on in



your area and around the state.

[Explore Minnesota Events Update](#)

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



## Thanksgiving

A time when we gather, share, reflect, pay forward and give thanks for those things that enrich our lives. What are you thankful for? We hope your blessings are many this Thanksgiving.

Some fun Thanksgiving facts:

Did you know Benjamin Franklin wanted the turkey to be the national bird instead of the eagle? Not very majestic, but sure good eating!

Turkey isn't responsible for drowsiness or the dreaded "food coma". Scientists say that extra glass of wine, the high-calorie meal or relaxing after a busy work schedule is what makes you drowsy! I don't care what causes it, just so I have it!

However you spend this Thanksgiving, the CMR hopes that you are with those you love!

Click [here](#) to see more fun facts related to the Thanksgiving tradition from All Parenting.