



Minnesota Resorter

Resorters Helping Resorters

Spring 2019 | Vol. 35 No. 2

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Mike Anderson, Broker / Owner | Mike@MnResortSales.com | Office: 218.389.6305 | Cell: 218.213.1997

Mike takes care of the Brainerd Lakes region including Cass, Crow Wing, Aitkin & Mille Lacs counties as well as Kanabec, Pine & Carlton counties. Easy access to these areas via major highways makes for busy Resorts & Campgrounds. Typically less than 2 hours from the Twin Cities is a major factor when buyers are looking to purchase an operation from us. As of right now, we only have 2 operations for sale in these areas, which means we really need listings throughout this region so we have options for our buyers.

Mike Wolfe, Southern & Central MN Agent | Mike@WolfCamp.net | Cell: 507.473.0047

Mike Wolfe travels Central & Southern Minnesota helping Resort and Campground owners who are looking to sell their operation. He works an area of more than 55 Counties and is not afraid of traveling to any part of the State to help sellers identify a buyer. He is selling and listing properties throughout the entire year. The 2018 summer season has been an unusually busy year and he has helped close 4 properties even in the mid-season. Mike knows the area very well and is always looking forward to meeting new sellers.

Dan Houle, Associate Broker | DanielgHoule@Gmail.com | Cell: 218.235.0413

Dan has a background of Resort ownership and strong Resort Real Estate experience coupled with a Northwoods background of fishing, hunting, boating and Seaplane flying. Major Northern Tourism destinations such as Walker, Bemidji, Park Rapids, Grand Rapids, Voyageur National Park, Orr, Lake of the Woods, Ely, and the scenic North Shore are handled by the North Office staff. He specializes in Confidential Listings and has strong contacts with local lenders to get your property financed for the next generation of Resort owners.

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Minnesota Resorter

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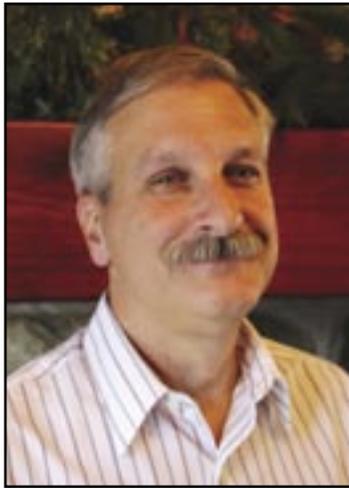
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About the cover: This photograph was submitted by Patty Mueller, Balsam Beach Resort.

The Minnesota Resorter is a triannual publication of the Community 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 inquiries to the committee contact. The Minnesota Resorter is printed by Arrow Printing.

From Your President's Pen



President Tom Marnik
Community of Minnesota Resorts

Falling Off a Cliff

The Community of Minnesota Resorts (CMR) has long described its makeup as a three-legged stool. The three legs being education, legislative, and marketing with the seat of the stool being the membership, holding everything together. I would like to express to you the extent of the work being done on the marketing leg. In February 2018, the board of directors held a strategic planning session. In this session, the need to enhance CMR's marketing effectiveness

was the number one concern. One of the areas we struggled with was, should the focus be on helping our members become better marketers of their own resorts by providing tools such as education and platforms to achieve this self-marketing goal. Or, are we better off using the strength of all of our members to do marketing that we as individual resorts would not be able to achieve alone? Alternatively, should we abandon marketing for heads in beds and switch to internal marketing to our members and attracting new members?

During the February Strategic Planning Session, the Board of Directors unanimously approved the hiring of a marketing/branding consultant, H2M, to help us find our way. After several discovery sessions with various board members and a couple of non-board members, H2M put together a plan for us to review and unveiled it in a presentation to the full board. H2M suggested we focus on staying with what we are doing well, such as education, legislative, and marketing more internally than externally. This presentation went over like a big huge rock. Sometimes you have to go off a cliff to find the true path up the mountain. We as a board fell off that cliff. All of us knew instinctively, at that moment, we should be doing both and that the external marketing piece was essential. We may not have truly understood this at the time, but it took this total dud for us to realize what needed to be done. H2M wanting to not end with failure, pursued a plan that was more in tuned with our unspoken but true inner desires.

In Fall 2018, H2M presented us with a revised marketing plan which addressed the missing external marketing piece. The proposal outlined a plan to reorient our current digital marketing efforts and laid out an internal and external direction for the future. Perhaps the best piece of advice we learned through this process was that we needed to be monitoring our results and make changes based on those outcomes.

Since last Fall, the marketing committee has been very busy putting both the internal and external marketing plans to work, all of this on a volunteer basis and much of it somewhat out of everyone's knowledge expertise. Number one for both internal and external marketing has been an overhaul of our website. The last change to the website to make it responsive and to incorporate the name change was a setback from the version it replaced. In December, we decided to go with a new website developer, OnSharp, to help us through a completely new design. After six weeks of conference calls refining our ultimate website, we figured out our budget would not allow for a full rebuild immediately so we have gone with a staged plan over time to get us there.

H2M came up with a slogan using the saying *You gotta be loony not to vacation at a Minnesota resort*. We incorporated the loon symbol in our Day on the Hill give-away door stops. Much of our external marketing will be launched in the form of billboards and digital marketing. The digital marketing will be a multi-platform campaign consisting of email blasts, google ad words, targeting visitors to our website and to a lesser amount targeted banner ads. All of this will be trackable so we can monitor the results and quickly change to more effective methods.



We have also realized that trying to create and manage all of this as volunteers already busy with our resorts would be problematic, so we have hired one of our own, Karen Senger as our Digital Marketing Liaison on a part-time hourly basis. As most of you know, Karen is our immediate past president. She and her husband, Tim, recently sold their resort. Karen has already been a breath of fresh air in this effort and a welcome addition. She is also in charge of creating and managing our new Blog. On the internal marketing side, we have recently launched our new CMR Facebook group. I would like to thank Kayla Daigle for doing all the work to get this going for us.

So, what is the point of all of this work and spending? Our Big Hairy Audacious Goal (BHAG) is to increase threefold the number of prospective guests clicking to our resort directory website and subsequently to one of our members' websites to book their stay. It is all about providing our members with a tangible benefit in belonging to the Community of Minnesota Resorts; *Heads in Beds*.

EMT Annual Conference

By Carolyn Aarsvold, Geneva Beach Resort



Community of Minnesota Resorts members enjoying the Explore Minnesota Tourism conference include (l to r): Dave Bergman, Explore Minnesota Tourism; Tom Marnik, Timber Trails Resort; Lynn Scharenbroich, Black Pine Beach Resort; Carolyn Aarsvold, Geneva Beach Resort; Bob Scharenbroich, Black Pine Resort; and Kathy Marnik, Timber Trails Resort.

Once again, the Explore Minnesota Tourism (EMT) Annual Conference, held in St. Paul, was a success. I attended as the Community of Minnesota Resorts (CMR) representative on the EMT Tourism Council. The EMT staff put together a wide variety of sessions that provided a wealth of information about new tourism trends. The sessions were very relevant to today's ever-changing digital marketing world. We also enjoyed the Minnesota Association of Convention & Visitor Bureaus (MACVB) silent auction, the numerous vendors, the awards given to our friends who have made an important impact on Minnesota tourism and the reception with the legislators at the Capital. These are a few of the highlights from the conference.

