



# RESORTER REPORTER

## Congress of Minnesota Resorts

### Happy Holidays to everyone!

We are now in the thick of the holidays and everyone is busy. I hope that you take the time to reflect on the importance of Christmas. It is a wonderful time to count our many blessings for the great life style that we have as resorters.

I would like to take this opportunity to thank everyone that helped with our CMR Fall Conference. What another great event. If you missed it, you missed a lot. Also, thanks for your confidence in me and electing me to my second term as your president.

A big “thank you” to the board members that ended their term this year and are leaving the Board of Directors. Their service to the CMR was invaluable. Many don’t know how much you have sacrificed being on the board. Hopefully, They have also enjoyed their time on the board and the friendships they made and enhanced. Also, welcome to our new board members! I am looking forward to getting to know you. Together with the board and our members we will continue making our organization what it was founded on “Resorters Helping Resorters.”

We are meeting with representatives from Explore Minnesota (EMT) and Minnesota Resort and Campground Assoc (MRCA). We are partnering and doing some joint advertising this spring to promote resorts in Minnesota. We will be meeting to work out the details.

Also, put on your calendar our Day on the Hill (DOH). It is very helpful and important to attend this event if possible. There are many new legislators and we need help getting our industries message and concerns communicated to them. So, mark your calendar for February 26—27, 2013 and plan on attending! You won’t regret it. More information will follow as the details are being worked out.

As we near the end of 2012, I hope that you have had a profitable year and that 2013 will be even better.

Respectfully,

Mark Novotny, CMR President

Hyde-A-Way Bay Resort, Hackensack

### Resorter of the Year

Every year at our fall conference, the Congress of Minnesota Resorts presents the Resorter of the Year Award. This award is given to a resort couple that exemplifies the spirit and goals of the CMR. The criteria centers around the operation of a successful and progressive resort business, service to the tourism industry both at a local and state level, and community service in other areas. Mentoring and helping other resort owners and membership in the CMR are also part of the requirements. Nominations for the award are generated entirely by CMR members. Members are encouraged to consider their fellow resorters and nominate those peers that they feel uphold high standards and contribute to our industry.

This year's award recipients are Tim & Carolyn Aarsvold who own and operate Geneva Beach Resort in Alexandria. Purchasing their resort in 1996, they instantly started thinking big and outside the box. With a keen business mind, decisions were driven by one main directive, were they smart for the business. The resort currently includes 2 historical cabins that were built in the 1920's, a cottage annex that was built in the 1940's, and newer additions that total 16 lodging options, plus a game room and office.

They are highly active in the CMR, their local chamber, and their community as a whole. More details about their achievements will be in the winter issue of the Minnesota Resorter magazine. Congratulations Tim and Carolyn!

2012 Resorter of the Year Nomination Committee

## 2012 CMR Fall Conference Silent Auction

This year's Silent Auction held during the annual fall conference at Thumper Pond Resort in Ottertail Minnesota, was again very successful. We met our goal by raising \$4,165.00 this year. This year's auction had about 70 items and all were fantastic. These funds are used exclusively for our annual Day on the Hill Event which is scheduled for February 26th and 27<sup>th</sup> 2013.

This year we again had some especially great items that really raised the level of bidding frenzy. Here are some of the highlights:

- Cragun's Legacy Golf for 4 persons
- Minnesota Vikings Tickets
- Day at the Capitol with Joel Carlson, included hotel, breakfast, lunch, dinner, inside tours
- Custom wood end tables and sunning bench
- Rockwell Sonicrafter

We Resorters have always brought great items that others seem to really appreciate and bid very generously. This year was no exception. We had fantastic items donated and the bidders out did themselves with generous amounts.

