

Community of Minnesota Resorts

# RESORTER REPORTER



## From the President's Pen



Update from the last board meeting:

### Your Board of Directors

As always, at the CMR Annual Meeting held during the CMR Fall Conference, your board of directors that are completing their third year of their current term are ending their term. Those completing their third year were Kim Bowen, Crow Wing Crest Lodge; Tom Marnik, Timber Trails Resort; Chad and Tina Reuper, Sandy Pines Resort; and Vince Proski, Northern Lights Resort. Thank you for the last 3 years that you served on the board. Kim, Tom, Tina and Vince, along with new board members Patty and Clint Mueller of Balsam Beach Resort, were nominated and voted in to serve on the board for the next 3 years. Welcome Patty and Clint and welcome back Kim, Tom, Tina and Vince.

The Tuesday morning after the Annual Meeting we had a Board meeting. Since we discussed much of our issues at the annual meeting, it was a little shorter than usual (besides that we were looking forward to the last day of the Fall Conference). Electing your officers is a “must do” at this meeting. Congratulations to your officers for the next year.

Secretary:	Timberly Christiansen, Finn-N-Feather Resort
Treasurer:	Tim Aarsvold, Geneva Beach Resort
Vice President:	Tom Marnik, Timber Trails Resort
President:	Karen Senger, Cedar Point Resort

I appreciate being voted in as your President for another year, and look forward to the coming year. Although we most likely don't have as many significant issues going on this year, we still have plenty to work on. There are always issues facing resorters. Therefore, we will continue being here for you, our resorter membership.

Sincerely,  
 Karen Senger, CMR President  
 Cedar Point Resort, Marcell

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

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

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## New Format-Additional Content-Pertinent and Timely Information

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

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

## Community Of Minnesota Resorts Calendar of Events

November 22-CMR Board Meeting  
February 14 -15 CMR Day On The Hill

(The below dates for Spring Workshop are tentative, but we wanted to make you aware of what is being discussed.)

April 5&6-Lake Service Provider training combined with CMR Spring Workshop at Thumper Pond Resort

Have you remembered to renew your membership to CMR? Do it today! Contact Jim at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)



## Update from Joel Carlson-CMR Legislative Lobbyist:

**Election Update**— A very stunning election result on Tuesday has produced dramatic changes in St. Paul and Washington. Pollsters and political geeks and eggheads are pouring over results to see what trends were so badly missed.

Two things are clear; voter turnout was much lower than anticipated across the country and in Minnesota too and; not a single pollster was able to detect the massive swing to President-Elect Donald Trump in the final two weeks of the election. Almost 20% of voters made up their decision right at the end, and this block of voters broke decidedly against Hillary Clinton.

**State Legislative Election Directory**— A new election directory has been prepared by the House of Representatives. Here's a link:

<http://www.house.leg.state.mn.us/hinfo/leginfo/electdir16.pdf>

**Minnesota House of Representatives**— House Speaker Kurt Daudt expanded his Republican Majority in the House on election night, gaining a few additional seats and a stronger grip on his leadership position. DFLers failed to gain seats in the suburban metro area, and continued a decline in greater Minnesota. None of the DFLers seeking to regain their seats in rematch elections from 2012 were successful. A few House incumbents were defeated, including DFLer Ron Erhart in Edina and Republican Chad Anderson in Bloomington.

DFLers will be meeting to select a new caucus leader after current leader Rep. Paul Thissen announced he will not continue in the post.

**Minnesota Senate**— The most shocking news at the statehouse is the loss of the 39-28 DFL majority in the State Senate. Republicans were able to retake the Senate with a slim 34-33 seat majority, pending the recounts of two very close Senate elections. Some notable incumbents went down to defeat. DFL Senate Tax Chair Rod Skoe, along with DFL Sens. Tom Saxhaug, Matt Schmit, Kevin Dahle, Lyle Koenen and Vicky Jensen were all defeated. Republicans were also able to gain a DFL seat in Plymouth by electing Paul Anderson over Deb Calvert. Anderson's victory by 201 votes will be recounted, but it's an amazing win in an area that did not vote for Donald Trump. Anderson out-pollled Trump by over 6,300 votes — an unbelievable performance over the top of the ticket. Lakeville Mayor Matt Little was able to turn a Republican seat to the DFL with a close election win. Like Senator-elect Anderson, Little outperformed the top of the DFL ticket by over 5,500 votes in eeking out a victory in this traditionally Republican leaning area.

Both of these races make one clear point — quality candidates that fit their district can buck party trends.

Current Senate Minority Leader David Hann will not be able to partake in the new Republican Senate majority. He was defeated for his reelection by first time candidate Steve Cwodzinski by over 1,000 votes. Republicans are gathering now to begin the process of selecting new leaders. Senate DFLers will do so as well soon. Senate Majority Leader Tom Bakk has not indicated his intention to attempt to lead his caucus into 2017.

