



March 2006

RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President, Jennifer Bateman

I'm ready for the snow to be gone! Anybody else with me on that one? I figure if you can't ski on it or snowmobile in it, and if it isn't pretty to look at any more, then it's time for it to be gone. It's time to rake!

Okay... moving on. I hope all of you print out this newsletter each time you receive it and let it float around on your kitchen countertop for a while. It is the CMR's primary communication tool to members; an important piece of your membership.

The CMR had yet another fun and successful Legislative Day on the Hill March 8 & 9. More on the event, as well as a legislative update, follows in this newsletter. I would like to extend a big "thank you" to everyone who attended and helped deliver our legislative agenda for this year. Among other thing, the need for consistent shoreland management rules was introduced to our legislators, so the conversation has begun! We will be watching this issue closely, since it affects all of us.

After eight years of dedication to the CMR, Dave Thompson from Fisherman's Village Resort, is stepping down as our legislative chairperson. His obvious drive for legislative fairness, and commitment to the CMR and what we stand for, has been evident in everything he does. He's been a good role model for all of us. Thanks, Dave, for helping lead and strengthen our program to what it is today.

Education is a big part of membership! If you are not currently subscribed to the resorters chat group, I would STRONGLY encourage you to do so. Use the directions on this page or call the CMR office to learn how. This is a forum that resorters use to ask questions, share advice and ideas, and announce various legislative issues. Any resort owner who is using it will tell you it is a HUGE asset to them and to their resort business. Also, remember to put the annual Fall Conference dates of October 22-24 on your calendar and plan to go. It's a fun time.

Congress of Minnesota Resorts 2006 Day on the Hill

Submitted by Ed Becker, In-We-Go Resort, Legislative Chair

Our CMR Day on the Hill event for 2006 was again a huge success. For those of you who could not make it this year, you missed a great one. The Legislative Team purchased 50 Big Bobber coolers for the attendees to carry as a tool to draw attention to our cause. The coolers were certainly visible as the group made their way from office to office meeting with over 30 legislators. We also left small bobbers labeled with the CMR logo with each legislator to remind him or her of our visit.

Our program started at the State Office Building where we met with Explore Minnesota Tourism Director John Edman and Colleen Tollefson. (continue on page 2)

Instructions for Joining the Resorters Group on Yahoo Groups

Send a BLANK (no subject, no text in the body) e-mail message to resorters-subscribe@yahoogroups.com. You will get an email message back from Yahoo Groups asking you to confirm your request to join the Resorters Group. Follow the instructions in option 1 to go to the Yahoo Groups website. If you want to be able to search the archives, you must sign up for a Yahoo ID. Click on Join the Group and you will be led through a series of steps to establish a Yahoo ID. If you already have a Yahoo ID, you will be asked to sign-in. If you only want to join the mailing list and not have access to the archives, click on the phrase "join the mailing list instead." The Resorters Group is a moderated group, and all membership requests need to be approved by the moderator. This helps us prevent spam and unwanted solicitations to the Group. You should get an approval message in your email box in 1-2 days.

If you have questions, send a message to:

secretary@resorters.org and we will help you sign up!

We're Remodeling!

Submitted by Karen Kaehler, Pinedale Resort and Vice-Chair, Websites

The Board of Directors has approved a project to revitalize our website at www.minnesota-resorts.com. The website is one of the most valuable member benefits; but, it is starting to look a little dated, and it could be more user-friendly. We are currently talking to several website development companies about our options. In the next few weeks, we will choose one of those companies to help us update the look and feel of the site and improve functionality. The Board expects the new website to generate higher user traffic, and will use the expanded functions to deliver news and educational materials to our members, increasing the value of the website even more! Don't worry; the site will remain fully functional during construction. Stay tuned for progress reports on our remodeling efforts.



Letter from

“Day On the Hill” Attendee

To All Resorters,

I was very proud of the entire group that went down to St. Paul for our CMR Day on the Hill. It's always fun to see the returning veterans and meet the "rookies" too! I think all will admit that it is educational and fun, particularly when it is so productive! This Sales Tax Exemption is something that will be a real benefit to every resorter in the state if it passes. I find it very rewarding to be a part of a truly volunteer organization with a proven track record of success!

I hope that everyone who came this year will be down for Day on the Hill next year and bring a new "rookie" to get to know as well.

Thanks to all,
Sherm Anderson (starting season 4)
Anderson's Starlight Bay Resort
Nevis, MN

Day on the Hill continued from page 1

At this meeting, John and Colleen highlighted this year's ad campaign and department budgets. We then moved to the Capitol for a meeting with Sen. Larry Pogemiller, who we presented with our prestigious Honorary Resorter Award for his many years of support for property tax reform for resorts. Next we met with Governor Pawlenty's Deputy Chief of Staff, Tom Hanson. Mr. Hanson started the meeting with a Governor's Proclamation declaring March 8, 2006, as Dave Thompson Day! Mr. Hanson then outlined the Governor's budget and the possibility of a sales tax exemption for capitol improvements for resorts may also be included.

