



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from CMR President

Greetings Resorters!

It's already February and we'll be thinking spring before you know it! Hopefully you have marked your calendar for the CMR Spring Workshop in Bemidji on April 9th. Watch for details on the great lineup of topics & speakers scheduled for that day, as well as some pre-workshop classes on the 8th!

The first week of this month was a busy one with the Explore MN Tourism conference followed by our annual Day On/Off the Hill in St. Paul. We were once again defending the post Labor Day school start; a reoccurring topic for the legislative session it seems, but one that has been successfully upheld. We hope this legislature will continue to weigh the needs of the entire state when voting on this issue. The new AIS trailer sticker law that has been such a hot topic was also on the agenda and our message to legislators was this: Education not law enforcement. We hope to work together with the DNR and legislators to modify the requirements to something more realistic and tourism friendly. We also voiced our support of EMT in their efforts to promote Minnesota as a tourism destination. The budget increase the agency received in the last biennium bolstered their marketing efforts and has shown positive results and we wouldn't want them to lose that momentum.

Your CMR Board and their committees continue to work on new and exciting projects to strengthen our membership and enhance the organization's effectiveness. We hope these efforts will also encourage more participation from our members at large.

Here's wishing your reservations are up, your to-do list down, and that you're taking some necessary down time for yourself and your family.

Respectfully,

Su Ugstad, CMR President

Balsam Bay Resort, Remer

“Good idea! I’ll work on that this winter”

Perhaps a good use of time during these very cold days of winter is to either read the issues of the Minnesota Resorter Magazine that you maybe haven't had a chance to read, or re-read some of the issues to remind yourself of some ideas that would be good for your resort. I would imagine many of us have read something in the Resorter Magazine and thought, "Good idea! I'll work on that this winter.", only to set it aside and forget about it. Well, now is the time! Go find those issues in your office, or under a pile of papers on your kitchen counter, or on your coffee table. Where ever it is that you stash them, open them up and learn again. The Congress of Minnesota Resorts is proud to have such a quality publication to offer to every resort in the state, to help support and promote owner operated resorts.

Watch your Mail...

CMR Spring Workshop Registration is on its way..

This year's CMR Spring Workshop will be held in Bemidji at the Holiday Inn Express on April 9, starting at 8:30am. We conducted the survey and heard your answers (Thank you!!) and with that we have planned a full day with great topics and presentations. The local sheriff department will speak on topics important to our resort community. We also have Kerry Ross with Bemidji State University helping us build our Customer Relations. She has spoken with us in the past and was highly recommended to come back. She will help us learn how to better communicate with our guests. This year we will be having a panel of resort owners talking with us on preparing for and surviving spring. Even though it may not feel like spring we all know it will be here soon! The workshop will also offer Crackerbarrels, an opportunity to ask questions and share great ideas with each other.

We have also put together Pre-Workshop Class Opportunities Wednesday, April 8th starting with Lake Service Provider (LSP) Training 9am-noon, this event is Free. We are required as resort owners to have a LSP permit. Taking this class can be your first step to obtaining this permit. Then we thought we would all get together and share all of our Knowledge from 1:30pm-5pm: Review Your Written Communication Bring: Yourself and any communication you would like to share • Welcome/Cabin books • Confirmation Letter • Photo release • Rental agreements • Brochure • Handouts

Accommodations are available for \$103 per night at the Holiday Inn Express, 2422 Ridgeway Ave NW, Bemidji, Call: [218-751-2487](tel:218-751-2487) for room reservations or Kohls Resort, Bemidji has offered their pool side rooms and cabins at half price (as low as \$60 for 2). It is only 15 minutes away. Call [218-243-2131](tel:218-243-2131) for details.

The CMR Spring Workshop Registration form is in the mail, or you can print the form from the CMR website www.Minnesota-Resorts.com by scrolling to the bottom of the home page, click on "Membership", click on "CMR Workshops, Conferences and More!", then click on "Spring Workshop PDF". You will then be able to print a copy of the workshop registration form.

CMR Spring Workshop Committee

Businesses to Advertise in the Minnesota Resorter Magazine

We are always looking for new businesses to advertise in the Minnesota Resorter Magazine. If you work with a business that you think would benefit from advertising in a magazine that goes to every resort in the state of Minnesota, please contact Jennifer Bateman at [218-699-3632](tel:218-699-3632) or vacation@twinlets.com and we will contact them with our advertising rates and information. It could be your furniture store, apparel rep, beverage or ice-cream supplier, or even your toilet paper supplier! Any business is a possibility. Thank you in advance. We appreciate your help.

“Extra Credit”

Remember how great it felt to earn 'extra credit' at school for something you did? You can get that great feeling again today...this time, through your insurance agent! If you carry your resort insurance through Auto-Owners Insurance, your agent can secure an 'extra credit' for you, ranging from 10%-12%, if you are a member of a list of more than 150 company approved chambers of commerce, associations, or business organizations including some banks and credit unions. Examples of some on this extensive list are chambers of commerce in Brainerd, Detroit Lakes, Park Rapids and Wadena, and groups like Pierz Area Commercial Club and Central MN Federal Credit Union. CMR currently has two insurance agencies that are Associate members. If your current agent is not willing or able to secure this discount for you, long-time CMR associate member, Dan Borseth of Pine Insurance in Aitkin will help you get the extra credit for which you qualify.

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, 2015

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, 2015 is the deadline for the scholarship application to be received at the Congress of Minnesota Resorts office. A scholarship application can be printed by going to the CMR website 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 or call 320-212-5107.

NOMINATING RESORTERS FOR THE 2015 RESORTERS OF THE YEAR AWARD

SEPTEMBER 1, 2015 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 Spring Workshop, April 9, 2015 at Holiday Inn & Conference Center, Bemidji

with

Optional CMR School of Resorting Pre-Workshop Classes to be held on April 8, 2015.

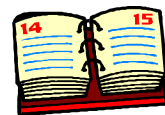
New Members & New Owners

New Owners:

Ryan & Liz Ahrendt, Half Moon Trail Resort, 34881 Cty Hwy 46, Park Rapids, MN 56470-4034 Phone: 218-732-3733

Email: relax@halfmoontrail.com Website: www.halfmoontrail.com

CMR CALENDAR OF EVENTS



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|--------------------|---|
| Mar. 15, 2015 | CMR Scholarship Applications due in CMR Office |
| Apr. 8, 2015 | CMR School of Resorting Pre -Spring Workshop Classes, Holiday Inn Conf. Center, Bemidji |
| Apr. 9, 2015 | CMR Spring Workshop, Holiday Inn Conf. Center, Bemidji 8 a.m. to 5 p.m. |
| Oct. 25 - 27, 2015 | CMR Fall Conference, location to be announced |

Congress of Minnesota Resorts

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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

Keep your listing current
on the CMR website.

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