



# RESORTER REPORTER

Congress of Minnesota Resorts

[www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com)

## Marketing Tips

Are you listed on various websites and feel that maybe you aren't getting the website traffic from them that you should? If this is the case, most companies will recommend that you go into the site and make some changes. Look over your content.

- Are rates and dates up to date?
- Is the description of your resort enticing and easy to read, or is it just a wordy 'list'?
- Does it sound professional?
- What about your picture? Is it in focus? Is it colorful and inviting? Can you tell what it's a picture of when it is in thumbnail size?
- Should you maybe run a special to draw some attention?

It probably feels like you just updated all your listings with all your advertisers, but remember that time flies when you are busy, and we all know that spring and summer can be very, very busy! Plan to take some time to go over your listings. A quarterly review might be a good idea, and bring in several other eyes to critique what you believe is 'very good.' Viewers may see it differently. When it comes to web site listings, fresh content is king!

## CMR Facebook Page: We are now allowing logos and resort signs

The CMR board has made a decision to loosen up on the regulations and rules for the CMR's Facebook page. This means we now are allowing logos and signs of your resort to be posted on our page. Please don't overload the page with logos and posts as it will be monitored. You may post, message, or email any photos you would like to see used for Facebook advertisement. We are really looking to grow this page within the next year and would love to see all your content. The more content you send the more people get to see Minnesota resorts.

Please take five minutes a week to post or email us some new and exciting pictures or comments that make Minnesota resorts such a unique and great place to vacation!

Here is a direct link to our Facebook page. Be sure to 'Like' it. We already have 1,327 fans. That's pretty good! <https://www.facebook.com/Mnresorts?fref=ts>

If you are more comfortable emailing photos and comments, please send them directly to the moderator and he will use them as appropriate.

Facebook Moderator

Aaron Eickhorst [mnresortsfacebook@gmail.com](mailto:mnresortsfacebook@gmail.com)

# **CMR's Annual Resort Tour**

**Wednesday, Sept 9th, 2015**

## **Park Rapids**

YOU WON'T WANT TO MISS ANOTHER FUN AND EDUCATIONAL TOUR.

The resorts on tour will be:

**Half Moon Trail Resort**

**Two Inlets Resort**

**Brookside Resort**

Start time will be 10:00 am at Half Moon Trail Resort, 34881 County Hwy 46, Park Rapids, then onto Two Inlets Resort, 32240 County Highway 50, Park Rapids, and ending at Brookside Resort, 31671 County Hwy 50, Park Rapids.

Pack a sack lunch to enjoy after the tour at Brookside lodge and pool patio. A great time to chat with fellow resorters and enjoy a little down time after a long season!

All these resorts are opening their doors to invite the CMR to tour. I hope you will take the time to enjoy a beautiful afternoon of walking, talking and learning alongside your other fellow resorters. Don't miss it.

## **Chip-enabled Credit Cards**

Known as EMV cards (Europay, MasterCard, Visa), chip-enabled credit cards are already being used across the world. Merchants are not currently required to invest in transaction terminals with the new card reader technology. However, the impact on merchants who do not is essentially one of liability for fraudulent transactions. Card brands are referring to this as 'EMV liability shift'. Speculation within the credit card industry is that chip-enabled cards will be the standard within two years. There's a lot of information about this online. Here's one site that might be helpful,

<http://www.creditcards.com/credit-card-news/emv-faq-chip-cards-answers-1264.php>

# Attend the 2015 CMR Fall Conference!

October 25-27, 2015

The Lodge at Giants Ridge

6373 Wynne Creek Dr.

Biwabik, MN 55780

Block of Rooms Available

1 bedroom Condo \$89/night

2 bedroom Condo \$116/night

(Must book by October 5th)

Conference Price:

CMR Members \$150 per person

Non-CMR Members \$175 per person

Call 218-865-7170 or Visit the website at

[Http://www.lodgeatgiantsridge.com](http://www.lodgeatgiantsridge.com)

**The CMR Fall Conference Flyer and Registration Form  
should be in your mailbox shortly.**

## New Members

New Resort Members:

Marilyn Hedquist, Linden Grove, 39795 County Rd 19, Deer River, MN 56636 Phone 218-246-8607

