

COMMUNITY OF MINNESOTA RESORTS

FALL CONFERENCE SCHEDULE



DAY 1- THURSDAY, OCTOBER 26

CRAGUN'S LEGACY PAVILION AT THE LEGACY GOLF COURSE CLUBHOUSE

10-10:30 AM WELCOME & REGISTRATION

SOME ROOMS WILL BE READY EARLY. PLEASE COMPLETE THE CRAGUN'S CHECKIN PROCESS ONLINE TO AVOID DELAYS LATER.

10:30-11:30 **INTENTIONS, INTRODUCTIONS, & ICE BREAKER**

KYLE WALTER | BRINDLEY'S HARBOR & ACORN HILL RESORT
JOANNA WALLENBERG | BROOKSIDE RESORT

11:30 AM-12:45 **LUNCH & LEARN- HOW TO BUILD A CAMPFIRE: A FRAMEWORK FOR RED-HOT CUSTOMER STORIES**

KATIE BEEDY | SENIOR CONTENT STRATEGIST | TELLWELL STORY CO.

12:45-2:15 **A WORKING SPEAKER FOR WORKING PEOPLE: "LIVING THE DREAM"**

TED SCHICK | SCHICK CORPORATE LEARNING

2:15-2:25 BREAK

2:25-3:05 **EXPLORE MINNESOTA TOURISM**

NICOLE LALUM | NE, NW, & CENTRAL MN RELATIONS | EXPLORE MN TOURISM

3:05-4:05 **THE LAND OF 12,000 LOONS:
ENGAGING YOUR GUESTS IN PROTECTING OUR STATE BIRD**

NATASHA BARTOLOTTA | NATIONAL LOON CENTER
JAYDEN JECH | LOON SPECIALIST | MN DNR LOON RESTORATION PROJECT
STEVEN YANG | PROGRAM COORD. | MN DNR "GET THE LEAD OUT"

4:05-5:00 **LEGISLATIVE UPDATES**

JOEL CARLSON | COMMUNITY OF MN RESORTS LEGISLATIVE LOBBYIST

5:00-6:00 **HAPPY HOUR & GOLF CHIPPING**

 SPONSORED BY NORTHWOODS BANK

6:00-7:00 DINNER & GOLF CHIPPING | PAVILION BUFFET

TRANSITION TO CRAGUN'S RESORT - ONE MILE NORTH

7:00-7:30 FINAL CHECKIN TO ROOMS

 CRAGUN'S LOBBY | PRE-CHECKIN ONLINE AHEAD OF TIME

SILENT AUCTION BEGINS

 LAKESHORE ROOM | DROP OFF SILENT & LIVE AUCTION ITEMS

7:30-9:00 **TRIVIA NIGHT: ENTERTAINMENT**

 LAKESHORE ROOM
ORGANIZED BY LAKE COUNTRY RESORT SALES

9:00-11:00 MARC BLOOMQUIST HOSPITALITY ROOM

 LUXURY MEETING ROOM 371
 SPONSORED BY RESORT FORWARD
COORDINATORS: JAMES DAIGLE & JASON CHRISTENSEN

FALL CONFERENCE SCHEDULE

DAY 2- FRIDAY, OCTOBER 27

- 8-9:00 AM **BREAKFAST**
📍 CRAGUN'S MAIN DINING ROOM
- 9:10-9:40 **RESORTER OF THE YEAR AWARD**
PRESENTED BY JIM & KRISTIN WHERLEY | FORMER ROY WINNERS OF SUNSET BAY
- 9:40-10:00 **MAJOR SPONSOR PRESENTATION** 🏆 **RESORT FORWARD**
DAVE OLSON & BRIAN SCHMITZ | CO-FOUNDERS
📍 LAKESHORE ROOM
- 9AM-12PM **VENDOR SHOW**
SPECIAL PRIZES AWARDED FROM VENDORS. SNACKS AVAILABLE FOR PURCHASE.
📍 SPORTS CENTRE
- 11AM-12PM **BREAKOUT SESSION: "COFFEE WITH NEW RESORTERS"**
NEW TO RESORTING WITHIN THE PAST 3 YEARS? ENJOY COFFEE WITH OTHER NEW RESORTERS & COLLECTIVELY DISCUSS YOUR EXPERIENCES.
📍 LAKESHORE ROOM *with* KYLE WALTER | ACORN HILLS/BRINDLEY'S
- 12-1:00 PM **LUNCH**
📍 MAIN DINING ROOM
- 12:15-1:15 **LUNCH & LEARN BREAKOUT SESSION:**
"CRAFTING ENGAGING CONTENT & BUILDING COMMUNITIES: KEYS TO SOCIAL MEDIA SUCCESS"
BRING LUNCH FROM THE MAIN DINING ROOM AND VENDORS BRING BAG LUNCH TO THE LAKESHORE ROOM.
📍 LAKESHORE ROOM *with* JORDAN SABEY | LITTLE BOY RESORT
- 1-4:00 PM **VENDOR SHOW**
SPECIAL PRIZES AWARDED FROM VENDORS. CASH BAR AVAILABLE.
📍 SPORTS CENTRE
- 2-3:00 **BREAKOUT CRACKERBARREL SESSION:**
"CLEANING: BEST PRODUCTS & PRACTICES"
ASK & ANSWER QUESTIONS WITH OTHER RESORT EXPERTS - YOU!
📍 LAKESHORE ROOM *with* TIMBERLY CHRISTENSEN | FINN N' FEATHER RESORT
- 4:05-5:05 **CRACKERBARREL: "INNOVATION"**
ASK & ANSWER QUESTIONS WITH OTHER RESORTS
📍 LAKESHORE ROOM

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FALL CONFERENCE SCHEDULE

DAY 2- FRIDAY, OCTOBER 27 CONT

5:05-5:25 **MAJOR SPONSOR PRESENTATION**

 **REZSTREAM**

5:30-6:30 **CMR ANNUAL MEETING**

6:30-7:30

DINNER BUFFET

 LAKESHORE ROOM | + CASH BAR

7:30-8:30

SILENT AUCTION ENDS + LIVE AUCTION! -THANK YOU FOR YOUR DONATIONS!

with SPECIAL HOSTS...THE WALLENBERGS

8:30-11PM

MARC BLOOMQUIST HOSPITALITY ROOM

 LUXURY MEETING ROOM 371



SPONSORED BY MINNESOTA RESORT SALES

COORDINATORS: JAMES DAIGLE & JASON CHRISTENSEN

DAY 3- SATURDAY, OCTOBER 28

7:30-8:30AM BREAKFAST

 CRAGUN'S MAIN DINING ROOM

8:30-9:30

RESORTER CRACKERBARREL:

ANSWER QUESTIONS FROM THE "COFFEE WITH NEW RESORTERS"
GATHERING & BRING ALL OF YOUR QUESTIONS.

 LAKESHORE ROOM

9:30-10:30

TOURISM INSIGHTS

DEEDEE LEMIER | U OF M EXTENSION EDUCATION

10:30-10:40 BREAK

10:40-11:40

INCREASE GUEST EXPERIENCE + REVENUE WITH MINIMAL COST TO YOU

HANNAH PEURA | OWNER & CREATOR | CREATIVE COMPASS

11:40-12PM

WRAP UP, THANK YOU, & FINAL DRAWING

MUST BE PRESENT TO WIN.

12:30-1:30

CMR BOARD MEETING: WORKING LUNCH

BOX LUNCH FOR CMR BOARD

THANK YOU FOR JOINING US!



SPEAKER BIOS:

