



November & December 2005

# RESORTER REPORTER

## Congress of Minnesota Resorts

### Message from the CMR President, Jennifer Bateman

A warm "hello" to all Congress of Minnesota Resorts members! My name is Jennifer Bateman and I am your newly elected president for this upcoming year. For those of you who don't know me, my husband, Bob, and I own and operate Two Inlets Resort in Park Rapids. We've been at it for nearly nine years and love it. I served as president back in 2001-2002 and am sincerely excited to be back. I am dedicated to this organization and it's members.

Our fall conference was another smashing success, packed with information about the resort industry. This year we celebrated our 20th Anniversary as an organization. I found of particular interest the information presented on the latest trend of videos with voice over that you can add to your websites, also the information about alternative ownership. We also honored Steve and Bunny Fox from Sugar Point Resort on Leech Lake with our annual Resorters of the Year Award. Congratulations to these fine resorters! You will find a much more detailed summary about the conference in the January issue of the Minnesota Resorter magazine. Read it cover to cover!

Our first board meeting following the fall conference was held November 10th. We spent time assigning each board member to committees, which generally include marketing, education and legislation. Your newly elected board members have jumped right into the action and bring many talents with them. Combine this with the experience of the existing board, and we've got some real, hard working leadership. I'm excited at the prospect of all we could accomplish this year!

I'm strongly encouraging this year's board to reach out to CMR members at large (that's you!) for input and assistance on their committees. The more people involved with planning and implementation, the broader our ideas and the more we can accomplish as a progressive organization. So if you get a call from a board member asking for your ideas, please take the time to offer your input. And if they call asking for your help, please say "Yes!"

Jennifer Bateman, CMR President

### Spring Workshop Just Around the Corner

Submitted by Tam Mahaffey, Lost Acres Resort, Vice Chair Conference

Right now we are all thinking about snow, winter fun and the holidays. Spring is just around the corner. The CMR Spring Workshop will be held in Bemidji at the Hampton Inn and Suites on Monday March 20, 2006. This is between the Day on the Hill and the Minneapolis Sport Show so will be a convenient time for all to attend.

This Workshop is the "shot in the arm" we all need to get ready for our next season. Our CMR educational programs are an excellent opportunity to network with fellow resorters, to learn from each other and to support our motto of "Resorters Helping Resorters". Mark your calendars now and plan to attend!

### [www.relax-minnesotaresorts.com](http://www.relax-minnesotaresorts.com)

Submitted by Ed Fussy, Pimushe Resort & Dana Pitt, Bailey's Resort, Marketing Chairperson

The CMR has a new "rack card" for distribution to travelers throughout the state. It's a very professionally done piece that provides prospective travelers with something they can take with them. More importantly, something that promotes MN vacations and directs them to CMR member resorts. The eye-catching 4"x9" full color card displays the CMR logo, the Explore MN logo and the CMR's web site. A unique web address on the card will help us track which inquiries are coming from these cards. Cards will be displayed at the Explore Minnesota Store in the Mall of America and in Travel Information Centers throughout the state. Cards also go in all new CMR member packets. Be sure to check them out.

## Lots O' Links

Submitted by Karen Kaehler, Pinedale Resort, Vice Chair Websites

At the Fall Conference website breakout session we listed several websites where you can publish a link to your resort website. Here are some of those suggestions for you to check out. Some are membership sites (like your very own [www.minnesota-resorts.com](http://www.minnesota-resorts.com)), some charge a minimal fee, and some are free directories. Remember, having many links from other websites to yours helps you obtain a high ranking on search engines like Google. Just type the following addresses into your browser address bar and follow the directions to add your site!

[minnesota-resorts.com](http://minnesota-resorts.com)

[exploreminnesota.com](http://exploreminnesota.com)

[bellhop.com](http://bellhop.com)

[vacationrentals411.com](http://vacationrentals411.com)

[cabinrentals411.com](http://cabinrentals411.com)

[deckernet.com/minn/lodging](http://deckernet.com/minn/lodging)

[resortsupnorth.com](http://resortsupnorth.com)

[al.touristguide.com](http://al.touristguide.com)

[accessvacationrentals.com](http://accessvacationrentals.com)

[resortsandlodges.com](http://resortsandlodges.com)

[invominnesota.com](http://invominnesota.com)

[anythingwisconsin.com/mnresorts](http://anythingwisconsin.com/mnresorts)

[fishingworks.com](http://fishingworks.com)

Remember, more links equals higher search engine ranking. You can help CMR score high on search engines by adding a link from your site to ours. Just add the text "Member, Congress of Minnesota Resorts" and a link to [www.minnesota-resorts.com](http://www.minnesota-resorts.com) anywhere on your website. Need help? Just email us at [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com).

## 2006 Day on the Hill

Submitted by Dave Thompson, Fisherman's Village Resort, Legislative Co-Chairperson

I am please to announce the 2006 CMR Day on the Hill, scheduled for March 14-15 2006. Please put this very important date on your calendars. If you have never attended this in the past, the CMR provides tour bus transportation from out-state to the Capitol, breakfast and lunch on the second morning, special Day on the Hill badge and neck lanyard and personalized legislative event packet for each attendee. Last year we scheduled over 70 legislator meetings and also one with Governor Pawlenty. As in the past we have an aggressive legislative agenda to work on.

