



# RESORTER REPORTER

Congress of Minnesota Resorts

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

## Message from our President

Greetings Resorters!

The date is fast approaching for our annual rendezvous in St. Paul to meet with our state legislators. It's being called "Day On/Off The Hill" this year because of renovations at the Capitol and I'm really looking forward to our venue Wednesday night at the Wabasha Street Caves. For those first-timers, this fun, informal atmosphere should alleviate any apprehension you may have about making this annual trek to talk with our Senators and Representatives. If you could choose only one event to show your strong support and solidarity for the resort industry, this is it. There's been a lot of chatter lately on the resorters Chat line about the AIS boat trailer sticker law and this is one topic that is at the forefront of our agenda. We may sound like a broken record, but numbers really do make a difference, so please plan to get on the bus February 4th and join us in St. Paul.

Also mark you calendars for the CMR Spring Workshop on April 9th being held in Bemidji. Optional pre-workshop School of Resorting are scheduled for the day before, April 8th. It's a great time to sharpen our brains, absorb fresh ideas, and share some comradeship with fellow resorters before diving into the busy summer resort season.

The Board and committee members continue to work diligently on legislative, educational and marketing efforts to strive for the best benefits possible for our membership. We encourage you to help in this goal by offering your ideas, suggestions and involvement.

Respectfully,

Su Ugstad

Balsam Bay Resort, Remer

## CMR Marketing Update

One of the most exciting ads we have out is a feature listing on the "Places To Stay" page of the Explore Minnesota website. CMR was fortunate enough to be one of only six chosen for this spot. The ad will run on Explore Minnesota Website for six months and puts us all in a great spot for exposure.

That makes this a great time to double-check your CMR website listing and update any information that may have changed. This includes making sure you have uploaded photos too. Photos make a great first impression when our future guests are looking for resorts.

Currently the CMR is also running a number of electronic advertisements through various online newspapers and travel sites. We are running ads in Minneapolis, Chicago, Omaha and Iowa, The adds will run for two months in each area between January and April.

The CMR marketing efforts are a big benefit of you being a CMR member!

Jamie Keller, Marketing Committee

Brookside Resort, Park Rapids

# **DAY ON/OFF THE HILL**

## **February 4<sup>th</sup> and 5th**

There is still room for **YOU** on the bus for the CMR Day On/Off the Hill, Feb 4th & 5th. Come join us to help make a difference for our industry at the capitol in Saint Paul. It will be a great time to reconnect with other resorters. This year we have planned a special event due to construction at the Capitol. **The CMR will be hosting a Day off the Hill Legislative Reception at the Wabasha Caves.** This should be eventful and fun for all.

### **WHAT YOU NEED TO DO:**

**Call or email Roger Lykins or Tom Marnik to reserve your spot even if you are not going on the bus.**

Roger Lykins [lykins@pinehurstongull.com](mailto:lykins@pinehurstongull.com) (218) 963-2485

Tom Marnik [TomMarnik@TimberTrailsResort.com](mailto:TomMarnik@TimberTrailsResort.com) (218) 566-2376

Let us know your bus stop location. If this is your first Day on the Hill we need the name of your Resort, Lake and Town so a lanyard can be made up for you.

### **Call and make hotel reservations.**

Best Western Plus Capitol Ridge

(Formerly Best Western Kelly Inn)

161 St. Anthony Ave

St. Paul, MN 55103

651-227-8711 phone

651-227-1698 fax

We have reserved a block of 20 rooms at the Best Western Capitol Ridge, formerly the Kelly Inn, for the night of February 4, 2015. The block of rooms are reserved under the name "CMR" and is open now. The rate is \$109 until Jan 26th.

