



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President

Greetings Fellow CMR Members,

My name is Mark Novotny and I am your newly elected president. It is an honor to serve such a caring group of people that wants to help one another.

To give you my background, I have been a resorter for 10 years. Beth and I have own and operate Hyde-A-Way Bay Resort near Hackensack.

I would like to invite you to take advantage of all the benefits that CMR has to offer.

1. Marketing - Look over your web site information on the CMR website, www.Minnesota-Resorts.com. We have added a new feature that will help you fill last minute openings. Check it out.
2. Education - Watch for upcoming classes that will help you with your resort or just connect you with fellow resorters. Spring workshop is April 10, mark it on your calendar. We have had a lot of good discussions about reviews on websites and social media.
3. Legislative - Get on the bus. We are headed to the state capitol on Feb. 28-29. This gives us a great opportunity to tell our voted officials what we voted them in for. They want to know our issues. If we do not speak, they do not know how to vote.

Please join all the resorters in making this the best organization.

If you have something on your mind or need help with something that CMR can assist with, please contact me or anyone of our board members. They are listed on the back page of this newsletter or on the website www.Minnesota-Resorts.com

I look forward to the coming year.

Mark Novotny, CMR President

Hyde-A-Way Bay Resort, Hackensack

Website Update

At this year's CMR Fall Conference, attendees were able to see a presentation of the two new developments for our website, www.Minnesota-Resorts.com. First, the new mobile site especially designed for use with mobile devices, and secondly the 'Last Minute Openings' feature that went live this past summer. Feedback from resorts that used this new feature found it to be a helpful tool in marketing their unwanted vacancies, but a request was made to modify the feature for what is typically a slower rental season from September to April. So we did! For the same nominal charge, you can now post openings out 6 weeks rather than the 3-week window used this summer. Best of luck filling those winter vacancies!!

Also we are currently working on some modifications to the website that will enhance the options you have to attract visitors to your website. Stay tuned for updates!

CMR Website Committee

2011 Fall Conference...Here & Gone...

If you didn't attend this fall's CMR Conference in Grand Rapids, boy, did you guys miss some fun! Not only was it educational with its topics on marketing, financial advice and legislative updates, we got to network with each other. Just sitting together at meal times can be very enlightening when another resorter shares a tip they've learned to make their lives easier, something that you, too, could put into motion to help make resort life smoother. If you missed it this year, plan to attend next year's conference -- it's almost always planned for the end of October (yah, the Halloween costume party this year was a huge hit, I couldn't believe how many of us dressed up, wow. It was hysterically fun and quite surprising. Next year we're already planning a resort game show, you won't wanna miss it!)

Anyway, Spring Workshop is already planned for Tuesday, April 10. This is a one-day mini-conference, usually with a marketing topic, a financial topic, a natural resources topic and a wildcard topic, with two crackerbarrels and a lunch included. If you have ideas on a topic you'd like to learn more about, or especially if you know of a local speaker who would be a great fit for us, please, please, please e-mail us your ideas! We welcome any and all feedback and suggestions . . . hope to see you soon, have a safe holiday season!

Kim Bowen, CMR Conference Committee, Crow Wing Crest Lodge

relax@crowwing.com

2011 Vendor Show

Thanks to all the fall conference attendees that participated in the CMR Vendor Show on Monday, October 31st. No tricks and many treats as 23 vendors came to exhibit their services and wares to members of our industry. This is always a great time to view the hottest varieties of resort-wear, gift/novelties, water toys, and cabin décor. It's also a chance to see the latest technology and trends for maintaining, operating and marketing your resort, as well as obtaining up-to-date information on insurances, resort expansion, development, investments and exit strategies to name a few. The vendors are very appreciative of the support they receive from resorters and we in turn thank them for their support of the CMR. They tell me they enjoy visiting with us during the conference show and hope to see everyone again next year.

Su Ugstad, Vendor Show Chairperson, Balsam Bay Resort, Remer

2011 Resorter of the Year Award

This being the third year on the Resorter of the Year committee meant that Sherry & I would serve as co-chairs and that I would make the presentation of the award at the fall conference. This year's recipients were Ed & Sara Becker of In-We-Go Resort in Nevis. Ed and Sara's story was one of those Cinderella type stories with their engagement at the resort, their decision to leave their careers and buy the resort from Sara's parents, and their total commitment to the resorting industry. The narrative of my presentation articulates all of the details. What I wanted to emphasize in my remarks is the distinguished honor of this esteemed award. Secondly, I wished to impart the textbook example of Ed & Sara's success story of how to be exemplary resorters. Knowing how gratifying it is to be recognized by you, our peers, in being a past recipient of this high honor made it particularly difficult to present the award without heartfelt emotion. I hope Ed & Sara's story encourages all of us to be all that we can be in this wonderful profession of resorting. Please consider nominating a fellow resorter for the 2012 Resorter of the Year award.

Jack Frost, Resorter of the Year Committee Co-Chair, Joe's Lodge, Bemidji

FEBRUARY 28 & 29, 2012

DAY ON THE HILL

Mark your calendars and watch for more information to come your way, via Minnesota Resorter, Resorter Reporter and emails.

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 15th!

Each year the Congress of Minnesota Resorts offers three \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15, 2012 is the deadline for the scholarship application to be returned to the Congress of Minnesota Resorts office. A scholarship application can be printed out 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 Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

NEW MEMBERS

New members/owners, please give them a call or email of encouragement and welcome them to the Congress of Minnesota Resorts.

Resort Members:

Chad & Tina Reuper, Sandy Pines Resort, 2731 Raven lane NW, Backus, MN 56435 Phone: 218-947-4467

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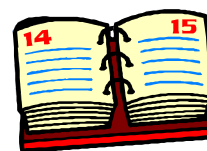
Associate Members:

Travel Guard, Janet Janssen, 3300 Business Park DR, Stevens Point, WI 54482 Phone: 715-295-9132 Email:

janet.janssen@travelguard.com Website: www.travelguard.com/vacationrentals

CMR CALENDAR OF EVENTS

Jan 11, 2012	CMR Board Meeting, Edgewild Resort, Fifty Lakes 9am
Jan 17, 2012	On-line Resort Scrapbook Class, Nancy @ Little Boy Resort
Feb 28 & 29, 2012	Day on the Hill more details to be announced
March 15, 2012	Scholarship Applications due at office
April 10, 2012	Spring Workshop location to be announced
Oct 28, 29 & 30, 2012	Fall Conference location to be announced



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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.

CMR'S 2011-2012 BOARD OF DIRECTORS

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