Quick Facts About Travelers

- 66 percent of potential guests will view videos when thinking about taking a trip.
- 62 percent of leisure travelers want to see a video before making a final decision.
- 45 percent booked instantly after watching a video of travel activities.
(Expedia Group)

- Most people check their phones 150 times a day.
- 87 percent of smartphone users always have their smartphone at their side, day and night.
- 68 percent say they check their phone within 15 minutes of waking up in the morning.
(TwoSixDigital)

The top five things that travelers bring with them are:

- Mobile device (76 percent), Camera (37 percent), Loved one (37 percent), Laptop (27 percent), Headphones (18 percent)
(Hotel.com Survey)

10 Ways to Maximize Your Exposure in Google Products

Google is the world's largest online travel ecosystem. There's an important shift going on in organic website traffic in travel and hospitality. It's important to continually access, control and improve your Google site. How your business looks is an important part of how Minnesota looks when a potential visitor is planning a trip.

- Make sure your business is verified and up to date.
- Make sure your Name, Address and Phone are consistent.
- Update your pin placement on maps.
- Check *insights* in Google My Business regularly.
- Respond to reviews quickly (create a *review my business* link).
- Add great photos frequently.
- Pay attention to *Questions & Answers*.
- Grab free screen real estate with posts.
- Add 360 images (embed 360's in your website).
- Set up *messaging* to connect with customers.
(Miles Partnership)



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Staff Retention, Hiring Tips, Handling Resort Work Load

By Lynn Scharenbroich, Black Pine Beach Resort



Hiring Tips

Finding Potential Staff

- Use newspaper, radio, or social media ads to find workers
- Use references from current staff
- Sibling of current staff
- Watch the honor roll in the local newspaper
- Families we know
- Contacts with people who work with students either the community or school
- Develop internship opportunity with local school(s)

Time of Year to Hire

- Fall – first choice
- Between March and end of April – second choice
- Other times – last choice

Employee Benefits

- Part-time/full-time can buy gift shop items at cost
- Part-time/full-time can have free candy, pop, ice cream during working hours
- Part-time/full-time receive free lunch with homemade cookies
- Resort solicits tips on behalf of employees
- Resort matches 50 percent of tips and retains that match in an account for distribution either annually, if employee is no longer a high school student, or upon graduation from high school, the accumulated funds are distributed. Students who quit working before graduation forfeit this money.

Hiring Services/Hiring Help

- Identify what you like to do least. As soon as there's enough money available, hire it done.
 - Some things we've hired out: bookkeeping, payroll, roofing, window treatments, carpet laying, A/C installation, blacktop
- Don't fear hiring staff
 - Make it your goal to learn a little about being a good leader and about how to be a successful trainer for your new staff
 - Write down the characteristics you want in a potential employee
 - Start seeking someone

Staff Retention

Why They Stay

- Staff and owners work together, eat meals together
 - Pay attention to favorite chips, lunch meats, bread, cookies and have those
- Show interest in their lives outside of work. Comment on positive achievements, encourage future goals, mention successes of other family members that are in the local news, etc.

- Have several of the same age group employed at the same time
- For part-time seasonal staff, get the work schedule out early in the spring, before they start seeking other jobs
- Make the cadre of work tasks include some things that each employee can love to do
- Compliment often. Compliment the small things done right. Compliment the big things done right. Genuinely thank them every day.
 - Correct mistakes in a teaching way.
 - "Here's how we can do that differently so it's a better result next time."
 - "Our goal is to (Ex. -get all parts of that faucet fixture shiny). Some of it looks just like we want it, but to get the rest, here's a way to reach that part more easily."
- Tell staff the stories you love to laugh about with your own family. Let them in on old 'war stories' of the worst-ever poopy toilets, barfy beds, greasy kitchens. If they've worked with you for a long time, include their recollections in your story too. Talk about whatever happened during the past week; strange stuff, gross stuff, darling babies. Let the stories you share make a connection between yourself and your staff.

Why They Leave

- No one has ever said they're quitting because they don't like their job.
- Younger staff grow up and leave for school, careers, etc.
- Some have left to raise kids.

Why They Come Back

- Sub list – being on the sub list is a common transition for past employees.
- Higher paying job opened up – liked the resort atmosphere when working here in the past, so were motivated to make a career out of working in resorting.
- Wanted to help out – heard from us or through the grapevine that we needed help and had time available.

Handling Work Load

Brain Work

- Do the hard thinking in the morning when your brain is fresh.
- Try to finish thinking through whatever you're planning out before you open up for the day, even if it's just a segment of the planning. Do it in uninterrupted parts rather than trying to keep at it once customers start needing your time.
- Do your mindless tasks at night when one or two brain cells is really all it takes.

Physical Work

- If two people make the job easier, find someone to help you whenever you can. If you find yourself regularly choosing to make a job harder by doing it yourself, see above *Brain Work*, and think about the approach when your brain is fresher.
- Work hard and fast when you have to; take a more patient, less hurried pace when you can.

Attitude

- Keep a smile on your face; keep a smile on your face; keep a smile on your face!
- Negative reactions belong buried. If you have them, hide them. Try to not let body language, facial expressions or tone of voice cast a dark shadow on opportunity to earn income.

So, You Are Ready to Move

By John Seekon, Orion Resort Sales



Most of us at one time or another will face the challenge of selling our resort. In a perfect world, the closing would take place in the off season, to allow for a smooth transition for both the buyers and sellers. But this is not always the case. Resort owners are hard-working people willing to do just about anything to accomplish a goal and here are two examples of that.

The first resort that I ever sold had been on and off the market for several years and had been close to selling several times, as a matter of fact they did sell it once on a contract for deed and got it back from the buyer. These sellers were ready to go, and we joked several times about how they would move in the middle of the night. We found a buyer the spring after they listed it, but the deal fell apart about a month before it was scheduled to close, leaving them very disappointed once again. Just a few weeks later another buyer came forward but wanted to close the deal in July so they could still get some of the income from the summer. I told the sellers, and their response was, we will move any time, even in the middle of the night if we have to. As it turned out the deal went through as we had a

motivated seller and a motivated buyer and the deal closed on July 6th, on a Monday during the peak of the busy season. In the morning the customers woke up with one owner and went to bed that night under new ownership. From what I was told the customers that were there were not too shook up as the resort had been known to be on the market for some time. The new owners are now enjoying a successful run of ownership but will not be forgetting the stress of moving for quite some time!

This past summer as we were trying to sell our own resort, we were approached by a buyer at the end of March and signed a deal to close around Memorial Day. As these deals go, there was several delays and soon we were looking at closing in the middle of June on a resort that had 12 cabins and nine seasonal sites in the height of the busy fishing season. My thoughts were, now I get to see how tough it really is to sell in the middle of the busy season. As things went, the last week of our ownership was interesting as we packed up and got ready to move out. It sure gave the guests something to talk about and provided them with some unexpected entertainment. Everything got done and we finally closed on June 19th, which was a Tuesday, and both buyer and seller breathed a sigh of relief. It seems that I never do anything the easy way!

These stories just go to show you that if resort owners want to get something done they are not going to let a little thing like the day of the week or the day of the month get in the way!

