



August 2005



# RESORTER REPORTER

Congress of Minnesota Resorts

## FALL TOUR OF RESORTS September 27th, 2005 Cohasset Area Resorts (Near Grand Rapids)

Published by the Congress of Minnesota Resorts, PO Box 124, Spicer, MN 56288 888-761-4245  
cmr@minnesota-resorts.com

Mark your calendars for the 2005 Fall Tour of Resorts! Resorts included in the tour are: Hidden Haven Resort, owners Mike & Judy Czeck, Pincherry Grove Resort, owners Leroy & Carol Gruhlke; Wildwood Resort, owners Jay & Kim Jamtgaard. The tour will start at 10 a.m. at Hidden Haven Resort, 31516 Malbay Road, Cohasset, MN. Check their website [www.hiddenhavenresort.com](http://www.hiddenhavenresort.com) for further directions. Websites for Pincherry Grove Resort, [www.pincherryresort.net](http://www.pincherryresort.net) and Wildwood Resort, [www.wildwoodresort.net](http://www.wildwoodresort.net) please feel free to visit their websites before attending the tour.

Please watch for more information to follow in the September newsletter! This will be a great tour with three beautiful resorts to learn from. We would like to thank these resorts for their participation.



Resort Tour  
September 27, 2005

## 20TH ANIVERSARY CONGRESS OF MINNESOTA RESORTS FALL CONFERENCE OCTOBER 24, 25 & 26

Mark your calendars now for the 20th Annual CMR Fall Conference. The conference starts Monday October 24th and ends Wednesday the 26th at Cragun's Resort & Conference Center on Gull Lake near Brainerd. Look for registration forms in the mail by mid-September.

You won't want to miss the 20th Anniversary! The conference committee has many interesting topics planned and some great entertainment on hand. Whatever you prefer, this is a great place to

reminisce with other resorters about the past season, or ideas for the future. If you just need a getaway after the busy summer season, this is a great way to absorb a wealth of information, or just relax among friends. We look forward to seeing you this fall at Cragun's Resort!



### Inside this issue:

<i>CMR Website Traffic</i>	2
<i>Recruiting Board Members</i>	2
<i>Board Mentors Needed</i>	2
<i>CMR Membership Dues</i>	2
<i>Website Class</i>	3
<i>Quicken</i>	3
<i>New Members</i>	3
<i>Calendar of Events</i>	3
<i>Board of Directors Listing</i>	4

### SCHOOL OF RESORTING

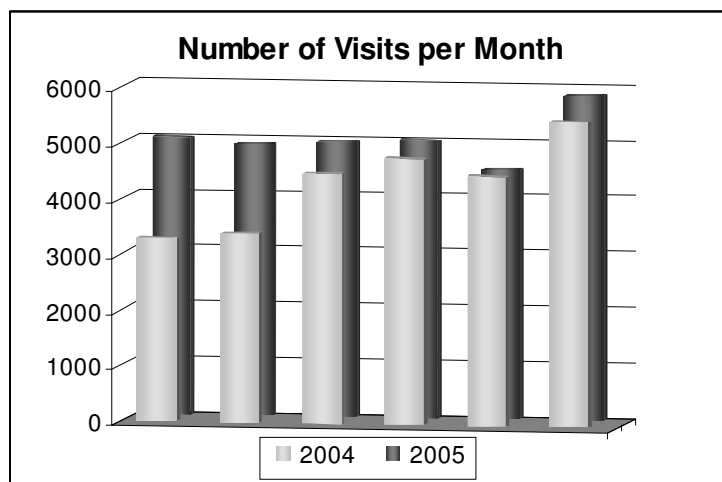
Check out page three for classes that are being offered during the Fall Conference.

## CMR Website Traffic is Up

Submitted by: Karen Kaehler, Website Committee

Pinedale Resort

Website statistics show that traffic to [www.minnesota-resorts.com](http://www.minnesota-resorts.com) in the first half of 2005 is up 16% from the same time frame in 2004. The graph shows 2004 traffic as the light colored bars and 2005 traffic as the dark colored bars.



The CMR website is designed to drive Internet tourism traffic to YOUR resort. You can make the most of traffic to the CMR website by having your own website and by making sure the information on your Individual Resort Display Page on the CMR website is up-to-date and includes both a written description and searchable amenities. You can help the CMR website score high on search engines by adding a link to it on your website. Add the phrase "Member - Congress of Minnesota Resorts" anywhere on your website with a link to [www.minnesota-resorts.com](http://www.minnesota-resorts.com). The more links to the CMR website, the higher search engines like Google will score the site.

Do you have questions about how to create or maintain a website? Are you wondering if you should create a website yourself or hire a developer? What about questions about maintaining a website, keeping it fresh or adding website statistics? All these questions will be answered in a special break-out session at the CMR Fall Conference, October 24-26. Plan now to attend!

