

June 2006



# RESORTER REPORTER

## Congress of Minnesota Resorts

### CMR's 2006 Fall Tour of Resorts



Weslake Resort, Underwood, MN



Northern Lights Resort, Richville, MN



Big McDonald Resort, Dent, MN



Sand Bay Resort, Battle Lake, MN

Resorts in the Ottertail County area will be hosting the Congress of Minnesota Resorts "2006 Fall Tour of Resorts" in September. The tour will include the following resorts in Ottertail County: Weslake Resort, owners Tom and Brenda Masloski, Sand Bay Resort, owners Wade and Hollie Mills, Northern Lights Resort, owners Mike and Cheryl Harris, and Big McDonald Resort, owners Jerry and Robin Lowe. Watch for more information to follow in future issues of the "Resorter Reporter". Make your plans now to get together with fellow resorters and enjoy a leisurely day touring the four resorts that are so graciously opening their doors to fellow resorters.

## CMR Fall Conference 2006

Submitted by Kim Bowen, Crow Wing Crest Lodge and Conference Committee Member

Who else could use a vacation right now? Oh man, oh man, I am POOPED! Springtime in the life of a resorter is for a crazy person, I'm thinkin'. \*sigh\* I am SO looking forward to our FALL CONFERENCE and a vacation!!!! Maybe we can do a crackerbarrel and exchange springtime tricks and tactics that work to keep us sane?!!!! :) Count me in, boy!

'Course, I'm not crazy enough yet to forget to call and reserve a room for the Fall Conference. \*ahem\* (A light at the end of our season's tunnel, hurrah!) I called to reserve a room at the Grand Ely Lodge and they were so nice on the phone, I'm anticipating a warm welcome for us resorters in October. The sweet lady on the phone is even allowing us the possibility of a drumming circle Sunday night so we can start out the conference with a BANG! (Or a simple heartbeat groove, depending on if we need some stress soothed out; not that I imagine any of us would need THAT.) The poor dear has no idea what she agreed to, bless her. All the rooms blocked for our group have been newly remodeled with fresh carpet, new furnishings, and stuff like pillowtops on the king beds and whirlpool tubs in many of them. Oooooo ahhhhh. I'm bringin' my epsom salts, aromatherapy oils, and a good book. Plus I'm thinking of taking advantage of their sauna, hot tub and doing a few laps in their indoor swimming pool. Who else is up for some RELAXATION? I reserved for three nights, starting Saturday October 21 (Fall Conference starts at noon on Sunday, October 22 and goes through noon on Tuesday, October 24), but I am considering calling back and booking for 4 nights. (Okay, maybe five nights, considering the way this week is going, arghhhhhh!) Here's the scoop for you to call and reserve a room: Grand Ely Lodge, (218) 365-6565, [www.grandelylodge.com](http://www.grandelylodge.com). Room rates start at \$79.95. Fall Conference is October 22 - 24 (Sunday - Tuesday)

Guess what I learned today, though? I contacted the International Wolf Center, which is only a mile from our conference and they will have their exhibits open that weekend (\$7.50 adult admission) PLUS have a special activity on Saturday night around 6:30 whereupon they'll let the public watch them feed the on-site wolf pack some kind of prey. (Hmmmmm, that visceral image is giving me bad ideas on how to deal with a particularly cranky guest this week . . . JUST kidding. Down, girl, down.)

