



# RESORTER REPORTER

## Congress of Minnesota Resorts

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

### Message from the CMR President

Hello to all CMR resorters!

Are you thinking spring! I hope that your phone is ringing with all reservations and that your summer is filling up. Something new from our marketing: CMR has teamed up with Explore Minnesota and MRCA (Minnesota Resort and Campground Association) to promote resorts in Minnesota. We are running TV ads throughout the state on cable networks with 'More to MN Resorts' campaign. We are trying to get more people in the state to reconnect with their heritage and tradition of resorting in Minnesota. It started airing Feb. 25<sup>th</sup> and will be running through March and into April. Let us know if you get a reservation saying that they saw the ad on TV.

Also, Explore Minnesota has put together a landing page for us with this TV promotion. Go to [www.exploreminnesota.com/escapes](http://www.exploreminnesota.com/escapes) and look at the landing page which we will be able to track and see what traffic we will get from it.

We just returned for our CMR Day on the Hill. It was a very productive Day on the Hill and we were pleased to have about 35 people attend including many new members. There were many issues to cover with area legislators many of them being new. Some legislators are very green and need all our voices to be heard. So if you see a message about an issue that you think is important to you please email your legislators and let your voice be heard.

Also, CMR Spring workshop is April 9<sup>th</sup> with additional classes on April 8<sup>th</sup>. It is always great to get together and discuss what is happening and what is new. There is more information in this newsletter so please consider signing up and meeting with other resorters before the summer season begins.

I hope that your phone and email is burning with new and returning guests. We look forward to a productive and profitable year.

Respectfully,

Mark Novotny, CMR President

Hyde-A-Way Bay Resort, Hackensack

### CMR School of Resorting: Small Engine Repair Hands On

Date & Time: March 15th, 8:30 am—(as long as needed)

Food: Lunch will be provided

Where: Christiansen Industrial Developers, Bemidji

Instructors: Mike Lauderbaugh

Facilitator: Jason Christiansen

Registration Deadline: March 10th, 2013

Number of Students: Max. 10

Cost: \$15.00 per person

Class Summary: This class offers a unique opportunity for anyone wanting to learn the ins and outs of fixing and maintaining their small engines. Participants will bring their own engines (outboard, weed eaters, lawn mowers, chain saws, etc) for a hands on learning experience from a professional mechanic. Learn what tools you need, how to do maintenance and any specific problems you may have will be addressed.

Email: Timberly at [finnfeather@hotmail.com](mailto:finnfeather@hotmail.com) for questions or to reserve your space.

Directions to Christiansen Industrial, 2805 Washington Ave S, Bemidji, MN 56601: Bemidji: Shop is located approximately 2 miles south of the Paul and Babe statues on Hwy 71 S. The driveway is just north of the intersection of Hwy 2 and Hwy 71 S. Look for signs at the entrance for CMR class and follow signs to shop.

# CMR Day on the Hill 2013

We have completed another very successful Day on the Hill event. Our legislative committee spent many hours planning this year's event and it went very well. This year we provided a deluxe motor coach starting a free pick-up route in Wadena, Park Rapids, Walker, Brainerd, and St. Cloud on its way to our destination at the Capitol. This year we had 32 attend the event, with several for the first time.

This year with only 32 Resorters attending they did a fantastic job on running all through the State Office Building and the Capitol Building to attend meetings with their own Legislators and also with Legislators from areas we did not have any Resorters attending. Legislators commonly asked if there was anyone from their district that was in the meeting. It is so important for Legislators to see their own constituents.

This year as always we carried our much anticipated attention getter. This year we were celebrating family time at resorts by carrying a stick with toasted marshmallows. There was a paper campfire on a string attached. The campfire had our CMR Logo printed on one side and our issues on the other. We receive many complements on how much fun and up beat our group is and how it's a pleasure to expect us each year. The bonus is that we are so identifiable that many other folks stop us and ask about our issues since we attract so much positive attention.

## Legislative Priorities

- Keeping Post Labor Day School Start (There are several bills in committee to remove this)
- Resort Lake Service Provider-Exemption for supervised employees on resort property with online training
- Support EMT funding with dedication of current sales tax on rental cars
- Maintenance Plumber's License instead of the current restricted plumber's license

## Emerging Issues

- Reasonable Controls on Vacation Home Rentals
- Monitor Expansion of Camper Cabins at DNR Parks, and expansion of seasonal RV camping
- No Net Loss of Commercial Recreational Property.

Thanks also go to your CMR Board of Directors. This year we approved a very aggressive plan for the event. Because of the CMR Silent Auction we provided all of these things free for attendees.

FREE transportation from out-state to the Capitol

FREE snacks and refreshments

FREE Wednesday morning coffee and donuts

FREE box lunch on Wednesday

FREE attendee legislative packets

FREE special legislative CMR badge and neck lanyard

FREE Crappie Year Pins

We also have Official CMR Day on the Hill Fishing Vests each attendee wears during the event.

As in the CMR motto "Resorters Helping Resorters" the CMR provides this opportunity on behalf of all resorters in the state that benefit from our legislative effort. The CMR is open to any and all Minnesota Resorts. Whether you are brand new to the industry or a seasoned veteran, the Association needs you and your participation to protect and enhance our Tourism Businesses. Resorters that are not CMR members please consider becoming a member of the CMR and be a participant with us next year!