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Ticks in the Toilet Paper

By Kim Bowen, Crow Wing Crest Lodge



When I talk with other resort owners, we all tend to have a story about *that one guy!* You know, that one guy who walks the weird ramparts, a guy who not only steps outside the typical path, he fortifies the gravel with crazy cooties. And who wants cooties? As kids playing this game, we at least passed the cooties around; the idea being to get rid of ‘em. This guy is a genius at the game, I’m tellin’ ya. ‘Cause I swear, crafty little cooties creep outta his craw and contaminate anybody in the immediate vicinity within a couple minutes of any conversation cautiously attempted. The alien abduction story he favored me with in the first season I met him was enough to convince me this guy flew his freak flag HIGH and *flagrantly*. He didn’t seem to give a rip there were wide-eyed kids with perky ears listening to this story in other corners of the lodge. He was blithely oblivious to any other guest, including an adult who walked behind him, giving me a raised eyebrow and significant “what the h@?!” look.

For the most part, my husband, Big John, and I resign ourselves every year to another *interesting* week (READ: “holy crap, that’s odd!” in the vernacular of *Minnesota-Nice*) when a certain Mr. V vacations here at the resort with his family. He’s the kind of genius who knows about everything. He cannot seem to help telling you the *right* way to do things. He once grabbed a rake out of my brother’s hands and promptly showed him the *correct* way to rake sand in our horseshoe pits. Considering that my brother was simply taking a quick minute to rake out pine cone debris, he was quite surprised by the sudden yank of the tool out of his hands. The subsequent seven-minute lecture on pit etiquette from Mr. V caused my brother to react with a bland expression, a couple of polite nods and a burgeoning sense of impatience to get on with the rest of the day’s chores. (In truth, I thought the horse shoe pits DID look nicely Zen afterwards, just not sure we’d wish to make it a daily priority.)

Another time my husband caught Mr. V on the riding lawn mower while he perched his two-year-old son in the seat: while it was running. My husband had been out mowing the grounds for a couple of hours. He parked the mower for a brief moment while he walked forward to drag some fallen branches off to the side of the lawn. Apparently, Mr. V had been hiking along the driveway at the same moment and decided it was a teaching moment for his toddler. Who appropriates machinery clearly in use? That little tyke’s kicking foot was perilously close to jolting a gear lever when John saw them and shouted a “Hey!” before running back to shoo them off.

Over the years, we’ve discouraged guests from going into our shop (we keep the doors closed and actively solicit feedback as to any maintenance issue so that we can fix ‘em as we’d prefer.) My husband has caught Mr. V several times inside our shop scrounging through tools even after being asked not to do so. Mr. V claims he’s been in the construction business for years. However, if one was to judge from the skewed hardware on his (unauthorized) freshly applied locks and latches to doors and windows in any cabin this guy rents from us each year, well... let’s just say a Hardware Hank won’t have any keen competition. Evidently Mr. V is either poorly skilled, lacking in handyman patience or is fibbing about his experience. I’ve twice walked into a cabin he’s just vacated and noticed a new chain on the front door above the classic cabin hook-and-eye lock.

Occasionally there are wood blocks (scraps of two by fours) left behind in window sills (of which I assume are to prevent the window from sliding open beyond the typical window latch, and sadly not as spares to play a gigantic game of *Jenga*.)

The biggest clue that there might be more than minor paranoia issues going on with Mr. V was the added chain locks on the *inside* of bedroom doors in Cabin #11 after he left one year. I suppose it’s possible his cabin-mates, a.k.a. his white-haired, stoic in-laws, might be more mischief minded that I would have initially guessed. (Hanging out with this guy’s shenanigans all week long, I now suspect a reason for their relentlessly stern expressions.)

The second year Mr. V and clan reserved Cabin #11, I thought, “Whew! He’s already installed extra locks last year inside this particular cabin (which we’d left alone after adjusting them properly) so at least I won’t have to worry about extra tasks or surprises on a busy cleaning Saturday when they go home this year.” That particular year, I refer to Mr. V’s fear factor as the *Season of the Screen*. After rushing into their recently departed cabin to start stripping sheets and making up beds for impending guests, I remember tucking a quilt under the top bunk of the front bedroom and glancing at a window. I noticed what looked like several blurry gray splotches, which I initially thought must be sticky finger or face residue from their kid pressing his nose against the window. I ran out to grab a cloth and cleaner to rub it off quickly before I got distracted and moved onto the next hurried cleaning task. As I neared the window in question, it became obvious the glass was fine, but that the screen behind it seemed to have acquired a new . . . patchwork quilt of cellophane. Dozens of *Scotch* tape pieces were plastered higgledy-piggledy over the entire screen. I looked at the other window in the bedroom. More tape on that screen. Lots more tape. I went to the second bedroom, then the third. All screens had dozens of tape appliqué. The living room, dining room and kitchen screens were not exempt either; even the tiny screen in the bathroom had a few sticky pieces. I remember wishing idly that I had invested in 3M that year. Why the tape? I can only surmise it was fear of insects. Mosquitoes? Spiders? Flies? We attempt to immediately replace screens if they get damaged or pushed out and I thought to myself at the time, “Well, geez, did I miss seeing holes in this cabin’s screens when doing spring cleaning?” I felt guilty that I was being such a careless resort owner. I squinted as closely as possible through each piece of tape and gained a bit of an eye-ache in the process. I could not for the life of me find any holes in the screen mesh. I really looked. Twenty-five minutes and eleven screens later, exhaling a couple of exasperated titters, I scraped the last of the tape bits off with a butter knife while envisioning the extreme freaked-out moment Mr. V had to have experienced, leading him to apply all the tape in the first place.

Of course, these recollections are rather tame compared to the year of the ticks-in-the-toilet paper. Yes, ticks; the blood-sucking, eight-legged, heebee-jeebees kind. My husband relayed the story to me.

Big John was giving his Reflexology Introduction talk on the lodge deck that week to an audience of about nine guests. The lodge hadn’t opened for the day yet, and the large deck has always been a great gathering place, perfect for casual meetings. Mr. V bounded in from the side of the building breaking into the circle of people, furiously waving a roll of toilet paper in Big John’s face. Mr. V screeched that there were “*ticks-in-their-toilet-paper-and-how-could-we-have-snuck-dozens-of-ticks-into-a-*

wrapped-roll-of-toilet-tissue? Bathroom-time-is-sacred-and-that-it-wasn't-funny-and-what-were-we-gonna-do-about-it?" In hindsight, my husband told me later that he probably shouldn't have guffawed. His excuse involved being interrupted in mid-sentence - his jaw was open anyway. One of the other guests started a little snicker train of incredulity, which rapidly gained momentum around the class circle. After sobering, Big John asked if Mr. V and his family had gone for a hike on the *Shingobee* Hiking Trail in the forest? Or picked wildflowers in the ditches of high grass? (Many city folks erroneously believe ticks fall from trees and need a little advice about avoiding tall grasses in early summer. This family had been repeat guests for over a decade, so we had presumed that they must be knowledgeable. I admit to some responsibility in avoiding conversations with Mr. V about anything, and the subject of ticks had never come up.) Mr. V responded vehemently, "No, no, no, we-have-not-found-any-ticks-on-any-of-us-only-inside-the-toilet-paper-see-see-see!" Hmm. Of course, none of the sitting guests witnessed parasites dropping out of the toilet paper in question. No arachnid, minding their own business, was seen to be injured being flung about, willy-nilly. No squeals of horror issued forth from the group. Only giggles, I guess. (What a relief the crazy cooties were not inclined to spread.) Big John then suggested Mr. V toss the toilet paper in the dumpster and to request a new roll from me later when I came to open up the lodge. Oh, and would it be possible for him to continue his scheduled talk now? According to a couple of the guests with whom I chatted later, after Mr. V stomped off, they all offered Big John compliments about how wily we were to train ticks. Did we keep ticks as pets? Teach them hand signals? How did we accomplish stuffing the purported 50+ ticks *inside* the paper-wrapped roll? Were tweezers involved? Did we post signs in tick-speak alerting all wild ticks in the vicinity that we needed them to head into Cabin #12's bathroom for a party in the toilet paper, *Stat!?* This accusation is still the reigning champ of weird awards during our resort life.

