



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from the CMR President

Seasons greeting (early)!

I know that it is early, but this is my last report to you as I am stepping down as your president. It has been an honor and a great experience to have served you and this wonderful organization.

If you have not already been notified, your health insurance rates will most likely be going up, our government is in a shut down and many officials are not listening to the people. (I hope that when you get this, it has been resolved.) As I reflect on this, have you been listening to your guests? What changes are you making for next year to improve things for them? I personally am doing more improvements to make my resort even better. Upgrading a cabin (new bathroom, window and siding), restoring my pontoon paddle boats that were made in 1969, and, this winter, will be taking a hard look at my web site and making some more improvements there.

Are you signed up for the Fall Conference that is being held at the Radisson Harborview in Duluth, MN, on Oct. 27, 28, and 29th? If not, do so today. We have some great speakers, a great vendor show with all their new items, more crackerbarrels, and great fellowship with all our great resorts. I would love to see many of you there in attendance this year.

Just another reminder, put it on your calendar, CMR Day on the Hill. We will be having the 2 day event on March 18th and 19th, 2014. Plan to attend!

Enjoy our warm fall and start thinking about what you would like to do to improve your resort to keep those guests coming back.

Zdravi a prosperita (that is health and prosperity in my native language),

Mark Novotny, CMR President

2013 Vendor Show Expo

Are you starting to plan for the CMR Fall Conference this month? Well it's coming up fast and you don't want to miss it. One of the highlights of the conference is the Vendor Show Expo. It's an excellent time to meet with vendors to discuss their products and services in preparation for next season, or upcoming winter projects. You can order directly from the vendors at the fall show or just spend the time to familiarize yourself with the products in a relaxed setting with no high pressure selling.

There's something for everyone! Some examples of past exhibitor products are:

Customized resort clothing
 Gift items for resale
 Financial planner
 Credit card processing
 Insurance
 Docks

Boats and motors
 Pre-built cabins
 Accountants
 Used hotel furnishings
 Fire prevention equipment
 Real estate broker

Hotel/motel supplies
 Golf carts
 Bird watching
 And more

Plan to attend this year's CMR Fall Conference at the Radisson Harborview in Duluth, October 27th to 29th. It's a great way to network with fellow resorters and learn new and valuable information that concerns our industry. While there, we ask that you patronize and support the vendors and sponsors that help make the Fall Conference possible by attending the Vendor Show on Monday, October 28th. It's a show you don't want to miss!

CMR Fall Conference

Yo resort peeps - The end of season is in sight and I can't WAIT to be around others who can totally commiserate (and celebrate!) about the wonderful world of resorting. :)

CMR Fall Conference plans - here's a quick overview of what's shaping up to be a heckuva fabulous conference with more detail to be coming your way once a week the next few weeks:

- DNR LSP training (9 a.m. - noon on Sunday, Oct 26) To register for training, find out if a business needs a permit, or for more information, visit the DNR website at www.mndnr.gov/lsp.
- What Should Your Accountant be Asking You?
- Real Colors Type Indicator
- Engaging Guests with Video
- Health Insurance (changes in 2014)
- Communication Techniques Leading a Team to Excellence
- Explore MN Tourism Update
- Legislative Update
- Vendor Show
- Silent Auction
- Hospitality Room (sharing wisdom in a casual setting)
- 6 (yes SIX!!! count 'em!!!) crackerbarrels scheduled
- weird and wacky resorter Game Show

Where: Radisson Harborview in Duluth

When: October 27-29 (Sun-Tues)

BONUS: Fun Day on Saturday, October 26 (come early and hang out with us!)

To make room reservations call Radisson at [218-727-8981](tel:218-727-8981), or www.radissonduluth.com)

To register for Conference:

Send a check for \$140/person (CMR members) or \$160/person (non-CMR members) (pricing includes 2 dinners, 2 breakfasts, 2 lunches, all snacks and breaks) to:

Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

cmr@minnesota-resorts.com

Please include: Names of attendees, business name, address, email address and phone number at which you wish to be contacted.

FROM: Kim Bowen, CMR Conference/Workshop Committee (Crow Wing Crest Lodge, finishing 13 years in resorting . . . *sigh*)

SILENT AUCTION

We need donations for the Silent Auction to be held Monday, Oct. 28th, during the CMR Fall Conference. The auction is on going during that day and will close at 6p.m.

We love your original ideas...quilts, wood projects, cabin decor, gift certificates, toys, gift baskets, tools, artwork, any or all of the above!

If you've been to conferences, you've seen the donations...we don't turn anything away!

The money raised from our Silent Auction funds the legislative work for our organization and Day on the Hill.