Dave Thompson, CMR Legislative Chair Person

**CMR Spring Workshop**  
**Tuesday, April 9th**  
**Arrowwood Lodge at Brainerd Lakes**  
**6967 Lake Forest Rd • Baxter, Minnesota 56425**  
**1-218-822-5634**

(Rooms are a special group discounted \$69 night for those of you traveling longer distances and would like to crash here. School of Resorting has scheduled THREE Pre-Workshop Bonus classes on Monday April 8 1: *Reservation Master software seminar* 2: *1st Aid Training* and 3: *CPR Training* ---- go to CMR website for more info: [www.minnesota-resorts.com](http://www.minnesota-resorts.com) on itinerary)

Plan on comin' to CMR's Spring Workshop to getcha in the mood for another resort season!  
"None of us is as smart as all of us."

Due to high demand, three CRACKERBARRELS have been **expanded** in our upcoming Spring Workshop schedule.

Featured presentations include:

**Leaving a Legacy for Your Kids:** (Diane Rook-Johnson & Brian Lemieux, Lemieux Johnson Financial Group)  
When you kick the bucket, will you have decided to take advantage of tax laws that exist or do nothing and let the government decide? How can you avoid paying 53% to Uncle Sam on estate taxes? This talk will outline how to limit estate taxes through trust planning, highlighting recent new laws in order to help you tax plan.

**Should My Website have a Blog?** (Ed Heil, StoryTeller Marketing) What are the advantages to having a blog?  
Should my blog be a "page" on my web site or hosted externally? This presentation will outline different types of blogs that resorters could create with tips on strategic blog writing, the most important "do's and don'ts" of blogs, the best way to get people to read your blog, and tips on how frequently one should post content on the blog to be effective.

**Worker's Comp & Human Resources** (Wes Pruitt, HR Advisors & John Shega, Aspire Insurance Agency)  
What is WC and why is it mandated by law? How can you control your resort costs? (Yes, really, you can.) This session will de-mystify the insurance and explain why HR and WC are so tightly connected, with hints on hiring, managing and terminating employees. Bonus "The Partner Program": Am I a good employer? Separating perception from reality.

**OSHA** (Robert Sarna, MNOSHA Principal/IH3 Supervisor) This presentation will discuss how the inspection process works. It will cover all aspects of the process, including how organizations are chosen for inspection, the different types and priorities of inspections, how an inspection is conducted, also the criteria for how citation and penalties are issued.

PLUS! **CMR website walk-thru**, **"Day on the Hill" update** and **Explore MN tourism update**

Let us know if you have more ideas for extra School of Resorting classes and we'll try to schedule 'em in! Contact me at [relax@crowwing.com](mailto:relax@crowwing.com) to suggest or comment on Workshop content -- Kim Bowen, Crow Wing Crest Lodge, CMR Education Committee

Registration form on next page!

## TO REGISTER:

### 2013 CMR Spring Workshop

### Registration Form

April 9, 2013

### Arrowwood Lodge at Brainerd Lakes, MN

CMR Members: \$59/person (includes lunch & 2 snack breaks)

Non-Members: \$79/person (includes lunch & 2 snack breaks)

If you've never been a member of the CMR in the past, come see what we're all about!

Join the CMR as a new member at the door and receive a 50% discount  
from your annual dues (membership year 9/1/2012 to 8/31/2013)

Enclosed is \$\_\_\_\_\_ for \_\_\_ people to attend the workshop.

Please make checks payable to Congress of Minnesota Resorts

**\$10 OFF each attendee if you Register & PAY by MARCH 10, 2013**

NAME: \_\_\_\_\_

RESORT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

Copy or tear off this portion and remit with check to:

Vicky Krattenmaker, Office Manager

Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

320-212-5107

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

## 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.

## NOMINATING RESORTERS FOR THE 2013 RESORTER/S OF THE YEAR AWARD SEPTEMBER 1, 2013 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.

### New Members & New Owners!

Your neighboring resort or favorite vendor could be listed in this area!

If you think a neighboring resort would benefit from being a Congress of Minnesota Resorts member please send their contact information to us or visit with them about the benefits of your membership with the Congress of Minnesota Resorts

We have an Associate Membership for vendors that have products or services that have helped you. Please contact the office with their contact information so we can contact the vendor.

Congress of Minnesota Resorts, [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

## CMR CALENDAR OF EVENTS

Mar. 12, 2013	CMR Board Meeting
Mar. 15, 2013	Scholarship Application is due at CMR Office
Mar. 15, 2013	School Resorting Class—Small Engine Repair, Bemidji
April 8, 2013	Pre-Workshop School Resorting Classes
April 9, 2013	Spring Workshop Arrowwood Lodge at Brainerd Lakes, Baxter, MN 7:30—5:30
April 9, 2013	CMR Board Meeting
Sept. 1, 2013	Resorter of the Year Nominations due at CMR Office
Sept, 2013	CMR Fall Resort Tour exact date and location to be announced
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  
218-675-6683 [hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

### **Vice President:**

Su Ugstad, Balsam Bay Resort  
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### **Secretary:**

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### **Treasurer:**

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### **Education:**

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