### **So what do we do with all these funds and why is it so important?**

In February each year is the CMR Day on the Hill. These funds allow us to provide:

- FREE Luxury Coach Transportation to St. Paul
- Attendee only legislative name badge and neck lanyard, with year pins to show years of attendance
- Coffee and Donuts, box lunches and soft drinks while at the Capitol
- Attendee Packets
- Meetings with each Resort's area Senator and Representatives
- Group meetings with Governor, Key Administration Commissioners and Department Heads
- Meetings with over 50 Legislators and Committee Chairs on Committee we have legislative issues with
- Token Items we carry around the Capitol to bring attention and let folks know "The Resorters are back!" We have worn orange life jackets, fishing hats, sunglasses, CMR Fishing Vests, Beach Balls, Minnow Buckets, Big Foam Fish Hats, and Giant Bobber Coolers. Last year we carried colorful fishing rod and reel combos with a large red and white bobber hanging from it with our logo and website on one side and our issues on the other. Each Legislator and Government Leader we met with was presented with one, to aide them in remembering our visit and resorter's issues. What will we think of this year?

In past years the CMR has had as many as 50 Resorters come to the Capitol for this very valuable event. It makes it much easier to speak with Resort area Legislators about our issues if that Legislator can look across the table at one of their own constituents. We try our best to represent all areas of the State but there is no substitute for a Resort Owner from each area to talk about these issues.

The CMR Day on the Hill is a very *fun-first* event and you will learn much about State Government. You will get hours upon hours of cracker-barrel time on the bus to talk with fellow Resorters on whatever you want to know about. This is your chance to pick other's brains while traveling in a luxurious coach.

### **Join us on the Bus!**

Dave Thompson, Legislative Committee, Fisherman's Village Resort, Battle Lake

## A Testimonial from a 2012 Fall Conference Attendee

I just want to thank all the people who made the conference available to us. As a newbie to all this in 2011 I find the socializing and speakers are very interesting and have helped me with many questions, I have learned about various things that come up in the resorting business from discount prices, quality of bedding to boat factory tours. Resorters working together and sharing ideas that help everyone from the guest to the owner.

Hope to see more resort owners at the next conference. They are fun and educational.  
Thanks again!

Cathy Duvall, Manager, Kee-Nee-Moo-Sha Resort, Hackensack

## 2012 Vendor Show

Many thanks to all the fall conference attendees that participated in the Vendor Show on Monday, October 29<sup>th</sup> at Thumper Pond Lodge in Ottertail. We had 25 vendor and informational booths this year. Many are loyal returning vendors that come to our conference every year to exhibit their services and wares, and visit with members of our industry. We also had a few new exhibitors this year that we hope to see again at future conference Expos. As always, it's fun to see the latest gadgets and novelties, water toys, cabin décor, furniture and resort-wear, but equally invaluable is keeping up on current trends that directly affect tourism and our resort businesses. This includes (but is not limited to) ideas for maintaining, operating and marketing your resort, as well as up-to-date information on insurance, resort expansion, development, investments and exit strategies.

The support received from these vendors is what helps make the conference possible, and they in turn appreciate the patronage they receive from resorters.

Look for more information on the conference and attending vendors in the next issue of the Minnesota Resorter magazine and remember to thank our vendors for their continued support of the CMR!

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

## 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, 2013**

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, 2013 is the deadline for the scholarship application to be returned to 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.

## New Members & New Owners!

### New Members:

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### New Owners:

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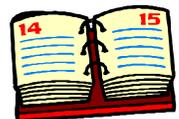
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Email: [info@eagleridgeresort.net](mailto:info@eagleridgeresort.net) Website: [www.eagleridgeresort.net](http://www.eagleridgeresort.net)

## CMR CALENDAR OF EVENTS

|                    |  |
|--------------------|--|
| Feb. 26 & 27, 2013 | CMR Day on the Hill, St Paul                       |
| Mar. 15, 2013      | Scholarship Application is due at CMR Office       |
| April 9, 2013      | Spring Workshop location to be announced           |
| Sept. 1, 2013      | Resorter of the Year Nominations due at CMR Office |
| Sept, 2013         | CMR Fall Resort Tour                               |
| Oct. 27 - 29, 2013 | CMR 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 2012-2013 BOARD OF DIRECTORS

### **President:**

Mark Novotny, Hyde-A-Way Bay Resort  
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