We will post the Conference agenda as soon as the committee gets it finalized. So far we have some great speakers and topics lined up: Tom Chapin, author of "*Poachers Caught!*", introduction to our brand new CMR website, old & new marketing ideas, lodge/gift shop profit centers & merchandizing, storm water management, CPR and 1st Aid training, extra crackerbarrel opportunities, legislative update and, of course, the vendor show with those wonderful companies who sponsor our conference (thank you, thank you!!). We are looking into the following topics concerning resort master plans, update on goal setting, adding RV sites, swimming pools, creative financing for expansions without transferring ownership, etc. Obviously we have a limited number of time slots, so if you have a speaker contact or strong opinion about what topics you'd like to learn about most, e-mail them to one of us! (Tam Mahaffey: [lostacre@blackduck.net](mailto:lostacre@blackduck.net), Kerri Ball: [clodge@paulbunyan.net](mailto:clodge@paulbunyan.net), Heidi Schauer: [hhschauer@frontiernet.net](mailto:hhschauer@frontiernet.net) or me, Kim Bowen: [kimbowen@eot.com](mailto:kimbowen@eot.com), ) (Darvin Ferguson will be coordinating entertainment, so if you have suggestions, e-mail them to him at [vacation@pineterrace.com](mailto:vacation@pineterrace.com) ) Have a great season, and we'll see you in October!!!!

## Eighth Annual Silent Auction

Submitted by Elaine Grove, Twin Springs Resort, Hackensack & Silent Auction Chair Person

It's that time of year to start thinking about the Congress of Minnesota Resorts "Eighth Annual Silent Auction". The auction will be held in conjunction with the Congress of Minnesota Resorts 2006 Fall Conference at the Grand Ely Lodge in Ely, MN. The conference will start Sunday, October 22nd at 12 pm and end Tuesday October 24th at 12 pm. The Silent Auction will be open for bidding all day Sunday and Monday, with the wrap-up after dinner on Monday, the 23rd.

Silent auction donations can be brought to the conference or if unable to attend please mail donations to: Elaine Grove, 3837 N. Pleasant Lake Dr NW, Hackensack, MN 56452. If you have any questions, please call Elaine at 218-675-6630 or email at [vacation@hackensackmn.com](mailto:vacation@hackensackmn.com).

Monetary gifts to support the Congress of Minnesota Resorts legislative efforts can be made by mailing a check to the Congress of Minnesota Resorts office, earmarked lobbyist efforts. If your neighboring resorters are happy with the legislative efforts of the Congress of Minnesota Resorts legislative committee let them know a donation towards the legislative effort will help all resorts stay a viable business.

Your donation does matter. With everyone's participation, we are assured of another great year of our much-needed lobbyist, Joel Carlson's, hard work and support. **Let's challenge ourselves by beating last year's Silent Auction proceeds of \$2040.25!**

## Congress of Minnesota Resorts Benefits

The Congress of Minnesota Resorts offers several member benefits. In the next few issues of the "Resorter Reporter" we will be highlighting one or more of those benefits. Please take a few moments to review each of the benefits hopefully you will be able to use one or all of them to benefit your business. If you have any further questions about the CMR benefits please contact the office at [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com) or call our toll free number 888-761-4245.

### Guest Approved Resort Program

What do your guests say about your resort? Your resort can have its guests respond to an independent confidential survey and you get all the feedback! Additionally, you can become a CMR Guest Approved Resort for use in advertising your resort.

The CMR has a program allowing resorts to survey their guests anonymously by an independent and confidential surveyor. This allows a CMR member resort to receive valuable feedback from its guests anonymously. Guests from the most recent resort season are surveyed based on four questions regarding accurate advertising; cleanliness and maintenance; service; and if they would recommend your resort to a friend. There is additional space allocated on the survey card for suggestions. This could result in tremendous feedback for a resort uncertain about where to start regarding improvements or those who are uncertain about what amenities their guests' value. All survey cards are returned to the resort and all information is confidential.

A second optional step to the program is to have your approval statistics totaled and summarized risk free! A resort with a 90% approval rating in all 4 categories can be deemed a "Guest Approved Resort". This icon can be used in your advertising for four years to show potential guests that you care about them! Post your Guest Approved Resort Certificate at your Lodge or resort office and use the Guest Approved Resort stickers on your brochures at sport shows or the chamber office. Additional advertising can be done individually on your website, print advertising and in the text of the CMR website. All applicants are kept confidential, and if you do not meet the 90% approval level, your "guest Approved Resort" fee is returned to you. That's the risk free part!

