



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President; Ed Fussy

I hope everyone is in the full swing of things; and that your summer season is looking better than last year. Now if we could just get more than one sunny day in a row! Although talking to some of our guests coming from other areas, things could be worse. Some southern areas haven't even started their field work yet.

After all our hard work down at the Capitol in February, the Governor vetoed the bill that would exempt single family dwelling units from having to install sprinkler systems on new construction or re-models if Minnesota should adopt the International Building Code. It will now come down to the rulemaking process. You can be assured the CMR will do it's best to keep resorts from having to install sprinklers. The added expense would be devastating to our industry.

All your e-mails, calls and letters to Sen. Klobuchar and Sen. Franken have paid off! The amendment to delay the start of the reduced debit card fees was defeated. If there are no more delays, this should go into effect in July.

Office Contact Information Changes

The Congress of Minnesota Resorts mailing address has changed.

Congress of Minnesota Resorts
PO Box 358
New London, MN 56273-0358
Email address: CMR@Minnesota-Resorts.com
Phone number: 320-212-5107

Resorters!!!

I know it is a ways off, but mark your calendar for the CMR Fall Conference. It will be held at Sugar Lake Lodge in Grand Rapids on October 30-November 1, 2011. It is a fun event that is a great closing to our summer season. Please plan on attending.

We are also in the planning stages of our program. If you would like to hear a certain speaker or a specific topic, please contact Steve Addler at Cedar Rapids Lodge. You can email vacation@crlodge.com to present ideas on topics or speakers. This is your conference and we would like to put together a program that suits our member's needs. Have a great summer and see you in the fall.

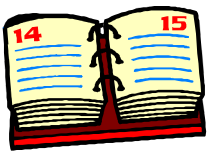
CMR Marketing Committee

In the continuing effort to improve and enhance CMR's Internet marketing a new feature is coming soon to the website to benefit CMR resort members. 'Last Minute Openings' will enable members to list their vacancies with a greater probability of reaching customers looking for what they have to offer. This is not a "Deals" or "Specials" page, but rather an opportunity to fill unwanted vacancies and recent cancellations. Visitors will be able to locate resort openings within a date range, and filter results by region and accommodation type. In addition, this list of resorts will be periodically e-blasted to those website visitors that signed up on the CMR site to receive email notifications. That is Direct Marketing at its finest!

Another project in the works is the new CMR Mobile Site. Many people these days use their phones instead of a computer for *all* their Internet surfing. This mobile site will be designed for easier functionality and legibility on a phone; a simpler more condensed website version, but with the entire search parameters and functions found on the full site. Also any updates made to your member profile page on the full site will automatically be updated on the mobile site. Additionally, the visitor will have the option to access the full site on their phone for further information if they desire.

We will update members when both of these projects are ready to be launched.

Su Ugstad-Website



CMR CALENDAR OF EVENTS

- | | |
|--------------------------|--|
| Aug 17, 2011 | CMR Board Meeting, Cedar Rapids Lodge, Tenstrike 9:00 am—? |
| Sept 1, 2011 | Resorter of the Year nominations due at the CMR Office |
| Sept 2011 | CMR Fall Resort Tour, location and date to be announced |
| Oct 30, 31 & Nov 1, 2011 | CMR Fall Conference, Sugar Lake Lodge, Grand Rapids |

Resorter/s of the Year Nomination

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.

To this end, any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by August 1st each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the awards committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the Annual Congress of Minnesota Resorts Fall Conference where the formal announcement and presentation will be made.

The following criteria are considered by the awards committee in making their selection:

- CMR member in good standing for the previous three consecutive years under the same ownership.
- Ability to maintain a successful and progressive resort.
- History of helping and mentoring other resort owners/operators.
- Involvement in community activities.
- At least five years between awards.
- Not a current member of the Awards Committee.

I/we, being member(s) in good standing, submit the following nomination for the Annual Resorter/s of the Year Award.

Resort Name _____

Owner/Operator Name(s) _____

Address _____

In the space following please briefly explain the accomplishments of the resorter you are nominating, their ability to maintain a progressive resort and their attitude toward resorting and the resort industry.

Please give a brief explanation of how this resort and its owners/s have been involved in community activities to include involvement in resort industry organizations like the Congress of Minnesota Resorts.

Please give a brief example of how this nominee has acted as a mentor to other resort owners/operators.

This nomination is submitted by:

Resort Name and Owner/Operator_____

Address_____

Phone_____Email address_____

NOMINATION DEADLINE SEPTEMBER 1ST

Send nomination form to: Resorter of the Year Nomination Committee

Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

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Phone: 320-212-5107
Email: CMR@Minnesota-Resorts.com

WWW.MINNESOTA-RESORTS.COM



Keep your listing current
on the CMR website.

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.

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