

May 2006



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President, Jennifer Bateman

Hello Fellow CMR Members! Some people will occasionally describe me as a little “bossy”. I prefer to refer to this personal quality as “assertiveness”, and use it with everyone’s best interest in mind! In the last newsletter, you may recall that I asked you to print off the newsletter and let it float around on your kitchen or office countertop for a while. Did you do that rather than reading and deleting? I also encouraged you to subscribe to the resorters chat group if you aren’t already signed up. Did you remember to do that? Both of these are great membership benefits and excellent communication tools for us all to learn and be informed. Please take advantage of them.

This is typically a slower time for CMR activity and progress, but here is an update. Our lobbyist, Joel Carlson, sends a weekly legislative update which you receive via email. Reading his reports is the very best way to stay up to date on what is happening for us at the capitol. At this point, it’s not looking terribly promising for our bill relating to sales tax exemption on capital improvements for resorts, but never say never!

We are currently seeking someone to fill the ad sales position for the Minnesota Resorter Magazine, and would like to have someone in place soon. If you are interested, or can recommend a good sales representative from your area, please contact the CMR office at 1-888-761-4245.

The CMR board is in the process of setting the budget for the 2006-2007 membership year. The CMR membership year runs from September 1 to August 31. As always, we want the CMR membership to grow! If you know of any resorts in your area that you think should be CMR members who aren’t, be “bossy” and tell them to join! It’s money well invested. If they hesitate, feel free to mention our legislative victory on resort property taxes last year (in other words, reminding them that their property taxes went DOWN due to efforts by the CMR). Also let them know that our current marketing website (www.minnesota-resorts.com) is good and that our new and improved site will be even better!

I know you are all crazy busy right now. Kinda fun isn’t it!? Don’t forget to appreciate all that your business partner does at the resort. Whether it’s your spouse, family or friends, be sure to float them a big “Thank you for all you do around here. I couldn’t do it without you!” I hope you have all found good, reliable help for the summer if you need it. Have a great spring!

Resorters Helping Resorters

Forms for nominating a fellow resorter for the “**Resorters of the Year**” award were emailed early May. 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.



Enjoying the lake!

CMR Fall Conference 2006

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

Okay, resorters, it's time to skip, trot or crawl over to your calendar and flip to October! (That's right, uncurl your cramped fingers from that Windex bottle and back slowly away . . .) Grab a pen and mark out the dates of October 22 - 24 (Sunday - Tuesday) 'cause that's when we're all gonna meet for our educational, fun-filled Fall Conference! We guarantee your cranium'll be spinning from all the wonderful resorting ideas, resource information and helpful advice and support! (Hmmm, we're taking it under advisement to have a massage therapist or a bottle of aspirin available at all times, he he!) The conference committee will be meeting soon to iron out the schedule of speakers and topics. We have some fantastic stuff already lined up, but we always welcome suggestions!!!! (E-mail Kerri Ball at cllodge@paulbunyan.net or call 218-335-6658 with your suggestions and thanks in advance for your feedback!) This year's Fall Conference will be held in Ely, Minnesota at the Grand Ely Lodge. Room rates are \$79.99/night plus tax and \$89.99 plus tax for an upgraded room (jacuzzi etc.) There are a certain number of rooms blocked for us resorters, so just give 'em a 'ringy and mention you're with the CMR conference. Book your two night stay right now to take advantage of these special rates by calling them at (218) 365-6565. It looks like a fantastic facility (check out the website: www.grandelylodge.com) and hey! it's also a chance for us to play "guest" and paddle around in free kayaks, canoes and paddleboats on a beautiful lake. It's always more fun to use other people's stuff, yes? Bring your fishin' gear, your swim suit (they have an indoor pool), your pie irons and s'more sticks. Many of us will be booking a room starting Saturday night, October 21 to prep for the conference, have a resorter crackerbarrel meal together and possibly some other activity which we'll post in next month's newsletter. Please join us for that 3rd night! Or come up early on your own for some extra time to enjoy an end-of-season 'get-away' as the Ely area has lots to offer: shopping, Wolf Center, underground mine tours, Dorothy Molter Museum, Boundary Waters Canoe Area, etc. It's gonna be a great conference and we can't wait to see your smilin' face in October!