So if you're proud of your resort and want to show potential guests that you care about them, apply to have your resort surveyed. For more information write for an application at CMR Office of Surveying, P.O. Box 1184, Alexandria, MN 56308 or email at [ot-beach@arvig.net](mailto:ot-beach@arvig.net).

### NEW MEMBERS

These are the new members/owners since the March newsletter. Please give them a call or email of encouragement and welcome them to the Congress of Minnesota Resorts.

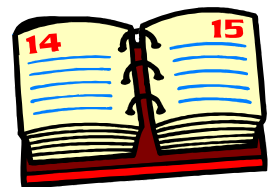
New Members:

Donna Sindt, Pike Lake Resort & Campground, 38440 Pike Lake Resort Road, Waubun, MN 56589  
phone: 218-734-2264 email: [pikelake@tvutel.com](mailto:pikelake@tvutel.com)

*WELCOME  
&  
GOOD LUCK!*

### CMR CALENDAR OF EVENTS

August 10, 2006	Board Meeting
September 1, 2006	Congress of Minnesota Resorts membership renewal due
September 2006	Fall Tour of Resorts in Ottertail Lakes Area, date to be announced
October 22, 23 & 24, 2006	CMR Fall Conference, Grand Ely Lodge, Ely MN, October 22, 12 p.m. to October 24, 12 p.m.



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**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 2005-2006 BOARD OF DIRECTORS & COMMITTEE'S

President: Jennifer Bateman, Two Inlets Resort, 218-732-5434 email: [vacation@twoinlets.com](mailto:vacation@twoinlets.com)

Vice President: Mark Novotny, Hyde-A-Way Bay Resort, 218-675-6683 email: [hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

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

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

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

### EDUCATION:

Chairperson: Susan Ferguson, Pine Terrace Resort, 218-543-4606 email: [vacation@pineterrace.com](mailto:vacation@pineterrace.com)

### Education Committee Members:

Brenda Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Tam Mahaffey, Lost Acres Resort, 218-835-6414 email: [lostacre@blackduck.net](mailto:lostacre@blackduck.net)

Darvin Ferguson, Pine Terrace Resort, 218-543-4606 email: [vacation@pineterrace.com](mailto:vacation@pineterrace.com)

Harlan & Heidi Schauer, Northern Lights Resort & Outfitting, 218-875-3074 email: [hhschauer@frontiernet.net](mailto:hhschauer@frontiernet.net)

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

Kim Bowen, Crow Wing Crest Lodge, 218-652-3111, email [relax@crowwing.com](mailto:relax@crowwing.com)

Brian Sams, Country View Resort, 218-575-2432 email: [vacation@countryviewresort.com](mailto:vacation@countryviewresort.com)

Tom Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Tom Ossell, Northern Lights Resort & Outfitting, 651-351-9666 email: [possell@earthlink.net](mailto:possell@earthlink.net)

### LEGISLATIVE:

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

### Legislative Committee Members:

Preston Turner, Big Timber Lodge, 218-732-3607 email: [bigtimberlodge@unitelc.com](mailto:bigtimberlodge@unitelc.com)

Jack & Sherry Frost, Joe's Lodge, 218-335-6773 email: [sogojoes@paulbunyan.net](mailto:sogojoes@paulbunyan.net)

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

### MARKETING:

Chairperson: Dana Pitt, Bailey's Resort, 218-547-1464 email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

### Marketing Committee Members:

Karen Kaehler, Pinedale Resort, 877-218-1102 email: [pinedale@att.net](mailto:pinedale@att.net)

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

Cindy Pitt, Bailey's Resort, 218-547-1464 email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

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

### GUEST APPROVED RESORT PROGRAM:

CMR Office of Surveying, PO Box 1184, Alexandria, MN 56308 email: [otbeach@arvig.net](mailto:otbeach@arvig.net)

### MINNESOTA RESORTER:

Sue Paradeis, Shing Wako Resort, 218-765-3226 email: [shingwako@brainerd.net](mailto:shingwako@brainerd.net)