Incidentally, these guests left freshly picked wildflowers in a vase on their cabin dining table upon departure that year. The flowers were perky and white: *Shasta* daisies one can only obtain in the tall grass of ditches along our county road. We are hoping that perhaps the family has now learned the valuable lesson of a *Tick Check* after a walk in the woods up north in the spring.

At the very least, we are hoping 'that one guy!' thinks twice about wagging a wild finger of wrongdoing without reasoning it through. Well, perhaps wrestling with rationality is not a feasible expectation with this guy, but we have a ready retort: "Be wary of leaping to hypotheses, we know where you are sleeping this week."

We tick trainers are pondering porcupine pranks next!



WELCOME TO OUR NEW COMMUNITY OF MINNESOTA RESORTS' MEMBERS

We'd like to take this opportunity to welcome these Resorters and Associate Members to the Community of Minnesota Resorts' family! If you have the chance, please get acquainted with them.

Want to become a new CMR member? Contact Jim Wherley at 320-212-5107 with your questions, and to sign up! We look forward to having you as our newest member resort!

New Member Resorts

Catherine and Rodney Ernhart,
North Star Lake Resort, Marcell

Wayne and Shelly Gerlitz, Brent Gerlitz ,
Sand Lake Lodge, Deer River

Fred Bobich, Tim Oxborough Manager,
Sugar Lake Lodge, Cohasset

Rob and Kim Jacobson,
Jacob's Cove, Pelican Rapids

New Owners:

Kayla and James Daigle,
Two Inlets Resort, Park Rapids

Mike and Tracy Boldt,
Cedar Point Resort, Marcell

New Associate Members

Caralee Nowak,
Pinnacle Marketing Group, Bemidji

Cody Jones,
Superior Fuel Company, Duluth

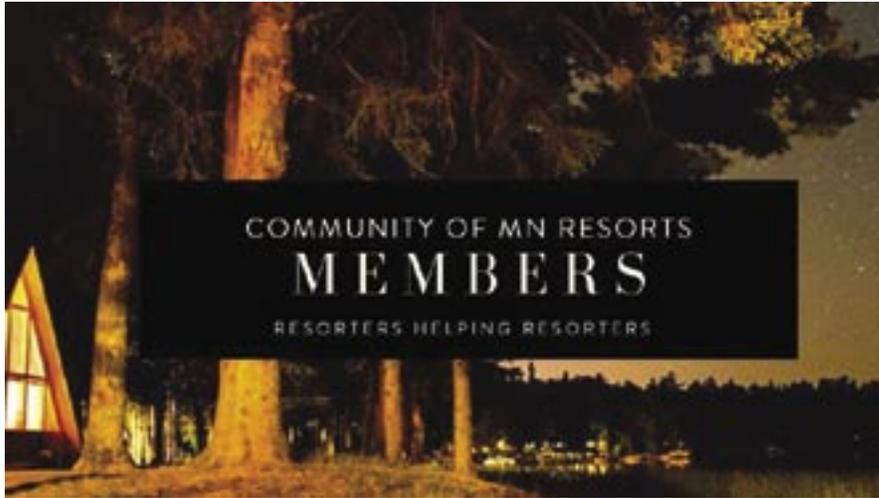
Jim Piga,
Star Tribune Media Company, Minneapolis

Tony Staniger,
Northland Creative, Nisswa

EDUCATION

Join Our New CMR Members Facebook Group

By Jim Wherley, Sunset Bay Resort



As a result of a discussion at this year's Community of MN Resorts' (CMR) conference, we formed a group that our CMR members are invited to join. Our new Facebook (FB) group will include CMR event information to allow for greater networking, and will hold/organize content that is shared by the CMR.

We invite you to introduce yourself, ask questions, share ideas, and dive into discussions in the CMR Facebook Group.

We encourage and equip each other by sharing expertise, asking questions, and offering ideas, marketing, hospitality, business logistics, resort management, and other related topics. FB groups makes it easy to organize and search for discussions, questions, and also get familiar with people within our organization. Experiment a little bit-who knows where this can go!

Visit the following link to start seeing content and asking questions: <https://www.facebook.com/groups/cmrmembers/>. We have pre-registered your email with the CMR. If you use a different email for Facebook, just make a request to join the group after clicking the link and you will be approved in a day or two.

Do not fear, the Yahoo Chatline is not going away. We are just adding this enhancement to communicate as an organization.

We would like to thank Kayla Daigle from Two Inlets Resort for setting up the group. Please let us know if you have any questions.

Have a resorting tip or trick?

Contact Ann Warling
218-821-1031
ann.warling@gmail.com

HEADED FOR COLLEGE?



APPLY FOR A CMR SCHOLARSHIP!

Each year the Community of Minnesota Resorts offers four scholarships to a senior in high school, or a current undergraduate or technical school student. We are excited to now offer two-\$750 scholarships and two-\$500 scholarships to meet the educational needs of our members' children and grandchildren. March 15, 2020 is the deadline for the scholarship application to be returned to the Community of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website, www.Minnesota-Resorts.com, scroll to the bottom of the home page and click on Membership. Then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy.

If you need further assistance please contact the CMR office at:
CMR@Minnesota-Resorts.com or
320-212-5107

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The Community of Minnesota Resorts

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When on the page, you can click to fill out an on-line application, or print an application to complete and mail in. (Are you a vendor offering products or services resorts would be interested in? Find a CMR Associate Member Application on our membership page also.)

Send printed applications to:
Community of Minnesota Resorts
PO Box 61
Dent MN 56528



*Questions regarding membership?
Contact the CMR office at
CMR@Minnesota-Resorts.com
or 320-212-5107*

EDUCATION

- Fall Conference, Spring Workshop, Resort Tour, and School of Resorting Classes throughout the year
- Yahoo Groups Chatline and Facebook Group – resorters sharing resort experiences
- Members ONLY online resources on CMR website (templates for boat/motor contracts, AIS Guidelines, Employee Forms, Photo Waivers, etc.)