Explore Minnesota Tourism Council

Submitted by Dawn Sullivan, Woodland Trails Resort, EMT Council Member

We are looking for an interested individual to take part in the Explore Minnesota Tourism Council. The Council advises the Governor on tourism policy and general tourism issues. The Council meets 4 times a year and also has a few conference call meetings. I've found my time with the Council to be rewarding and eye-opening. It's been a great experience for me but because of some personal issues I will be unable to complete my term on the Council. If anyone is interested in finishing up my position on the Council contact either me at 218-983-3230 email stay@woodlandtrailsresort.com or Jennifer Bateman at 218-732-5434 email vacation@twinlets.com. This position is very important for our industry. We've done a great job so far in keeping resorts up front in the minds of our Legislators and this in one more way to make sure that the changes that take place in the tourism industry benefit our resort businesses too.

Website Remodeling Contract Awarded

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



Building a house requires a good design, high quality materials, and skilled craftsmen. So does building a website.

The Website Committee considered proposals from three skilled developers. All three have significant experience building similar websites and are friends of the tourism industry. The bid prices were not significantly different. This was a very difficult decision for the Committee, and we debated long and hard before reaching a consensus decision to award the contract to Faster Solutions of Duluth. The Committee has three objectives for the new site: 1) increase traffic to the site, 2) hold visitors' attention and move them easily around the site, and 3) increase the number of referrals to members as measured by visits to individual member pages. Faster Solutions has already begun work! The current site will remain fully functional until the new site is launched in early August.

U of M Tourism Center

Submitted by Tom Ossell, Northern Lights Resort & Outfitting and CMR Representative to the U of M Tourism Center

The U of M Tourism Center (UMTC) hosted the first Sustainable Tourism Conference April 19th & 20th. The event was held at the U of M with nearly 130 attendees and a number of speakers. A main focus of the UMTC and this tourism conference was "Green Tourism". The 3 legged platforms are: Social, Economic and Environmental, (and heavy on the environmental). The speakers were excellent: Will Steger spoke on global warming, Senator Satveer Chaudhary (Dist 50, Fridley) and Rep. Frank Moe (4A Bemidji) spoke on the importance of tourism for the State as did John Edman (director EMT). A key note speaker Costas Christ CEO of Bar Harbor, ME Chamber was very interesting with his views on how tourism is growing world wide and will double with in the next 10 years. There were breakout classes mid day, much of which was focused on "Green Tourism", how to operate more efficiently with the environment. The afternoons key note speaker was Auden Schendler, Director of Environmental affairs for the Aspen Skiing Company. He spoke of all the energy saving devices the Aspen Ski Company is using. The Conference concluded with a panel of 10 (those that had spoken or presented classes earlier in the day) reviewing the big picture, discussing environmental issues and the importance of tourism.

I found myself sitting in meetings and at lunch with people from the MPCA. With the emphasis being on environmental issues, I made the point a number of times about resorters being the best stewards of the lakes in Minnesota. I was impressed with the interest the politicians showed in tourism.

I believe most resorters are environmentally conscious, so much so, they take it for granted. If being a "Green Business" is perceived by the metro populace (where many of our guests come from) as being something "special" why not embrace it? Let your guests know you are a social, economic and environmentally conscious "Green Business". Think Image.

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:

Steve & Kathy Vitcak, Dancing Bear Resort, 17025 Sitka Dr NW, Pinewood, MN 218-243-2700
email: info@dancingbearresort.com

Todd & Deb Youngberg, Kokomo Resort, 48301 State Hwy 38, Marcell, MN 56657

Email: vacation@kokomoresort.com

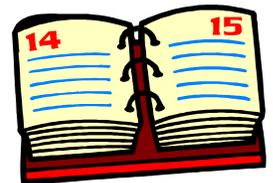
Steve Jones, Arcadia Lodge, 52001 County Rd 284, Bigfork, MN 56628 218-832-3852

email: steve@arcadialodge.com

*WELCOME
&
GOOD LUCK!*

CMR CALENDAR OF EVENTS

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|---------------------------|--|
| June 1, 2006 | 2006 Resorters of the Year Nomination forms due at CMR Office |
| June 8, 2006 | Board Meeting |
| August 2006 | Board Meeting 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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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