

Community of Minnesota Resorts

RESORTER REPORTER



From the President's Pen



December 2016

Happy Holidays,

As for many, the holidays are a busy time. For those of us that are seasonal and closed in the winter, it is a time to get reorganized, a time to be busy on projects for the next season, or perhaps a time to rest and relax. I truly hope that everyone had a happy and prosperous 2016 summer season.

Regarding the 2016 CMR Fall Conference, it was educational and I always get plenty out of it. For those that organized it, thank you, and for those that attended, thank you.

The last CMR Board meeting was held at Crow Wing Crest Lodge on November 29th. This is the meeting where board members decide what Committee they would like to work on for the next year. They may choose to keep doing the same thing or try something new: Legislative, Marketing, Membership or Education. There is plenty to do! Our next meeting is scheduled for January 10th.

I would like to point out one Committee of your organization, Marketing. That is the committee that has been putting in their time and talent on the new responsive CMR website. For those of us that have replaced our own website, it is quite a chore. Well, replacing an organization's website is much more difficult. We have been working on it for a while, but we are much closer to completion. We received an update at our last board meeting. Please keep an eye out for details. The Marketing Committee has been working with Faster Solutions, our vendor, to make it a website that will attract new potential resort guests.

There are details about Day on the Hill included in this Resorter Reporter. I look forward to going this year (February 14 – February 15, 2017) for many reasons. One is to experience the new Minnesota Capitol Building! I don't know how much was spent on the remodeling, but I understand that it is beautiful.

Happy Holidays!

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

January 10-CMR Board Meeting

February 14&15-CMR Day On The Hill- **REGISTER NOW** by emailing Jim Wherley info@sunsbay.com

April 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





Looking for that unique Valentine's getaway that is also a legitimate business expense? Where all you have to do is show up and do some talking about resorts? Let's face it, the season was long, you want a break from the resort, a getaway for yourself, or with your significant other, so join us on our trip to downtown St. Paul on February 14-15!

- Get away from your resort for 2 days.
- Free transportation to and from St. Paul Provided by the CMR
- Free tour of the State Capitol
- Free treats /drinks at the Capitol, and a boxed lunch on 2/15
- Free entertainment on Valentine's night
- After the entertainment ends, you are able to enjoy downtown St Paul on your own, or just relax with your fellow resorter friends

Your cost: a hotel room, lunch on the way down and dinner on 2/14 (Let's face it you were going to go out for Valentine's for dinner anyhow, so that cost is a wash. Plus, if like most of us, you have no idea where to go or what to do, so the CMR has made all the plans for you.)

Sounds like it is right out of a travel brochure, doesn't it? Read below on how you can participate in this year's Day On The Hill. There is some work involved, but it is low key, and who out there does not like talking about their resort to others?



DAY ON THE HILL

February 14-15, 2017

Each year during "Day On The Hill" we travel to the Capitol to meet with legislators about issues that have a direct impact on our resort businesses. This year with the election, there are over 40 new legislators at the capitol who are unfamiliar with the Community of Minnesota Resorts and how various issues such as Post Labor Day School Start, Funding for Explore Minnesota, Vacation Rentals by Owner and various other issues impact our resort businesses. In addition, each and every year it is important that we continue to reinforce our message to all legislators and to get in front of policy makers so they are aware of those issues impacting us as resort owners and tourism in general within Minnesota. To do this we need your participation.

WHY SHOULD YOU ATTEND (Other than to enjoy this unique Valentine's getaway)? First, legislators want to hear from those individuals and businesses they represent. Opinions on issues mean more coming directly from a constituent they represent rather than someone outside their area. We always visit legislators in teams, but like to have the team headed up by a person from the area represented by that particular legislator. Second, between the MN House of Representatives (134 members) and the Senate (67 members), there are 201 potential visits that we make to legislators during our Day On The Hill visit. We want to get in front of as many legislators as possible to make sure they understand the issues facing our resorts. It is a busy, but rewarding experience. Third, we make an impact. Previous issues such as getting a favorable tax classification for Ma and Pa resorts, ongoing funding of Explore Minnesota, revisions in DNR or Department of Health rules and regulations have occurred, and will continue to occur, because of our involvement in Day On The Hill.