### **THE SCHEDULE:**

#### **Wednesday Feb 4th**

Bus Arrives @ Park Rapids Wal-Mart	7:00 am departure
Walker Northern Lights Casino	7:30 arrival 7:40 departure
Baxter, Gander Mountain Parking lot	8:55 arrival 9:05 departure
St Cloud, Shopko Highway 10 and 23	9:55 arrival 10:05 departure
Lunch enroot to Saint Paul TBD	11:30 – 12:15
Arrive Best Western Plus Capital Ridge	12:30 – 1:00 pm.
Check in to hotel	1:00 – 2:00
Bus Pickup of EMT Conference Attendees	1:45
Legislative briefing by Joel Carlson	2:00 –4:00
@Hotel	
Bus leaves for Wabasha Caves	4:30
Legislative Reception	6:00 – 8:30
Dinner	TBD

**Day On /Off The Hill continued on page 3**

**Day On/Off Hill continued from page 2:**

**Thursday Feb. 5<sup>th</sup>**

Breakfast	On your own
Bus Leaves for the Capitol	8:00 a.m.
Meet with key Legislators	9:00 – 1:00
Lunch	Box Lunch Provided
Bus Leaves for Home	1:00 p.m.

As part of the reception, we would like to decorate the venue with a “Resort Theme”. We would like everyone to bring something from their resort that will create the mood. Examples: Fishing Equipment, Camp Fire with S’mores, Old Boat Motors, Trophy Fish, Portable Ice House, Oars, Posters something unusual etc. We are open to ideas on this.

Joel was able to obtain a meeting room for us in the state office building for Thursday, so we will headquarter out of there for our legislator visits. Yeah!!!

Meals and the room would be your expense. Generally expenses incurred during this event are tax deductible.

Please come join us!!!

Roger Lykins & Tom Marnik

CMR Legislative co-chairs

**"What 'cha doin'?"**

Really, we want to know. Your resort improvements, changes, additions, staffing and operations enhancements, product choices, guest events and nearly everything and anything 'resort' are all interesting to your colleagues in the industry. This year the CMR Board will be taking an even more active role in collecting your stories about these things. The information gathered will become an idea bank for future articles in the CMR's Resorter Magazine and/or Workshops and Conferences. You can email your stories to [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com).

CMR Education Committee

**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.**

**Mark you calendars and watch for more information on the workshop & classes.**

## 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](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 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](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

New Resort Members:

Steve, Jayne & Landon Routledge, Pine Terrace Resort, 35101 Pine Terrace Road, Cross Lake, MN 56442 Phone: 218-543-4606

Email: [getaway@pineterrace.com](mailto:getaway@pineterrace.com) Website: [www.pineterrace.com](http://www.pineterrace.com)

Greg & Rhonda Williams, Camp Idlewood Resort, 3033 County Rd 20, International Falls, MN 56649 Phone: 218-286-5551 Email:

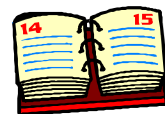
[greg@campidlewood.com](mailto:greg@campidlewood.com) Website: [www.campidlewood.com](http://www.campidlewood.com)

New Managers:

Craig & Angie Nelson, Kee-Nee-Moo-Sha Resort, 4308 Timber Drive NW, Hackensack, MN 56452 Phone: 218-682-2362 Email:

[knms@womanlake.com](mailto:knms@womanlake.com) Website: [www.womanlake.com](http://www.womanlake.com)

## CMR CALENDAR OF EVENTS



- |                    |   |
|--------------------|---|
| Feb. 3 & 4, 2015   | EMT Tourism Conference, RiverCentre, St. Paul,<br><a href="http://www.exploreminnesota.com/industry-minnesota/tools-training/2015-tourism-conference/">http://www.exploreminnesota.com/industry-minnesota/tools-training/2015-tourism-conference/</a> |
| Feb. 4 & 5, 2015   | Day off the Hill, St. Paul  |
| 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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[WWW.MINNESOTA-RESORTS.COM](http://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 2014-2015 BOARD OF DIRECTORS

### **President:**

Su Ugstad, Balsam Bay Resort  
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