MARKETING

- New fully redesigned and mobile responsive website
- New branding campaign and billboard advertising – pooled and co-op advertising dollars go further with the CMR
- Flash Ads, Banner Ads, TV commercials and Pay-Per-Clicks in pooled advertising opportunities on our www.Minnesota-Resorts.com website

LEGISLATION

- Full time lobbyist working specifically for/on the interests of RESORTS
- Join fellow resorters for a Day on the Hill and meet legislators to get our issues heard
- Get real time updates all year long on legislative issues which affect resorts



WHAT RESORTERS ARE SAYING ABOUT THE CMR



EDUCATION

Yo, resorters – I enjoyed meeting new faces at the CMR Fall Conference! Thanks, Education Committee – really fantastic! I had the opportunity to be a part of the discussion “Filling Shoulder Seasons.” I spoke on trying to offer retreats. The best part for me was having to really think it through in order to communicate about what we do and why it works for us. All of us on the panel are unexpectedly grateful (although initially not very enthusiastic) that we agreed to be part of it. If the education committee comes to you next time and asks you to be on a panel about something or other, we strongly encourage you to say “yes!” It was a rather validating and insightful experience.

*Toodles for now... Kim Bowen,
Crow Wing Crest Lodge - 17th season*



MARKETING

This was my first time attending the conference even though we have been members for a while. The speakers and vendor show were great. The best part was hearing from other owners and the sharing of their experiences. Great networking! I highly recommend attending. I know we will be attending! Thanks for the great conference! Hopefully next year we will be able to attend all 3 days.

*Sharon Severance,
Barrett Lake Resorts*



LEGISLATION

Resorter Recipes

By Kristin Wherley
Sunset Bay Resort

My 92-year-old mom visited us this winter, and she brought with her all her recipe cards she had collected over the years. She no longer cooks or bakes, so wanted me to go through them to choose the ones I wanted to keep. There were recipe cards hand written by my grandmother and several aunts that are no longer with us. What a great way to reconnect with family memories! Here are a few favorite dessert recipes that I kept. I hope you enjoy them!

FANTASY FUDGE

- 3 cups sugar
- ¾ cup margarine
- ⅔ cup (6 ounce can) evaporated milk
- 1-12-ounce package (2 cups) semi-sweet chocolate chips
- 1 jar Kraft Marshmallow Crème
- 1 cup chopped nuts
- 1 tsp vanilla

Combine sugar, margarine and milk; bring to a rolling boil, stirring constantly. Boil five minutes over medium heat, stirring constantly (mixture scorches easily.) Remove from heat; stir in chocolate chips until melted. Add marshmallow crème, nuts and vanilla; beat until well blended. Pour into a greased 9" X 13" pan. Cool; cut into squares.



GINGER CREAMS

- ½ cup shortening
- 1 cup sugar
- 2 eggs
- ½ cup molasses
- 1 cup hot water
- 3½ cups flour
- ½ tsp ginger
- 1 tsp cinnamon
- 1 tsp cloves
- ½ tsp nutmeg
- 1 tsp baking soda



Mix all ingredients together and drop by the spoonful onto greased cookie sheets. Bake 12-15 minutes at 350°F.

Frosting:

- 3 Tbsp butter
- 1 Tbsp hot coffee
- 1/8 tsp salt
- ½ tsp vanilla
- 1¼ cups powdered sugar

Cream frosting ingredients together and frost when cookies are cool.

SWEDISH CREAM WAFERS

- 1 cup margarine
- 1/3 cup whipping cream
- 2 cups flour

Mix margarine, cream and flour well. Chill. Heat oven to 375°F. Roll out 1/3 of dough at a time on a floured board. Keep the other dough in fridge until ready to roll. Roll dough to 1/8 inch thick. Cut into circles using a 1½ inch cookie cutter. Transfer rounds onto wax paper



that is coated with granulated sugar. Coat both sides and place on an *ungreased* cookie sheet. Prick each cookie with a fork four times, making a design. Bake 7-9 minutes. Cool and put frosting between cookies. (We always used a basic powdered sugar frosting, made of powdered sugar, milk and vanilla and added green and red food coloring, as we typically made these at Christmas time.)

PEACH VELVET UPSIDE-DOWN CAKE

- 2 Tbsp butter
- ¼ cup light brown sugar (packed)
- 1 can (16 ounces) sliced peaches, drained
- 9 maraschino cherry halves
- 1 ⅓ cup Bisquick
- ¾ cup sugar
- ¾ cup milk
- 3 Tbsp butter
- 1 egg
- 1 tsp vanilla

Melt 2 Tbsp butter over low heat in a 9" round layer cake pan. Sprinkle with brown sugar; arrange peach slices and cherry halves in pan. Set aside.

In mixer bowl, mix Bisquick, sugar, ¼ cup of the milk, 3 Tbsp butter, egg and vanilla. Beat at medium speed one minute. Add remaining ½ cup of milk; continue beating for ½ minute. Pour batter over fruit in cake pan. Bake for 40 minutes (or until done) at 350°F. Invert at once on serving plate. Allow pan to remain over cake for a few minutes so sugar mixture will run down over the cake. Serve warm, plain or with whipped cream.



To Blog or not to Blog

By Karen Senger, CMR Digital Marketing Liaison



To Blog or not to Blog, that is the question. Actually, that was the question that your Community of Minnesota Resorts (CMR) Marketing Committee pondered. And the answer was a definite YES.

Why Blog? There were many reasons. The biggest reason is for Search Engine Optimization (SEO). When someone is *googling* or *searching the web*, they type what they are interested in and the search engines then use their magic (algorithms) to find websites that best address that search.

SEO is when we make changes to our website to get our website as close to the top of the results listing as possible when relevant search terms are used. Search engines will identify (read) the words that are written in the Blog or anywhere on a website actually. For example, if a potential guest is *googling* and types in “Minnesota Resorts,” “Walleyes,” “Fishing in Minnesota,” or “How to fillet a Northern” and we have a Blog post (or information on website) with those words, then the CMR website has a better chance of being listed towards the top of the page.

Most CMR Blog Posts will:

- ❖ Be at least 400 words,
- ❖ Will have at least one link to an outside website (SEO likes having links),
- ❖ Will have at least one link to another CMR website page (this will keep our potential guest on the website and then hopefully reserving a cabin/campsite at your resort),
- ❖ Will include at least one photo.

I will be organizing the Blogs and when they will be posted. But it is certainly more than just me that will be writing. We have a couple of writers, because a variety of voices is better for the Blog and will be better for the CMR. We plan on Blogging more when we first introduce the Blog and then figure what our standard will be as we go.

Again, the Blogs are there to create traffic to the CMR website, and therefore to YOUR website. Search engines like fresh content. Blogging is a great way to achieve this. If you have ideas you would like to share, please contact me, Karen Senger, at: 218-256-2288 or ksenger56657@gmail.com.



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Minnesota resort owner reflects on expectations in a modern world

Customer expectations today are a challenge, but the rewards are plentiful.

By C.B. Bylander, Special to the Star Tribune-October 11, 2018



Dave Thompson took a chance on Fisherman's Village.

When Dave Thompson received a pink slip 29 years ago he didn't know what to do.

But he knew what he wanted to do.

In his mind's eye he could easily see a glistening lake, a stable of boats, a handful of cabins, and himself, the amiable resort owner. He could hear the soundtrack, too: a symphony of sputtering outboards, laughter on the beach, yodeling loons and the humming electric fillet knives.

"The resort life was always in my blood," said Thompson, who was 35 when he and 350 others were jettisoned by a massive Cedar Rapids, Iowa, exercise equipment manufacturer.

"As a child I often stayed at a resort on Lake Kabetogema. It was a 15-hour drive from Iowa. The trip seemed endless. Yet when we'd pull over the crest and see the lake below I knew I was in paradise."