Jason & Audra Richardson & Tom & Cathy Richardson, Richardson's Shangri-La Resort, 10969 Sugar Bush Trail, Orr, MN 55771 Phone: 218-757-3380 Email: [cathy@rs-L.com](mailto:cathy@rs-L.com) Website: [www.RS-L.com](http://www.RS-L.com)

Roger Hertel, South Turtle Lake Resort, 33531 Resort Trail, Underwood MN 56586-9567 Phone: 218-826-6913  
Email: [sturtle@prtel.com](mailto:sturtle@prtel.com) Website: [www.southturtlelakeresort.com](http://www.southturtlelakeresort.com)

Todd & Angela Johnson, Birch Haven Resort, 11801 Paper Birch Drive, Tenstrike MN 56683 Phone: 218-586-2865  
Email: [info@birchhavenresort.com](mailto:info@birchhavenresort.com) Website: [www.birchhavenresort.com](http://www.birchhavenresort.com)

New Associate Members:

John W. Lindberg, 28 Dale ST S Unit C, St. Paul, MN 55102 Phone: 763-242-6220 Email: [john.w.lindberg@gmail.com](mailto:john.w.lindberg@gmail.com)

## NOMINATING RESORTERS FOR THE 2015 RESORTERS OF THE YEAR AWARD

### SEPTEMBER 1, 2015 DEADLINE

The Congress of Minnesota Resorts 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](http://www.Minnesota-Resorts.com), scroll to the bottom of the home page and click on Membership. Then, by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year Nomination form. Mail the completed form to: Congress of Minnesota Resorts, PO Box 358, New London, MN 56273-0358. If you need further assistance please contact Vicky by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call 320-212-5107.

## NEED \$500 FOR SCHOOL?

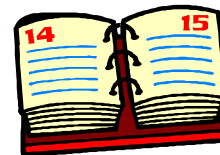
**It is not too early for your child or grandchild to get the application started!**

**Application needs to be at the CMR Office March 15, 2016**

Each year the Congress of Minnesota Resorts offers four \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15, 2016 is the deadline for the scholarship application to be received at the Congress of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website [www.Minnesota-Resorts.com](http://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 Vicky by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or call 320-212-5107.

## CMR CALENDAR OF EVENTS

- |                    |  |
|--------------------|--|
| Sept. 1, 2015      | CMR Membership dues are due in the CMR office.             |
| Sept. 1, 2015      | Resorter of the Year nominations are due in the CMR Office |
| Sept. 9, 2015      | Fall Resort Tour, Two Inlets, MN area                      |
| Oct. 25 - 27, 2015 | CMR Fall Conference, Giants Ridge, Biwabik                 |
| Oct. 26, 2015      | CMR Vendor Expo, Giants Ridge, Biwabik, 1p.m. to 4p.m.     |



Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

Phone: 320-212-5107

Email: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)



## CMR MISSION STATEMENT

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

## CMR MOTTO

The Congress of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

[WWW.MINNESOTA-RESORTS.COM](http://WWW.MINNESOTA-RESORTS.COM)

Keep your listing current  
on the CMR website.

# CMR'S 2014-2015 BOARD OF DIRECTORS

## President:

Su Ugstad, Balsam Bay Resort  
218-566-2346 [rsugstad@means.net](mailto:rsugstad@means.net)

## Vice President:

Tim Senger, Cedar Point Resort  
218-832-3808 [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net)

## Secretary:

Timberly Christiansen, Finn-N-Feather  
Resort 218-335-6598  
[finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)

## Treasurer:

Tim Aarsvold, Geneva Beach Resort  
320-763-3200  
[TJA@GenevaBeachResort.com](mailto:TJA@GenevaBeachResort.com)

## Education:

Chairperson: Tim Senger, Cedar Point  
Resort 218-832-3808  
[cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net)

## Education Committee Members:

Timberly Christiansen, Finn-N-Feather  
Resort 218-335-6598  
[finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)

Chad & Tina Reuper, Sandy Pines Family  
Resort 218-947-4467  
[vacation@sandypinesresort.com](mailto:vacation@sandypinesresort.com)

Karen & Tim Senger, Cedar Point Resort  
218-832-3808 [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net)

Jennifer Bateman, Two Inlets Resort  
218-699-3632 [vacation@twinlets.com](mailto:vacation@twinlets.com)