If you need help updating your listing on the CMR website or adding a written description or searchable amenities, just send an email to [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com). We're here to help you!

## RECRUITING NEW BOARD MEMBERS

Have you been a board member in the CMR? If not, this is your opportunity to gain lots of great ideas, new friends, valuable resort ideas, and volunteer for a position in this important organization that benefits resorts. If the answer is yes we can use your experience. Let one of the existing board members know if you are interested. The board meets several times a year and definitely makes a difference in the resorting community.

## "WANTED: BOARD MENTORS"

If you are a past or present CMR board member and are interested in being a part of a Board Mentoring Program, please contact Pat Addler at [vacation@cr lodge.com](mailto:vacation@cr lodge.com). Our plan is to provide new board members with a support person they can contact with questions. Resorters helping resorters!

## MEMBERSHIP CONTEST

Submitted by: Pat Addler, Membership Vice Chairperson, Cedar Rapids Lodge

With fall approaching, don't forget about the CMR membership drive. In October someone will be awarded a log rocker set with table at the fall conference. In order to have a chance (or multiple chances) to win this, you must recruit a fellow resorter to join the CMR and make sure your name is listed as the person who referred them for membership! The months are ticking down and someone will win the prize. Let it be you—and in return increase our membership!! Deadline for entries membership received in the CMR office by October 21st, 2005.

## BENEFITS-- DON'T LOSE THEM

Congress of Minnesota Resorts membership renewal letters were sent on August 1st for the membership year of September 1, 2005 thru August 30, 2006. Please fill out your renewal form and send in payment so you don't lose your Congress of Minnesota Resorts Benefits. Deadline is September 1st. If you did not receive or have misplaced your letter please contact Vicky by email: [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com) or call 888-761-4245.

## NEW MEMBERS

New members/owners since the June/July newsletter. Please give them a call or email of encouragement and welcome them to the Congress of Minnesota Resorts.

Joel & Tracey Hays, Bear Paw Resort, 31926 Cty Hwy 50, Park Rapids, MN 56470 218-732-9594 email: vacation@bearpawresort.com

Kyle & Nancie Benjamin, Red Wing Lodge, 7958 Hawthorn Tr. NW, Walker, MN 56484 218-547-1272 email: kyle@redwinglodge.com

Monte & Sandy Sharbono, White Birch Resort, P.O. Box 186, Blackduck, MN 56630 218-835-4552 email: Sharbono@blackduck.net

Niles & Denise Wilkins, Pine Aire Resort, 9978 Gappa Rd, Kabetogama, MN 56669 218-875-2161 email: pineaireresort@hotmail.com

Mike & Peggy Trace, Clearwater Canoe Outfitting & Lodge, 774 Clearwater Rd., Grand Marais, MN 55604 218-388-2254 email: clearwater@CANOEBWCA.com

Wayne & Sue Wahlstrom, Pine Grove Lodge, Box 487, Max, MN 56659 218-659-2865 email: wswpine@paulbunyan.net

LeRoy & Carol Gruhlke, Pincherry Grove Resort, 40235 Pincherry Grove Resort Rd, Cohasset, MN 55721 218-328-5909 email: carol@pincherryresort.net

Joycelyn F. Weyker, Franks' Lodge & Campground, 30570 Lodge Loop, Dent, MN 56528 218-758-2876 email: frank-slodge@prtcl.com

Floyd & Sue Frank, Round Bay Resort, 23608 State 87, Park Rapids, MN 56470 218-732-4880 email: round-bay@wcta.net

Associate Member: UCiT, Inc., Contact Jeff Hare, Suite B, 2625 Hwy 14 West, Rochester, MN 55901 507-289-8248 email: Jhare@ucitvideo.com website: www.ucit.com

*WELCOME  
&  
GOOD LUCK!*

## SCHOOL OF RESORTING

### BEEF-UP YOUR WEBPAGE

Would you like to beef-up your webpage? Should you hire a webpage developer to re-do your webpage? How do you go about finding a webpage developer to meet your needs? What is the average price of hiring a webpage developer? Could you develop your own webpage? Could you host your own webpage? What are some web advertising do's and don'ts?

How do you get the most traffic to your webpage? How do you link up with other web pages that could lead traffic to your site?

If these are questions that you would like answered come to "The Making of a Great Webpage" at the CMR Fall Conference.

You will get information on this and more to help you with your internet marketing and advertising plan. Watch for more information in the Fall Conference brochure.

## SCHOOL OF RESORTING

### QUICKBOOKS

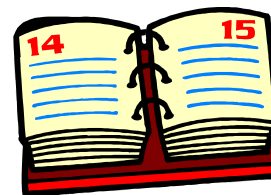
Need to brush-up or learn how to maximize your quick books program?