Watch for further information about 2006 Day on the Hill to come via email or contact Dave Thompson at 218-495-3326 or email: [fisvilg@prtcl.com](mailto:fisvilg@prtcl.com)

## School of Resorting

Submitted by Susan Ferguson, Pine Terrace Resort, Vice Chair School of Resorting

Help needed! Members have expressed an interest in welding and small engine classes. If you are interested in teaching a class or can recommend an instructor, please contact Susan Ferguson [vaction@pineterrace.com](mailto:vaction@pineterrace.com) or Brenda Masloski [weslake@prtcl.com](mailto:weslake@prtcl.com). We are hoping to offer a variety of classes during the winter months.

The Cracker Barrel Quilters will be meeting Monday, December 5<sup>th</sup>, at Anderson Fabrics in Blackduck, at 9:00 am. After a little shopping, we will be meeting at Cedar Rapids Lodge. There will be a demonstration of foundation/paper piecing and an opportunity to try a sample project. You can also work on your own projects. Pat Addler will provide lunch. Others are asked to bring a snack for the group. If you have any questions about the session or would like to register for this class, please contact Susan Ferguson [vaction@pineterrace.com](mailto:vaction@pineterrace.com) or Pat Addler at [vaction@crlodge.com](mailto:vaction@crlodge.com)

## Congress of Minnesota Resorts Members

Submitted by Cindy Pitt, Bailey's Resort, Vice Chair Membership

In 2005, the CMR was successful in its efforts to pass long awaited items in St. Paul – the 2 most notable are the "Post Labor Day School Start" and "Property Tax Relief". Both of which could mean additional dollars in our pockets. These dollars, in addition to CMR marketing efforts, more than offset the cost of CMR membership for many years.

As you know our organization is a strong one – and there is greater strength in numbers. Increasing our membership will help us accomplish our goals in the future. Please take a moment to speak to a neighboring resort about the many benefits of CMR membership. All resorts in Minnesota are benefiting from the CMR's efforts – so encourage resorts in your area to jump on the bandwagon and support this organization.

## NEW MEMBERS

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

Dean & Kyla Haag, Dora Lake Lodge, 56901 Co. Rd 29, Northome, MN 56661 218-659-4214 email: dora-lake@paulbunyan.net

Wayne & Doris Maier, Hidden Paradise Resort, 20621 Hidden Paradise Road, Brainerd, MN 56401 218-963-3180 email: info@hiddenparadieresort.com

### Associate Members:

Midwest Reflection, Rick Garland, contact person, 500 E 67th St., Richfield, MN 55423 612-866-4361

Jim Tousignant, Inv Rep. & Joelle Schmidt, Branch Office Assist., Edward Jones, 2027 South 6th St. Ste 103, Brainerd, MN 56401 877-822-3344

### Retired Resorters:

Geno & Ann Moroz, 23363 Gasparllia Dr. Park Rapids, MN 56470 218-732-4757 email: gamoroz5146@wcta.net

Dennis & Connie Filley, Box 937, Spicer, MN 56288 320-796-5146 email: cfilley@charter.net

Peter & Margaret McEwen, 21659 Great Deer Drive, Nevis, MN 56467 218-652-3543 email: maprmcewen@yahoo.com

WELCOME  
&  
GOOD LUCK!

## Speakers for the Spring Workshop

The CMR Spring Workshop will be held on Monday March 20, 2006 at the Hampton Inn and Suites in Bemidji. We are looking for great ideas for speakers and presentations. If you have suggestions or topics you would like to have presented at the Spring Workshop please call Kerri Ball at Cass Lake Lodge 218-335-6658.

## \$500

Each year the Congress of Minnesota Resorts offers three \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15th is the deadline for the scholarship application to be returned to the Congress of Minnesota Resorts office. Please contact Vicky to receive a scholarship application packet by emailing: [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com) or call 888-761-4245.

## Reservation Master Seminar

(Re-scheduled)

The class will begin with basic concepts and move to shortcuts, mass mailings, customization of mass mailings, security features, split bills/charge summaries, split rates, payments/bank deposits, group reservations, Limited Resources, Seasonals, the Unit Category and Unit Type fields, new features implemented since the conference and more. A lot of the session will be devoted to your questions & suggestions. It will end with a discussion of the interface to QuickBooks and Quicken.

Who should attend: It will be appropriate for new, prospective and experienced users looking for additional ways to maximize the value of their investment.

Attendance is limited to 24 and there will be a nominal charge of \$35 to cover cost of the facility (payment can be made the day of the training). Two people could share a work station and split the cost.

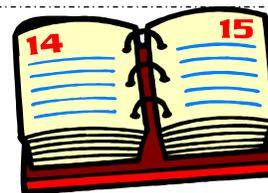
Date & Time: To Be Determined (re-scheduled due to November Blizzard)

Place: Computer Education Center in Grand Rapids

Contact Tom Pingel, [tom@tcpms.com](mailto:tom@tcpms.com), to register and for directions

## CMR CALENDAR OF EVENTS

|                           |   |
|---------------------------|---|
| January 12, 2006          | Board Meeting, call or email office for time and location               |
| March 14 & 15, 2006       | Day on the Hill, St Paul, MN  |
| March 20, 2006            | Spring Workshop, Hampton Inn, Bemidji, MN                               |
| October 22, 23 & 24, 2006 | Congress of Minnesota Resorts Fall Conference, location to be announced |



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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@twininlets.com](mailto:vacation@twininlets.com)

Vice President: 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@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:

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

Co-Chairperson: Dave Thompson, Fisherman's Village Resort, 218-495-3326 email: [fisrvilg@prtcl.com](mailto:fisrvilg@prtcl.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-Away 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)