Lynn & Bob Scharenbroich, Black Pine  
Beach Resort 218-543-4714  
[lynn@blackpinebeach.com](mailto:lynn@blackpinebeach.com)  
[bob@blackpinebeach.com](mailto:bob@blackpinebeach.com)

Deb Eickhorst, Kohl's Resort  
218-243-2131 [relax@kohlsresort.com](mailto:relax@kohlsresort.com)

## Legislative Co-Chairs:

Roger Lykins, Lykins Pinehurst Resort  
218-963-2485  
[lykins@pinehurstongull.com](mailto:lykins@pinehurstongull.com)

Tom Marnik, Timber Trails Resort  
218-566-2376

[Kathy@timbertrailsresort.com](mailto:Kathy@timbertrailsresort.com)

## Legislative Committee Members:

Tim Aarsvold, Geneva Beach Resort  
320-763-3200

[TJA@GenevaBeachResort.com](mailto:TJA@GenevaBeachResort.com)

## Marketing Chairperson:

Jim Eickhorst, Kohl's Resort  
218-243-2131 [relax@kohlsresort.com](mailto:relax@kohlsresort.com)

## Marketing Committee Members:

Sue Paradeis, Shing Wako Resort  
218-765-3226 [vacation@shingwako.com](mailto:vacation@shingwako.com)

Jamie Keller, Brookside Resort  
218-732-4093 [jamesdkeller@gmail.com](mailto:jamesdkeller@gmail.com)

Kim Bowen, Crow Wing Crest Lodge  
218-652-3111 [relax@crowwing.com](mailto:relax@crowwing.com)

Su Ugstad, Balsam Bay Resort  
218-566-2346 [rsugstad@means.net](mailto:rsugstad@means.net)

Tim & Carolyn Aarsvold, Geneva Beach  
Resort 320-763-3200  
[TJA@GenevaBeachResort.com](mailto:TJA@GenevaBeachResort.com)

Karen Senger, Cedar Point Resort,  
218-832-3808 [cedarpoint@bigfork.net](mailto:cedarpoint@bigfork.net)

Vince & Cheryl Prosocki, Northern  
Lights Resort 218-758-2343  
[nlr@northernlightsresort.com](mailto:nlr@northernlightsresort.com)

Chad & Tina Reuper, Sandy Pines Family  
Resort 218-947-4467  
[vacation@sandypinesresort.com](mailto:vacation@sandypinesresort.com)

Kathy Marnik, Timber Trails Resort 218-  
566-2376 [Kathy@timbertrailsresort.com](mailto:Kathy@timbertrailsresort.com)

Timberly Christiansen, Finn-N-Feather  
Resort 218-335-6598  
[finnfeather@hotmail.com](mailto:finnfeather@hotmail.com)

Bob Schimerowski, MN Sunset Shores  
Resort 320-354-4220  
[bschimerowski@gmail.com](mailto:bschimerowski@gmail.com)

## Lobbyist:

Joel Carlson  
Legal Research/Government Affairs  
6 West Fifth Street, Suite 700  
St. Paul, MN 55102  
651-223-2868 [jdcresearch@aol.com](mailto:jdcresearch@aol.com)

## Office Manager:

Vicky Krattenmaker  
PO Box 358  
New London, MN 56273-0358  
320-212-5107  
[CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com)

## Minnesota Resorter Editor:

Ann Warling, 218-821-1031  
18366 Red Cedar Road  
Cold Spring, MN 56320  
[ann.warling@gmail.com](mailto:ann.warling@gmail.com)

## MN Resorter Advertising:

Linda Gronholz  
11423 Fawn lake Road  
Breezy Point MN 56472  
218-839-0257; 218-543-5245  
[lmgronholz@hotmail.com](mailto:lmgronholz@hotmail.com)

## EMT Advisory Council Rep:

Mark Novotny, Hyde-A-Way Bay Resort  
218-675-6683  
[hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

## U of M Tourism Center Advisory Board:

Scott Springer, Pike Point Resort &  
Lodge, 218-586-2810  
[gonefishing@pikepointresort.com](mailto:gonefishing@pikepointresort.com)

## CMR Publicity:

Sheila Niemeyer, Niemeyer's Rugged  
River Resort 218-829-4587  
[relax@ruggedriverresort.com](mailto:relax@ruggedriverresort.com)