At 10 a.m., we attended the House Tourism Committee chaired by Rep. Larry Howes. Joel Carlson "CMR Lobbyist", Ed Fussy of Pimushe Resort and Dana Pitt of Bailey's Resort testified on a bill to adopt the DNR Alternative Shoreline Rules as a statewide rule for resorts. Next was the Governor's State of the State Address. Six lucky resorters were invited to sit in the House of Representative's gallery during the speech. The rest of the attendees watched the speech on a special web cast in our home base room in the State Office Building.

All Minnesota resorts owe a huge "thank you" to the attendees, who invested two days helping to preserve resorting in Minnesota. Also, the bulk of the credit for another successful and very well planned two days goes to our CMR Lobbyist Joel Carlson and his assistant, Tammy Lefavor. They scheduled all the meetings and prepared all the legislative packets for each attendee and legislator. Legislators and the Governor all comment each year about their respect for Joel's work on our behalf. Thank you to all of the 2006 attendees, who took their time to make a difference for all resorts in Minnesota. For those who could not make it this year, please consider joining us next year—this is a huge learning event for legislators as well as resort owners.



Day on the Hill Attendees

“The 2006 Travel & Tourism Marketing Research Yearbook”

Summary submitted by Tom Ossell, Northern Lights Resort & Outfitting and CMR representative on the U of M Tourism Center Advisory Council

I received a copy of "The 2006 Travel & Tourism Marketing Research Yearbook" as a committee member of the U of M Tourism Center Advisory Council. I represent the Congress of Minnesota Resorts on this council. This report is taken from the hotel industry, from economy to luxury hotels. I read the report looking for an applicable message for our industry.

The summary is:

The highest priced properties had the highest % of growth. The upper scale chains (Marriott, Disney, Hilton, Hyatt, Carlson, Four Season, and Wyndham Cendant & Prime) are also into time share sales. To maintain occupancy, hotels are actively engaged in discounting.

Is any of this applicable to the family resort industry? I applied the SWAG* method:

Any resort can test the acceptance of substantially higher rates by substantially improving the comforts and decorating of a unit and raising the rates on that cabin much higher than the rest of their rental inventory. Make a special feature of that new unit on your web site and maybe a special insert for your brochure. After experiencing the performance of the improved unit, you can decide how to proceed in the future with other cabins. This is also good data to share with your banker when you go in to shake the money tree.

Senior discounting for May, September and October may be worth experimenting with.

Remember, what we have to sell is an increment of time. If that increment of time elapses, it is a piece of inventory lost forever. If you see a potential vacancy, either trade it or give it away for another benefit.

* (SWAG is a scientific research real estate term for "strictly a wild ass guess")

2006 Spring Workshop

Submitted by Tam Mahaffey, Lost Acres Resort and Vice Chair of Conferences

If you missed the 2006 Spring Workshop, you missed out on a fun-filled day full of great information. The workshop was held at the Hampton Inn and Suites in Bemidji against the backdrop of beautiful Lake Bemidji. There was a near-record attendance of 65 resorters who came together to learn and network.

We learned how to pack fish the right way, how to identify those pesky plants that can infest your lake, how to write a business plan that is guaranteed to win the heart of your banker, how to use the Paul Bunyan byways to help with marketing of your resort, how to develop a master plan for the resort, and how to handle a variety of medical emergencies on the resort. And of course there were the ever-popular Crackerbarrels, where we all learn from each other.

If you missed out on this great educational opportunity, mark your calendars and plan now to attend the CMR Fall Conference. This year the Fall Conference will be held October 22-24, location to be announced soon. These gatherings are a great way to get away, have fun and learn all at the same time. See you in October!!

NEW MEMBERS

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

New Members:

Jim & Debbie Eickhorst, Kohls Resort,
15707 Big Turtle Drive NE, Bemidji, MN
56601, 218-243-2131 email:
kohls@paulbunyan.net

Doug & Marilyn Rainforth, Royal Dutchman
Resort/Motel, 1638 State Highway 11 SE,
Baudette, MN 56623 218-634-1024 email:
rain4th@mncable.net

*WELCOME
&
GOOD LUCK!*

GET THE WORD OUT

SCHOOL STARTS AFTER

LABOR DAY

It is now State law that public schools in Minnesota must start after Labor Day, but it is entirely possible that not all Minnesota parents know this. Let's get the word out! Be sure to put something on your web site or in your printed material reminding parents to check with their school districts to find out the school schedule. They should be thrilled to learn that their summers just got longer and that the end of August is now an option for a resort vacation.