Though Thompson had a vision for the future, his wife, Bev, was less certain about a move to Minnesota. This uneasiness stemmed, in part, from never having stayed at a resort. Still, the former farm girl agreed to an uprooting under two conditions. One, their resort had to be on a paved road because washboard-y, dusty, car-muddying gravel was in her past, not future. And two, "civilization" had to be near.

"The resort we bought, Fisherman's Village, is just 17 miles from Fergus Falls," Thompson said. "And Otter Tail County Hwy. 83 runs right past our Deer Lake driveway. It all worked out."

What follows are remarks edited for space from Thompson on owning a mom-and-pop resort for nearly three decades.

On getting started

It was a challenge. It was a bit like buying a family farm without having the benefit of being a farmer. In fact, Bev was sort of dismayed when she learned the previous owners accepted our offer. Still, she put her heart and soul into the resort right from the get-go. She saw things I didn't - mismatched plates, missing silverware, odd colors, bad bedding and more - and, before long, the resort was so much better. We had purchased a major fixer-upper, and a lot of fixing we had to do.

On changes in customers

A lot of Minnesota's small resorts were built in the mid-1900s, and back then guests had fairly modest expectations. That changed. These days parents want resorts to entertain their kids in ways beyond fishing, swimming, kayaking and exploring. Cabin amenities, such as flat-screen TVs, dishwashers, air conditioning and high-speed Wi-Fi, are very important. In fact, "What's the Wi-Fi pass code?" is one of the first questions I often get from kids. There was a time when people came to a resort to get away from the phone. Now they want to stay connected at the fastest speed possible.

On the power of nature

It is hard to get the kid who has never caught a fish excited about fishing until he or she catches one. Then, watch out. Some kids actually cry when they have to go home. Others love to come back because they know they will catch more fish during one hour at the end of my dock than they will all year where they live. One boy can't wait to come back because he has caught a lake sturgeon every year, and he knows some sturgeon in our lake are now pushing 60 inches in length.

On making a living

When we bought an eight-cabin seasonal resort we knew we'd have to take other jobs to make a living. Up until four years ago I drove a school bus, hauled propane, worked at Walmart, or did something else in the offseason. Thankfully, Bev has a job that provides health insurance, otherwise this wouldn't be possible.

On being a good guy-bad guy

I have to be good to my customers but also my neighbors and the lake itself. Last fall, for example, I called the local conservation officer because I suspected six of my out-of-state guests were taking over-limits of sunfish, which proved to be true. The group had easily taken 700 of the biggest sunfish out of the lake. I didn't tell anyone I had called the [Department of Natural Resources] until after \$2,500 in citations were issued and the guests were gone... then I wanted everyone to know what I had done. You hate to lose a \$3,000 customer, but that's your only choice.

On mom-and-pop-resorts

Our resort ownership days are nearing the end. Bev and I are both in our mid-60s, and we can hear retirement and Medicare calling. It's going to break my heart when we finally do sell this place because so many guests come back year after year and treat us like family. Yet our path will be similar to others. There were 3,000 to 4,000 Minnesota resorts back in the heydays of the 1960s and '70s. Now there are barely 800. It is hard to find buyers for small resorts because the lifestyle doesn't appeal to younger generations. Once there were nine resorts on this lake and attached East Lost Lake. Now it's only us. Property taxes aren't the problem. Fishing quality, either. Other things are driving the trend, and I don't see the trend changing.

C.B. Bylander is a freelance writer. He lives near Baxter, Minn.

CMR Marketing Committee Update

By Kim Bowen, Crow Wing Crest Lodge



Phew! Believe it or not, we've been working hard on the Community of Minnesota Resorts (CMR) Marketing Committee these last few months (dozens of conference calls, web development sessions, Blog position interviews, grant writing, digital marketing meetings and proposals, website transfer, etc.) and we thought we'd better report

to membership about efforts we've done on your (our) behalf. The goal is always to route potential guests to YOUR resort's website for a booking.

It's official we've moved the CMR website from Faster Solutions in Duluth to OnSharp out of Fargo as of December. This move was a somewhat entangled process but feel confident in our new web host. They will be doing quarterly vulnerability scans and regular WordPress updates which have never been done.

January and February entailed a lot of processing regarding the website. Do we choose to update the existing website (with its chronic coding issues, weak call to action, challenging search function) or go for a whole new website? Many brains were in on the possibility of a new website. We dreamed big: standardized search map feature being the top priority, online booking, streamlined clicks, bringing some of the information from membership side of website forward for better Search Engine Optimization and easier access to members, etc. We even talked seriously about splitting the website into two sites, one to handle the resort directory and one strictly for members. Result? Our big dream customized website ended up being about three times more than our budget would allow.

Feeling the pressure of imminent exposure to potential guests (yikes - it's already February and guests are callin'!) and realizing even more discussion needed to happen before pulling the trigger on a new website, the marketing committee decided to update the existing website. We asked the new webhost to streamline the current search functions (fewer clicks!), update the call to action on the Home/Main page, and re-format the entire home page.) A new Blog page has been created. This new Blog feature will keep fresh and authentic content on the CMR website for better Search Engine Optimization.

We've developed a new Digital Marketing Liaison paid position and have hired Karen Senger. Among other duties, she will be managing the Blogs (of which we now have several wonderfully qualified writers contributing) with the current plan of posting twice a month.

We will be going ahead with an exciting new billboard campaign based on ideas from H2M (a marketing company specializing in *branding*.) The idea is a simple picture of an actual loon with a quirky saying "You gotta be loony NOT to vacation at a Minnesota resort." There will be a customized URL to track visitors to our website directly from these billboards. As of this moment, the plan is to choose billboard locations in and around the Twin Cities, Des Moines, and Omaha (although this is subject to change). The plan is implementation in March/April/June.

We have another line of digital marketing in Google Adwords (and have hired a new company, Orange 142, with proprietary analysis software to track what's working.) This company has extensive experience partnering with Explore Minnesota Tourism (EMT) which will assist us when processing EMT grants (as we've done the last few years).

We've had several meetings with *StarTribune* representatives about email campaign strategies (something in which they specialize.) If we can fit it into our current budget, we're going to try it.

We've finished up reports for last year's EMT Partnered Funds (a lot of data gathering!).

We've started some new in-depth Google analyses: again, the goal always being routing potential guests to YOUR resort's website for a booking.

This winter has given volunteers on the Marketing Committee a little more time to devote to these bigger picture tasks. But I have to say, phew! There's been a LOT going on. We're aiming for the new Digital Marketing Liaison to follow up on our chosen campaigns for a more targeted and hands-on management style through our busy spring and summer months. And although we've decided not to go for an improved website with new coding at this time, the idea is still on the table for next year. The CMR Education Committee has allotted us some time at the coming Spring Workshop, April 9th at Boyd's Lodge, so we'll be taking some time to go over the newly updated website for you then, and ask for your input/feedback. Until then, happy resorting!



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LEGISLATION

CMR - Day on the Hill 2019 Review

By Lynn Scharenbroich, Black Pine Beach Resort

Why don't more resorters go to Day on the Hill? I never wanted to go. I had worries, misgivings, fear of political talk.