Learn the ins and outs of your program and see how you can better use this software to aid you in running your resort.

Larson Allen accounting firm will be conducting a QuickBooks seminar at the CMR Fall Conference. Watch for your registration form in the mail!

## CMR CALENDAR OF EVENTS

- |                     |                                                                                                                                |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------|
| September 8, 2005   | Board Meeting Call office for location and time.                                                                               |
| September 27, 2005  | 10:00 a.m. Fall Resort Tour, Cohasset Area Resorts, article on page 1                                                          |
| October 24, 25 & 26 | "20th Anniversary" Congress of Minnesota Resorts Fall Conference, Cragun's Resort and Conference Center in Brainerd Lakes Area |



## Congress of Minnesota Resorts

Congress of Minnesota Resorts  
Post Office Box 124  
Spicer, MN 56288

Phone: 888-761-4245

Email: [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com)

**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 2004-2005 BOARD OF DIRECTORS & COMMITTEE'S

President: Ed Becker, In-We-Go Resort, 218-652-3536 email: [vacation@inwegoresort.com](mailto:vacation@inwegoresort.com)

Vice President: Ed Fussy, Pimushe Resort, 218-586-2094 email: [Pimushe@paulbunyan.net](mailto:Pimushe@paulbunyan.net)

Treasurer: Mark Novotny, Hyde-Away Bay Resort, 218-675-6683 email [hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

Treasurer: Tom Masloski, Weslake Resort, 218-826-6523 email: [weslake@prt看.com](mailto:weslake@prt看.com)

Secretary: Brenda Masloski, Weslake Resort, 218-826-6523 email: [weslake@prt看.com](mailto:weslake@prt看.com)

Past President: Dawn Sullivan, Woodland Trails Resort, 218-493-1855 email: [cmr@woodlandtrialsresort.com](mailto:cmr@woodlandtrialsresort.com)

### EDUCATION:

Chairperson: David Moe, Clamshell Beach Resort, 218-543-4731 email: [vacation@clamshellbeach.com](mailto:vacation@clamshellbeach.com)

School of Resorting: Sheila & Corby Niemeyer, Niemeyer's Rugged River Resort, 218-829-6705 email: [corby@uslink.net](mailto:corby@uslink.net)

Darvin & Susan Ferguson, Pine Terrace Resort,

218-543-4606 email: [Darvin@pineterrace.com](mailto:Darvin@pineterrace.com)

Sara Becker, In-We-Go Resort, 218-652-3536 email: [vacation@inwegoresort.com](mailto:vacation@inwegoresort.com)

Conference & Workshop: Paul Kostelecky, Hunts Resort, 320-634-3323 email: [info@huntsresort.com](mailto:info@huntsresort.com)

Tam Mahaffey, Lost Acres Resort, 218-751-4144 email: [lostacre@blackduck.net](mailto:lostacre@blackduck.net)

Pat Ossell, Northern Lights Resort & Outfitting, 651-351-966690 email: [nlro@uslink.net](mailto:nlro@uslink.net)

Minnesota Resorter: Tom Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prt看.com](mailto:Weslake@prt看.com)

### MARKETING:

Chairperson: Ed Fussy, Pimushe Resort, 218-586-2094 email: [Pimushe@paulbunyan.net](mailto:Pimushe@paulbunyan.net)

Advertising: Ed Fussy,

Website: Karen Kaehler, Pinedale Resort,

612-483-2328, email: [pinedale@att.net](mailto:pinedale@att.net)

Membership: Pat Addler, Cedar Rapids Lodge, 218-243-2487 email: [crldodge@paulbunyan.net](mailto:crldodge@paulbunyan.net)

Jim & Kerri Ball, Cass Lake Lodge, 218-335-6658 email: [clldodge@paulbunyan.net](mailto:clldodge@paulbunyan.net)

### LEGISLATIVE:

Chairperson: Dave Thompson, Fisherman's Village Resort, 218-495-3326 email: [fishvilg@prt看.com](mailto:fishvilg@prt看.com)

Ed Becker, Mark Novotny, Preston Turner. 218-732-3607 email: [bigtimberlodge@unitelc.com](mailto:bigtimberlodge@unitelc.com)

Sherm & Mary Anderson, Anderson's Starlight Bay, 218-652-3530 email: [relax@starlightbayresort.com](mailto:relax@starlightbayresort.com)

Connie Filley, email: [cfilley@willmar.com](mailto:cfilley@willmar.com)

### GUEST APPROVED RESORT PROGRAM

CMR Office of Surveying

PO Box 1184, Alexandria, MN 56308