**White House Transition**— Despite the rabble rousing about our elections being rigged, it would appear the transition of power will continue the American tradition of cooperative transfers of power. Hillary Clinton's concession speech was unlike any she has delivered before — and demonstrated a personality that few were able to see in her candidacy.

## Community Of Minnesota Resorts Facebook Page

Did you know the Community of Minnesota Resorts also maintains a Facebook page on behalf of you, our members? We do, and you can view it by clicking on the below link:

<https://www.facebook.com/Mnresorts/>

If you have never been to the Facebook page before, please visit it, and while you are there, click the "Like" icon and stay-up-to date with your CMR on Facebook. Do you have a picture you'd like to share on the CMR Facebook page? Email that to [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) and we will put it out there for you!



## 2017 Day On The Hill

Thanks to everyone who donated or bid on items at this year's silent auction, held during the CMR fall conference. A total of just over \$4,200 was raised to assist in legislative efforts.



One of the items these funds are used for is the Day On The Hill, where we travel to the State Capitol to lobby legislators on issues important to us as resort owners. This year, Day On The Hill is scheduled for Tuesday, February 14th and Wednesday, February 15th.

It is extremely important for members of the CMR to participate in Day On The Hill. It is our opportunity to get in front of legislators and discuss those issues that are impacting our resort businesses, and the bus ride is always a great place to share ideas, experiences and knowledge with fellow resorters. This is a very important aspect of your CMR membership, and we encourage everyone who can attend to join us!

More details will be sent out as they are available. For now, circle February 14th and 15th on your calendar and join us at the newly remodeled State Capitol!



### Get The Most From Your CMR Membership



One of the benefits that comes with your CMR membership is a free listing on the Minnesota-Resorts.com website. Many guests searching for cabin availability come to the site and view our member listings for the resort vacation that fits their needs. Have you reviewed your resort listing lately to make sure it is complete, accurate and up-to-date?



Does your resort have social media pages on Facebook or Twitter? If so, have you linked those social media pages to your web listing on Minnesota-Resorts.com? Take a look at your resort listing at <http://www.minnesota-resorts.com/searchresults.aspx?view=all&Sort=az>.



When you look at it, if you do not see the Facebook or Twitter icons listed in the middle right-hand section of your resort listing, you have not yet linked those to your CMR web listing to allow potential guests to view them as they search for potential vacation destinations.



How can you place your resort's Facebook and Twitter pages on your resort listing on Minnesota-Resorts.com? Login to the membership area on the CMR website at



<http://www.minnesota-resorts.com/membership.aspx>, you will be taken to the page titled CMR Member Profile- Proceed to the section "Social Networks." Then just copy and paste the page names from your Facebook and Twitter accounts into the appropriate boxes. Remember, once you do this, to click the icon "Save Profile" at the bottom of the page so that all changes will be saved.



Need assistance? Contact Jim Wherley at 320-212-5107, or you can email him at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).



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

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

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

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

## Have a funny story to tell about your resort?

Well, here is a story from the blog of Crow Wing Crest Resort about a flying squirrel invasion that took place one evening in their home. Just click on this link to read all about it: <http://www.crowwing.com/blog/flying-squirrels-at-cwc/>

If you have a story that you would like to have us put in a newsletter, just email it to Jim Wherley at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

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

Congratulations to Clint and Patty Mueller who were newly elected to the CMR Board. We will be updating the information page on the Board of Directors at the next Board meeting once all committees are formed for the coming year. Just click on this link to see who your Board and Committee members are:

<http://www.minnesota-resorts.com/board.aspx>

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

## WELL THAT SURE IS HANDY

This section will feature a project, product or other item that could assist you at your resort. This month, we feature ice safety tips from the MN DNR. From ice thickness guidelines to traveling on ice and developing a survival plan you can find it all here: <http://www.dnr.state.mn.us/safety/ice/index.html>



## Associate Member Spotlight

This section will spotlight an Associate Member and a description of their business. Feel free to contact them with inquiries or questions on how they can assist you at your resort!

### Art Unlimited

We provide packaged marketing services to fit your business needs. From web design to email, we will help you attract the guests you desire at a budget you can afford. Visit our website at the following link: <https://www.artunlimitedusa.com/>

At Fall Conference, a card was signed by the attendees, and a voluntary donation collected to thank Vicky for her years of service as CMR Office Manager. We wanted everyone to know how appreciative she was of the thought by pasting her message below.

What a wonderful surprise! Thanks very much for the lovely picture of the attendees from the CMR Fall Conference and the monetary gift. I will treasure the picture and all the memories of our resort friends. It was a pleasure to be able to work and play with all of you. With the gift of money, I purchased a Seiko Melodies in Motion clock, and will enjoy a meal out with Bob.

Bob and I wish you all great success with your endeavors. You never know we might be knocking on your door someday. We love road trips.

Thanks again,  
Vicky Krattenmaker



## HAPPY THANKSGIVING