Can a joy-seeking Minnesota resorter find happiness amid the serious chaotic tempo at the Capitol? Minnesotans are a happy lot. I'd rather be happy than not. Our state was named the third happiest in the nation in 2018, and we ranked first in the nation in 2017. If you're happy and you know it, clap your hands!

Is it permitted to clap your hands in the halls of the Capitol? Maybe that's just too much fun in a serious place.

Do legislators want to be happy Minnesotans? Maybe they're different from the rest of us.

Aren't they weary of hearing everyone's problems? Maybe they think those few unhappy Minnesotans are always the ones coming to see them. Does dark thinking make legislators crabby?

No worries, happy Minnesotans! All these fears, and any others a person can imagine, are false worries.

Day on the Hill is busy, well-organized, satisfying, purposeful, worth your time, and while important, certainly not dark and serious. Legislators are good listeners and generally welcoming. Joel Carlson, our lobbyist, sets up meetings for us with those who are likely to be receptive to our issues.

The bus ride down and back is a fun mobile networking opportunity. Dinner at the hotel is a party among friends and another chance to do what we love; talk resorting.

If you're looking for a good place to do good work, all while having a good time, put Day on the Hill 2020 on your calendar. Clap your hands!



A SPECIAL THANK YOU!

TO JOEL CARLSON FOR ALL HIS HARD WORK TO FACILITATE OUR MEETINGS WITH VARIOUS LEGISLATORS!

Sharing the Adventure

By Patty Mueller, Balsam Beach Resort

We always print in the magazine that you should come to the Community of Minnesota Resorts (CMR) Day on the Hill (DOH) with us both for the fellowship with other resorters and for the legislative impact.

Here are some memorable moments from this year's DOH Adventure. We really don't need you to come for the politics of the day, we need you for your body! Wait a minute before your mind goes in the gutter - numbers count! Can you imagine 10 people coming to your door at the Capital ready to talk about what the resorters' issues are? After all folks - that is why our representatives and senators are there, because we voted them in and most of them are pretty nice and down to earth. They even like to be called *Sweetie* (a little inside joke). You should have seen the legislator's face!

The most fun is actually the bus ride to the capitol. When we were picked up at Walker the conversation started with toilets (oh boy!)? Yep, that's right, toilets - I learned ways to unplug them, which are the best brands to buy, and some even had little tips on how to fix toilet problems, with a lot of adult laughs!!!

We also learned the pros and cons of a stick-built cabin versus a modular home. Two areas to consider is the price difference and durability. We also talked about online reservations and calling people directly. We talked about appreciation gifts for guests, some dos and some don'ts when you can't go to cheap but yet you can't break the bank either. Our conversations also brought up check-in day, Saturday or Friday, what do our guests want and how things might be changing. These are just a portion of the subjects that get discussed on the bus. We also can't forget our conversations about our own families and grandchildren!

Of course, no one knows what is BEST, it's just what works for you and your resort. It is truly a big four-hour CRACKER BARREL! We sure hope you will try to make our next CMR Day on the Hill so you can teach us something or share your experiences. We would love to have you!! And besides we need more pushers for the bus (the Cities got nine inches of snow when we were there)! No worries- we made it home! What an adventure!



— *Share Your Resort Stories or Photos* —

Send your photographs of Resort Life and story ideas to:

*CMR Resorter Editor Ann Warling
218-821-1031 | ann.warling@gmail.com*

2019 Session Passes Midpoint

By Joel Carlson, Community of Minnesota Resorts Lobbyist

Minnesota legislators are considering legislation promoted by ... (CMR) that would update the property tax code for family resorts.

We've reached the halfway point of the 2019 legislative session, and the new Governor and legislators are learning how to get along. Entering the session, Governor Walz was promising a big agenda of transportation, investments in education and health care, and progress on a host of issues ranging from guns to bonding projects.

The new DFL House Majority has been willing to play ball with the new administration. Senate Republicans - not so much.

The House has held countless hours of hearings on gun reform legislation, family and sick leave, prison reform, insurance reforms, voting rights and improvements in Minnesota's correctional systems. Committee meetings have gone late into the night in the House – and the next break on April 12th can't get here soon enough for members.

The Senate hasn't touched any of these and likely won't before the session ends on May 20th. There is a resolve in the Senate to hold the line on taxes, spending and gun control and a good way to do that is to simply never bring them up.

That will make the final negotiations more difficult to be sure. Walz has been campaigning across the state for his budget and transportation plans. He is using up his political capital built up with a 300,000-vote win to convince citizens that compromises on gas taxes and building projects will improve our economy and state.

With negotiations coming, Walz promotes budget plans http://www.mankatofreepress.com/news/local_news/with-negotiations-coming-walz-promotes-budget-plans/article_71d13270-3f54-11e9-b74f-77fa7410d98d.html

Budget Forecast Slightly Down

Legislators received some unwelcome news at the end of February when the state budget forecast was released. Minnesota budget managers believe the projected surplus, once pegged at \$1.5 billion will be reduced by almost \$500 million. The slower economy will force Governor Walz to revise his budget spending request downward. Republicans have been quick to point out that tax increases during a sluggish economy are not warranted.

State of Minnesota Releases 2019 February Budget and Economic Forecast <https://mn.gov/mmb/mmbhome/?id=375319#/detail/appId/1/id/373568>

Resort Property Taxes

Minnesota legislators are considering legislation promoted by Community of Minnesota Resorts (CMR) that would update the property tax code for family resorts. Sen. Bill Ingebrigtsen and Rep. Bud Nornes are authoring the proposal that will increase the values in

the resort property tax tiers, recognize for multiple forms of ownership on resort property and allow resorts to use their property outside of the 250-day limitation for workforce housing. CMR members spent a couple of days in February lobbying House and Senate members on the proposal and were receiving very positive results.

Here is a link to the legislation: HF2096 (Nornes) / SF1725 (Ingebrigtsen)

<https://www.revisor.mn.gov/bills/bill.php?b=House&f=HF2096&ssn=0&y=2019>

Youth Employment Rules

Through hard work and efforts of CMR members, such as Jim Wherley and Tom Marnik, state officials are starting to take a look at work rules for working youth. A request has been submitted to the Department of Labor and Industry to look at some exemptions to the current work requirement. Legislators have even gotten into the fray by introducing bills that authorize youth to use weed trimmers along with push and riding mowers. The legislation has not advanced, but the work continues to allow greater flexibility with your summer help that has proper training and supervision. It's a long process, but CMR is working to make it happen.

HF790 (Franson) / SF1805 (Hall)

<https://www.revisor.mn.gov/bills/bill.php?b=House&f=HF0790&ssn=0&y=2019>

Labor Day School Start Time

The respite we enjoyed from the constant efforts to repeal Minnesota's tradition of summer by starting school after Labor Day has come to a halt. Bills have been introduced in the House and Senate to eliminate the requirement or to suspend it for the 2020 and 2021 school years. The pitch from the schools is that Labor Day comes late in the coming years and they want to start early to prevent the school from extending too far into June. We are almost certain legislators were aware that a week had seven days when they approved the post-Labor Day requirement years ago. Of course, Labor Day is going to come later as the years advance, just like it comes earlier when Labor Day is on September 1st (which it was in 2014 and will be in 2025).

The two-year proposal has been gaining some traction, but we are lobbying hard to keep it from happening. CMR was happy to hear Governor Walz tell us during the Day on the Hill (DOH) that he thinks school should start after Labor Day!