WHAT DO YOU NEED TO ATTEND? The CMR gives you all the support, information and talking points to prepare for meeting with legislators, as well as the items mentioned in the bullet points above. We just need everyone to attend to support the legislative initiatives of your CMR, and continue to inform our legislators on what is important to resorts in Minnesota!

Questions or to Register now email Jim Wherley (Legislative Committee Vice Chair) at: info@sunsbay.com. Communicate the names, resort name, telephone number, and email address of those attending and we will get you on the list! Once you register, bus route and hotel information will be sent directly to you. Hotel cost will be approximately \$100.

In Case You Missed It!

The CMR School of Resorting Class on Digital Pictures was a success! Nine of us gathered at Crow Wing Crest Lodge for several hours on a snowy afternoon November 30th and strained our brains learning new 'Photo Shop' software (a free one called *Gimp*). Ryan Neely had a very well-prepared Power Point presentation in which we discussed all kinds of theory on photos for marketing our resorts (e.g. what's the difference between a .jpg and .gif file? Why .png files allow transparent backgrounds and others do not (and why one would use THOSE). How big a file is needed for brochure printing companies, and why less dense ones are better for websites. (It was way more enlightening than I imagined, actually.) After an hour or so into the 5 hour workshop, we started doing the 'hands-on' portion and lemme tell ya, Ryan was hopping around like a rabbit attending to us all while continuing the seminar in an on-going series of practice runs to re-size pics, edit, crop, add text, etc. And that was even before we got to some of the more challenging collages!



It was fun, it was engaging, and despite a number of different levels of experience amongst us, I think it VERY safe to say we all gained experience with which we can put into immediate practice. Thanks, Ryan! (And Eric – thanks for bringing cookies, dude.) (And yes, four of us resorters had an overnight crackerbarrel session the evening before in which we solved all our problems in resorting for the upcoming year. Just kidding. It was well worth the talk time, all the same. Thanks, ladies – let's do it again!)



Get The Most From Your CMR Membership



From Your Marketing Committee



No matter how well your page on Minnesota-Resorts.com is performing (or your own website), it's always a good idea to log-in and make changes, refresh your text, think about key words to insert, update rates and add or change photos.



Simply log-in at <http://www.minnesota-resorts.com/membership.aspx>



Carefully scroll down to each option and ask yourself:



- Have you filled in everything to maximize your exposure on the CMR website?
- Have you included a photo for your listing?
- Utilized every word and photo available to you?
- Used key words from a guest's viewpoint?



From a marketing perspective, it is typically not recommended to copy content from one site and paste it into another site. The search engine "scanning robots" do not like duplicate content and tend to ignore the "duplicate" site. (Otherwise, one site could simply copy another site's content and "steal" their SEO.)



Please feel free to contact Sue Paradeis at 218-232-0255 or



info@shingwako.com for questions or help with your CMR listing. She can also let you know how your listing is performing on the CMR website from Google Analytics; and provide you with some stats.



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.

To All Members:

Please read the below with respect to tax deductibility of your CMR membership dues.

As Community of Minnesota Resorts incurs expenses that are classified as lobbying we are required under Internal Revenue Code section 6033(e) to inform you that a percentage of your member dues are nondeductible expenses for income tax purposes.

The nondeductible percentage for the current year is 35%. Please give this information to your tax preparer when you file your respective income tax returns.

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

Your CMR has now completed committee assignments designating who from the Board is working in the areas of Education, Marketing, Legislative and Membership.

Just click on this link to keep up to date on 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, or call her at 218-832-3808.

WELL THAT SURE IS HANDY

Looking for information on trail conditions for skiing or snowmobiling? Just click on the below link to be taken to the Minnesota DNR site that shows snow depth and groomed trail conditions at state parks throughout the state.

http://www.dnr.state.mn.us/snow_depth/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!

Jokela Power Equipment

Our goal is to provide quality outdoor power equipment from top-notch manufacturers that will assist you in becoming more profitable. Our products will save you time and money because the machines are built-to-last! See us at: <http://www.jokelaequipment.com/>