LABOR DAY 2006

SEPTMEBER 4TH

2006 CMR Scholarship Recipients

Congratulations to the 2006 scholarship recipients. Courtney Frost, daughter of Jack & Sherry Frost of Joe's Lodge, Bemidji, Emily Regier, daughter of Arne & Penny Regier of Sunset Bay Resort, Pinewood. The recipient of the Carol Kirchner Memorial Scholarship is Collin Novotny son of Mark and Beth Novotny, Hyde-A-Way Bay Resort, Hackensack.

Every year the CMR awards three \$500 scholarship to children or grandchildren of members. Contact the office to receive an application to be filled out and returned to the office by March 15th. Contact information: 888-761-4245 or email cmr@minnesota-resorts.com

Nomination Forms for Resorters of the Year

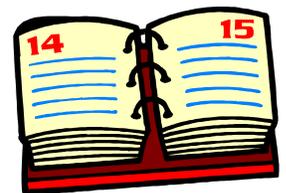
Forms for nominating a fellow resorter for the "Resorters of the Year" award were emailed or snail mailed in February. Please take some time to nominate a fellow resorter for this honor. Nominations are due at the Congress of Minnesota Resorts office by June 1st. Contact the office at cmroffice@tds.net or call 888-761-4245 if you need a nominating form.



Steve & Bunny Fox, Sugar Point Resort, Federal Dam

CMR CALENDAR OF EVENTS

April 13, 2006	Board Meeting, call or email office for time and location
June 1, 2006	2006 Resorters of the Year Nomination forms due at CMR Office
June 2006	Board Meeting to be announced
August 2006	Board Meeting to be announced
October 22, 23 & 24, 2006	Congress of Minnesota Resorts Fall Conference, location to be announced.



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

Phone: 888-761-4245

Email: 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 2005-2006 BOARD OF DIRECTORS & COMMITTEE'S

President: Jennifer Bateman, Two Inlets Resort, 218-732-5434 email: vacation@twoinlets.com

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

Treasurer: Tom Masloski, Weslake Resort, 218-826-6523 email: Weslake@prtcl.com

Secretary: Brenda Masloski, Weslake Resort, 218-826-6523 email: Weslake@prtcl.com

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

EDUCATION:

Chairperson: Susan Ferguson, Pine Terrace Resort, 218-543-4606 email: vacation@pineterrace.com

Education Committee Members:

Brenda Masloski, Weslake Resort, 218-826-6523 email: Weslake@prtcl.com

Tam Mahaffey, Lost Acres Resort, 218-835-6414 email: lostacre@blackduck.net

Darvin Ferguson, Pine Terrace Resort, 218-543-4606 email: vacation@pineterrace.com

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

Kerri Ball, Cass Lake Lodge, 218-335-6658 email: cllodge@paulbunyan.net

Kim Bowen, Crow Wing Crest Lodge, 218-652-3111, email relax@crowwing.com

Brian Sams, Country View Resort, 218-575-2432 email: vacation@countryviewresort.com

Tom Masloski, Weslake Resort, 218-826-6523 email: Weslake@prtcl.com

Tom Ossell, Northern Lights Resort & Outfitting, 651-351-9666 email: possell@earthlink.net

LEGISLATIVE:

Chairperson: Ed Becker, In-We-Go Resort, 218-652-3536 email: vacation@inwegoresort.com

Legislative Committee Members:

Preston Turner, Big Timber Lodge, 218-732-3607 email: bigtimberlodge@unitelc.com

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

Sherm Anderson, Anderson's Starlight Bay Resort, 218-652-3530 email: relax@starlightbayresort.com

MARKETING:

Chairperson: Dana Pitt, Bailey's Resort, 218-547-1464 email: vacation@baileysresort.com

Marketing Committee Members:

Karen Kaehler, Pinedale Resort, 877-218-1102 email: pinedale@att.net

Mark Novotny, Hyde-A-Way Bay Resort, 218-675-6683 email: hydeawaybay@tds.net

Cindy Pitt, Bailey's Resort, 218-547-1464 email: vacation@baileysresort.com

Jim Ball, Cass Lake Lodge, 218-335-6658 email: cllodge@paulbunyan.net

GUEST APPROVED RESORT PROGRAM:

CMR Office of Surveying, PO Box 1184, Alexandria, MN 56308 email: otbeach@arvig.net

MINNESOTA RESORTER:

Sue Paradeis, Shing Wako Resort, 218-765-3226 email: shingwako@brainerd.net