HF314 (Youakim) / SF918 (Nelson)

<https://www.revisor.mn.gov/bills/bill.php?b=House&f=HF0314&ssn=0&y=2019>

Bills have been introduced in the House and Senate to eliminate the requirement or to suspend it for the 2020 and 2021 school years.

Thank You, CMR!

We say it over and over, but a big shout out to the CMR members who braved the cold and snow to make DOH 2019 a success. We had a good turnout, had an appointment with the new Governor, and met with dozens of legislators that heard our messages about resorting. The Senate Committee responsible for tourism, chaired by Sen. Carrie Ruud, held a committee hearing while we were in town to talk resorting and tourism.

Without our members investing their time and effort in our lobbying efforts we would lose Labor Day, not maintain our check on taxes, and see less funding for tourism promotion at Explore Minnesota Tourism.

If we could get everyone that attended in 2019 to recruit an additional CMR member our impact would be spread to even more legislators. The CMR Legislative Committee works hard to make this a fun but important time – and we are always looking for suggestions to improve the event. Get on the bus!!



Joel Carlson owns a Legal Research and Government Affairs in St. Paul, Minnesota and has represented CMR at the Capitol since 1997. He can be reached at jdcresearch@aol.com

Nominating Resorters for the 2019 Resorter of the Year Award

SEPTEMBER 1, 2019 DEADLINE

The Community of Minnesota Resorts (CMR) selects, through nomination by its members, one resort and resort owner that has 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.

You can go to the CMR website www.Minnesota-Resorts.com, scroll to the bottom of the home page and click on Membership. Then, by using your User Name and Password you will be in the CMS (Content Management System) of your listing. On the Dashboard tab you will find the application under Educational Materials & Applications. Click on Applications then print a copy of Resorter of the Year nomination form.



Mail the completed form to:

Resorter of the Year Nomination Committee
Community of Minnesota Resorts
PO Box 61
Dent, MN 56528

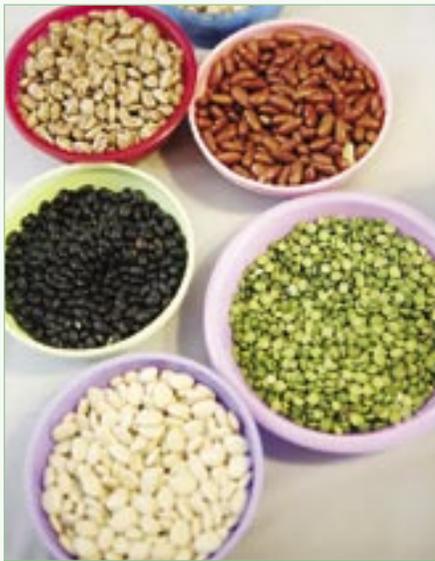
If you need further assistance please contact the CMR office by emailing CMR@Minnesota-Resorts.com or calling 320-212-5107.

Kathy's Kraft Korner

By Kathy Marnik, Timber Trails Resort

Bean Art

Kids will have fun making this Bean Art as they sort through the various types of beans in a soup mix to find the colors that are just right for their project. We found enough different beans in one package of soup beans to complete one project.



Supplies

- Different Color Beans
- Tacky Glue
- Cardboard

Instructions

Print Out Pattern: Owl, Turtle, Fish, Duck, Leaf, Sunflower, Or any other simple design... be creative.

Mount on cardboard so when the beans are added it will be strong enough to hold the weight. You might want to do this in a cookie sheet that has sides so you can keep a small supply of beans handy to work with.

Spread a thin layer of glue on a small area at a time and place the colored beans that match the pattern on that area. You can follow the pictures included or make your own color combinations.





The CMR would like to thank the above individuals for volunteering to be a member of the Board. We would also like to thank Kristin Wherley, who is a retiring board member, and Mike Schweiters Boyd Lodge, and Bob Schimerowski Diamond Lake Resort for renewing their board terms. Their time and talents will be put to good use as we further the Marketing, Education and Legislative initiatives of the Community of Minnesota Resorts!



Community of Minnesota Resorts' New Board Members (l-r): Mike Schultz Ten Mile Lake Resort, Scott and Jenn Tanke Wilderness Bay Resort, Bob Barton Hidden Haven Resort, Jen Bloomquist Cedar Rapids Lodge. Not pictured were Linda Schultz Ten Mile Lake Resort and Jim and Jill Dillon Whippoorwill Resort.

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Enbridge Pipeline Construction In Minnesota

Enbridge is proposing a more than \$2 billion investment in our pipeline system that will not only enhance U.S. energy security, but provide almost immediate economic benefits to communities in Minnesota.

Hospitality businesses who have experienced pipeline construction in their area are strong supporters.



**Burl Ives, general manager
Timberlake Lodge
Grand Rapids, Minn.**

It's really more than just during construction.

"Pipeline construction is good for the hospitality industry and our local economy, and has been for decades. We experienced at least a 35 percent jump in business during pipeline construction in 2009. Workers and management live in our hotels, eat in local restaurants, use local laundry mats, buy from tire stores and shop at our retail and grocery stores. It's really more than just during construction. They keep coming back."



**Lisa Biller, manager
T-59 Motel
Thief River Falls, Minn.**

We absolutely welcome pipeline workers.

"Most of our current guests are pipeline workers. I have not had one problem with the pipeline employees. They are so nice. We're even expanding to accommodate the workers. We placed an ad about our new extended stay location opening in Oklee, and were inundated with calls from pipeliners. We absolutely welcome pipeline workers."



**Rick Filpula, maintenance manager
Community Campground
St. Hilaire, Minn.**

We doubled our normal income for the campground.

"When the pipeline came through in 2009, we expanded from our normal 20 unit campground to offering 30 units. We doubled our normal income for the campground. I definitely welcome the pipeline workers and pipeline construction. All the businesses in town do. There was at least a 25 percent increase in business overall in town that year the new pipeline went in."



**Doug Howe, co-owner
Sparkling Waters Restaurant
Bemidji, Minn.**

The economic dollars from expansion are just a bonus.

"It was our first year in business when the pipeline construction came through in 2009. Groups of 6 to 8 guys would come in at a time. They always said they'd bring someone back with them. They were so polite. There is no doubt in my mind pipeline expansion is positive. Absolutely. We all use the product, rely on the product and overall it is positive. The economic dollars from expansion are just a bonus."



**Lisa Robson, owner
Evergreen Restaurant
Thief River Falls, Minn.**

Those workers are held to a high standard.

"Mainly my work for the pipeliners is through catering. I deliver meals to them on site. I catered for 140 pipeliners to two locations in March. I feel safe going out to those sites and when pipeliners come through the door, I know Enbridge draws in good contractors with a priority on safety. Those workers are held to a high standard. Bringing them in is wonderful."



**Jerome and Cheryl Peters, owners
Viking Diner and Antiques
Viking, Minn.**

We get the oil where it needs to be without adding more rail cars...

"In 2014, as part of the upgrade project Enbridge worked on, we provided togo meals including 50 breakfasts, 100 noon dinners, 100 suppers and another 50 breakfasts in one day. It's a lot of work on our part, but good business. It's all good, real good for the community. We get the oil where it needs to be without adding more rail cars and trucks."