



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from the CMR President

Greetings fellow Resorters!

In my article for the April edition of *The Resorter*, I mentioned how the crocus and daffodils should be blooming when your magazine arrived...what a joke, right? Ice on our lake just went out May 3rd, which is actually a week earlier than last year, but it still makes for a very late start in getting the resort ready for the busy season. Hopefully your spring start-up is going as planned.

After another successful Day on the Hill in March, Marketing introduced a new 'Contact Your Legislator' feature on the CMR website which makes it easy for us all to contact our representatives at the Capital when a call to action is needed. The CMR continues to lead the way with legislative efforts that benefit our industry; and most recently there was news of some positive headway with regard to the plumber's license issue. More to come on that I'm sure!

We had a great Spring Workshop at Hiawatha Beach Resort this past April 8th. It was a fabulous facility for our group, the speakers were great, and as always for me it was fun to get together with other resorters for this annual event.

Typically, board activity would slow down now as we approach the summer season but there are many things still in the works: the Conference committee has plans well underway for the Fall Conference at Breezy Point in October, the Marketing committee is finalizing the details of their photo contest, and the Legislative committee is keeping us abreast of the outcome of the current session.

Have a great opener!

Respectfully,

Su Ugstad, CMR President

CMR Spring Workshop Re-cap

Spring Workshop, another success! This year 47 of us were at Hiawatha Beach outside of Walker on Leech Lake. This was another beautiful resort, great food and wonderful hosts. Thank you! The speakers never disappoint. We started the day Getting High with Google. My list was long of things I want to change, update, or be more aware of when I got home. Staying up on all the internet changes and new developments is always amazing to hear and learn about. You can never have too much information to improve your marketing.

Explore MN gave us great information on the way they are utilizing the large budget they were given this year; wonderful for tourism in Minnesota. The **#onlyinmn** campaign will be a great asset to MN and you. I could go on and on about all of our speakers. They were all full of great information from Property Taxes, Water/Well regulations, to the Red Lake Walleye comeback. If you have any idea's or things you would like to hear about in one of our next conferences we always welcome ideas. If you missed this year's workshop, well, come to the next one!

Tina Reuper, Workshop Committee

Congratulations to the 2014 CMR Scholarships Recipients'

The Congress of Minnesota Resorts (CMR) was established in 1984, with our theme of "Resorters Helping Resorters." One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and in 2012 with the addition of the Pine Insurance Scholarship, four \$500 scholarships are awarded each year. The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement.

Every year we have top quality applicants, all worthy of the awards. This year was no exception. The CMR Scholarship Committee and Board wish to extend our congratulations to the following recipients of 2014 Scholarship winners.

CMR Scholarships:

Calvin Bateman, son of Bob & Jennifer Bateman, Two Inlets Resort, Park Rapids, MN

Drew Pitt, son of Dana & Cindy Pitt, Bailey's Resort, Walker, MN

Carol Kirchner Memorial Scholarship:

Julie Schimerowski, daughter of Bob & Chris Schimerowski, Sunset Shores Resort, New London, MN

Pine Insurance Scholarship:

Courtney Senger, daughter of Tim & Karen Senger, Cedar Point Resort, Marcell, MN

The Congress of Minnesota Resorts wish to congratulate and wish you the best in your advanced educational pursuits.

Mark Your Calendars for the CMR Fall Conference

Yo resorters! CMR Fall Conference is October 26-28 (Sun-Tues) at Breezy Point in Brainerd this year. Put it on your calendar — we already have several presentations lined up.

- Selling Yourself & the Idea of a Resort Vacation
- Using Google Analytics to Make Business Decisions
- Life After Resorting: You Prepared? IRA 101 (and a break-out session for Advanced Roundtable: stocks, bonds, estates, exchanges, etc.)
- Understanding the Generations
- Day on the Hill Update (lots of stuff happening right now! Plumber's licensing waiver; stopping Post-Labor Day School Start repeal, etc.)
- Explore MN
- Tons of crackerbarrels, hospitality room and meal time chat fests
- More details to come soon!

We are still searching for natural resources topics. Feel free to email me your suggestions, especially as we dive into the resort season and deal with all kinds of shoreland, lakes, woods, fisheries, gardening, composting, etc. issues. I would find speakers you have heard personally of particular interest! Send your ideas to relax@crowwing.com with our heartfelt thanks!

Kim Bowen, Crow Wing Crest Lodge (CMR Conference Committee)

Campground Advertising Opportunity through CMR

Does your resort offer camping as well as lodging? Whether you have overnight or seasonal camping, you will want to take advantage of our newest advertising opportunity. On the CMR website we added a NEW Campground Search Feature!

Guests can search for campgrounds and/or cabins. It is just another feature that we are offering our members. This additional marketing opportunity is only \$35 annually. Look in the winter edition of the *Resorter Magazine* or on the website www.Minnesota-Resorts.com for more details and the application form.

CMR Marketing & Website Committee

About the CMR Photo Contest

We are in the process of updating our photo gallery on the Minnesota-Resorts website and are looking for great pictures that capture the feel of a Minnesota resort vacation experience. We are specifically in need of photos that show the physical resort/cabins and grounds while trying to keep it generic without specific resort's signage. We invite you, as well as your guests, to participate. All you have to do is go to our website (Minnesota-Resorts.com) for start date and instructions on how to submit the photos.

Prizes:

- **Resort Owners: cash prizes** *1st place \$75, 2nd place \$50, 3rd place \$25*
- **Resort Guests: certificates to use toward their 2015 stay at their favorite resort** *1st place \$75, 2nd place \$50, 3rd place \$25*

You can download a sample pamphlet to hand out to guests at your resort or you can create your own.

Contest runs through September 15th, 2014..

Up to 4 submissions allowed per resort owner or guest.

CMR Website Committee

New Members & New Owners

New Members:

Daniel & Karen Sweeney, Pine Ridge Resort of Akeley, 24955 Heartwood Trail, Akeley, MN 56433

Phone: 218-652-6704 Email: pineridgeofakeley@arvig.net Website: www.pineridgeresortofakeley.com

New Owners:

Ray Guthrie & Carolyn Jones, Tepee-Tonka Resort, 20326 Tepee Hill LN NE, Hines, MN 56647 Phone: 218-835-4862

Email: tepeetonka@yahoo.com Website: www.minnesota-resort.com

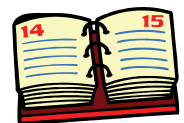
NOMINATING RESORTERS FOR THE 2014 RESORTER'S OF THE YEAR AWARD SEPTEMBER 1, 2014 DEADLINE

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, 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 or call 320-212-5107.

CMR CALENDAR OF EVENTS

Sept. 1, 2014	Resorter of the Year Nominations due in CMR Office
Sept. 1, 2014	2014-2015 Membership dues are due
Sept., 2014	CMR Fall Resort Tour, date & area to be announced at a later date.
Oct. 26-28, 2014	CMR Fall Conference, Breezy Point
Oct. 27, 2014	CMR Vendor Expo, Breezy Point



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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.

[WWW.MINNESOTA-RESORTS.COM](http://www.minnesota-resorts.com)

Keep your listing current
on the CMR website.

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