To donate contact Pat Addler, vacation@crlodge.com or call at 218-243-2487 or Tim Senger, cedarpoint@bigfork.net or call at 218-832-3808.

LMO= Last Minute Openings

Sure, the summer season is behind us, but for those who are open year-round or are still looking to fill some of your autumn season openings, don't forget the CMR's 'Last Minute Openings' feature. Vacancy dates are extended from three weeks to six weeks in the off-season! Just log into your listing page and follow the instructions to list your openings. There is a small nominal fee (\$5/listing) which can be paid by credit card or PayPal. Many member resorts have had success with this feature and feel it is well worth the small investment.

FYI From the Marketing Committee

Have you had trouble logging into your listing page on the CMR website (www.Minnesota-Resorts.com)? Don't fear; the website is not malfunctioning, you haven't been computer hacked, entered into the Twilight Zone, or any other Time/Space continuum for that matter. We've been told it is merely a compatibility issue with Internet Explorer 10. Now don't feel rejected, we're sure you're very compatible (wink, wink); this is a Microsoft glitch that can be resolved by simply clicking the compatibility icon (torn piece of paper in address bar), or trying a different browser. If you continue to have trouble please contact Su Ugstad at rsugstad@means.net or call 218-566-2346 or Tim Aarsvold at TJA@GenevaBeachResort.com or call 320-763-3200

See you in Duluth at the CMR Fall Conference!

Radisson Harborview in Duluth

October 27-29 (Sun-Tues) Come early for the Fun Day on Saturday, October 26

New Members & New Owners/Managers!

New Resort Members:

John & Kristi Gordon, Train Bell Resort, PO Box 100, Merrifield MN 56465 Phone: 218-829-4941

Email: vacation@trainbellresort.com Website: www.TrainBellResort.com

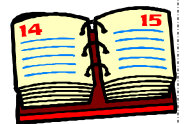
Associate Members:

Clearent, Brenda Farrell, Acct Executive, 511 N 8th ST, Brainerd, MN 56401 Phone: 218-330-6960

Email: bfarrell@clearent.com Website: www.clearent.com

CMR CALENDAR OF EVENTS

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|--------------------|---|
| Oct. 26, 2013 | CMR Pre-Conference Fun Day, Duluth, MN more info to be announced! |
| Oct. 27 - 29, 2013 | CMR Fall Conference , Radisson Harborview, Duluth, MN |
| Oct. 28, 2013 | CMR Vendor Expo, Radisson Harborview, Duluth, MN 1:00 p.m. to 4:00 p.m. |
| Oct 29, 2013 | CMR Board Meeting 7:00 a.m. Duluth |
| Mar. 18 & 19, 2014 | CMR Day on the Hill, St. Paul, MN more details to be announced later |



Educational Opportunities for Small Businesses

The University of Minnesota Duluth offers a wonderful small business development center. You can find them at www.umdced.com.

UMD Center for Economic Development Offer Workshops and Events, many are offered right online. You can find Entrepreneurial Essentials, SBA Training Courses, Writing a Business Plan, How to Prepare a Loan Package, Business Taxes for the Self-Employed, and many other on-line opportunities on the website.

They also offer computer and business workshops from Excel to Creating Dynamic Presentations with Prezi. I have enjoyed many of these and have gain knowledge that has helped in the efficiency of my resort.

UMD CED consulting programs allow you to have one-on one services and focus on either a new start up business or improving your existing business. One-on-One Consulting covers areas such as:

- Business expansion
- Starting a business
- Feasibility analysis and studies
- Market research
- Advertising/sales
- Financial analysis
- Loan packaging
- Record keeping systems
- Exit planning
- E-commerce
- Website development and analysis
- Software search and recommendations
- Hardware and network specifications
- Accounting software analysis
- Export assistance
- Manufacturing assessment
- Research and development for value-added products

Appointments are also available for Legal Corps Clinic; these are volunteer attorneys who will provide help to small businesses. Here are examples of legal issues with which volunteer attorneys can provide advice and/or assistance:

- Choice of legal form of organization and formation of (for-profit) organization
- Intellectual property—copyright, trademark, trade name, licensing, patents
- Contracts and commercial leases
- Taxation
- Government regulation
- Employment
- Franchising
- Risk management
- Real estate
- Director duties and internal organization
- Commercial debtor/creditor rights and options
- Other legal issues not involving participation in litigation

Participants are limited to one 30-minute session each year.

UMD CED provides wonderful resources and services to businesses through its electronic newsletter NewsWire; you can sign up on the website www.umdced.com to start enjoying the resources available for the UMD CED.

Kim Osterhoudt, Pine Beach Resort, Side Lake, MN

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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.

CMR'S 2012-2013 BOARD OF DIRECTORS

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