

# Minnesota Resorter

*Resorters Helping Resorters*



Join us for  
the Fall Conference

Fall 2012  
Vol. 28 No. 3



**Education: Fall Conference**  
**Legislation: Day on the Hill**  
**Marketing: Fall Septic Check**

**A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS**



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## Submit Your Nominations for Resorters of the Year!

Congress of Minnesota Resorts Members, The Resorters of the Year Award is given annually to a resort that exemplifies the spirit and goals of the CMR. The criteria centers around the operation of a successful and progressive business, service to the tourism industry both at the local and state levels, and community service in other areas. Mentoring and helping other resort owners and membership in the CMR are also part of the requirements. Nominations for the award are generated entirely by CMR members, and the whole program is dependent upon the time and effort you give in order to recognize excellence. We encourage you to participate through nominations of resorters you feel uphold the highest standards and are dedicated to service within our industry.

**Here are the guidelines:**

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resorter(s) that have shown a dedication to the improvement of the Minnesota resort industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

To this end, any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by September 1<sup>st</sup> each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the Awards Committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the annual Congress

of Minnesota Resorts Fall Conference where the formal announcement and presentation will be made.

**The following criteria are considered by the Awards Committee in making their selection:**

- CMR member in good standing for the previous three consecutive years under the same ownership.
- Ability to maintain a successful and progressive resort.
- History of helping and mentoring other resort owners/operators.
- Involvement in community activities.
- At least five years between awards.
- Not a current member of the Awards Committee.

To obtain a nomination form, go to the CMR website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), scroll to the bottom of the home page and click on Membership. Login using your Login and Password, select Application from the list on the left, click on Resorter of the Year Nomination, and print a copy. Mail the completed form to the CMR address below. If you need further assistance please contact Vicky Krattenmaker, CMR Office Manager, by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or calling 320-212-5107.

**NOMINATION DEADLINE: SEPTEMBER 1<sup>ST</sup>**

**Send nomination form to:**

**Resorters of the Year Nomination Committee  
Congress of Minnesota Resorts  
PO Box 358  
New London, MN 56273-0358**

# Minnesota Resorter

*Resorters Helping Resorters*



A Congress of Minnesota Resorts Publication

Fall 2012

Vol. 28 No. 3

**CONGRESS OF MINNESOTA RESORTS**

**PRESIDENT**

Mark Novotny  
218-675-6683  
hydeawaybay@tds.net

**VICE PRESIDENT**

Su Ugstad  
218-566-2346  
rsugstad@means.net

**OFFICE MANAGER**

Vicky Krattenmaker  
320-212-5107  
CMR@Minnesota-Resorts.com



**EDITOR**

Ann Warling  
218-821-1031  
ann.warling@gmail.com

**LAYOUT & DESIGN**

Amanda Wheece  
763-412-9137  
supermandee@yahoo.com

**ADVERTISING**

Linda Gronholz  
218-543-5245  
lmgronholz@hotmail.com

**EDITORIAL ASSISTANTS**

Tim & Carolyn Aarsvold  
Joanne Fussy  
Sheila Niemeyer  
Pat Addler  
Jennifer Bateman  
Sue Paradeis  
Karen Senger

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*About the cover:* Photograph submitted by Crystal Bakker, Appeldoorns Sunset Bay Resort, Lake Mille Lacs

The Minnesota Resorter is a triannual publication of the Congress of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquires to the committee contact. The Minnesota Resorter is printed by Arrow Printing.

# From Your President's Pen



**President Mark Novotny**  
**Congress of Minnesota Resorts**

Greetings Fellow Resorters!

By the time you get this the seasonal resorters will be coming to a close. My hope is that the year-round resorts will have great fall and winter seasons. The weather this summer has been different than normal to say the least. The northern half of the state was well watered and had some storm damage. The southern half of the state has been dry. I hope that the storms did not do much damage where you are.

If you are like us, we now go into the fixing mode. That fix-it list just got longer during the summer months. Now, is the time to start planning and creating what you will add next year for your guests? For a possible new idea for next year, see the hand paddlers article on page 6. They are something that I am going to reorder in the fall to arrive have by spring. If you are interested, please let me know by contacting me at (218) 675-6683.

Big issue for resorts is insurance. I am not sure what your resort insurance did this year, but my resort insurance went up 16 percent. I have heard from other resorts that their insurance was going up as much as 30 percent. The insurance industry is now in a hard market and their rates are not lowering. When I did some insurance shopping, I found that the rates can be much higher with less coverage.

Due to this increase in insurance rates, I am going to have to pass the additional expense on to my customers. Raising my

rates consistently is the only way I can attempt to stay ahead of the *wolf*. If you do not raise your rates, then you have to cut back somewhere and I hope that is not in cabin repairs. I have seen this so often where the cabins were not taken care of. When the resort owner wanted to retire and sell out, it was hard to sell as an operating resort and get the value that it should be worth if the cabins were kept up.

When you receive this magazine it will be time for our Fall Resort tour. Please try to attend as these resorts are opening their doors to show you what they have to offer and how they decorate their cabins. This will give you many ideas for your cabins and maybe even the activities that you provide or toys that you supply.

The CMR Fall Conference is right around the corner. It is important that you join in and attend this conference as there are many new and exciting speakers. As always, we have great cracker barrels planned where we all can learn from each other through a question and answer format that digs into the issues we are facing... and a time to connect or reconnect with your fellow resorters.

The CMR Day on the Hill will be in February 2013. Plan to attend! I am hearing about vacation home rentals again from many resorts and how they are not up to standards. For example, no smoke detectors and/or CO detectors, too many guests, the septic backing up, and just plain noise problems with no one on site to monitor. We also have other issues that we are working on such as: post labor day school start, plumbing licensing, aquatic invasive species, licensing fees and many more.

In closing, I hope that everyone had a profitable year. The presidential election is in November so brace yourselves for the political ads. Our next season has a lot to do with the election. Hoping for a faster economic recovery and an even more profitable year for everyone next year.

See you in the fall!

## WE WANT TO SHARE YOUR RESORT STORIES & HIGH RESOLUTION PHOTOGRAPHS OF RESORT LIFE IN THE CMR RESORTER MAGAZINE!



SEND THEM TO: ANN WARLING  
218-821-1031  
ANN.WARLING@GMAIL.COM



## How to own a Resort for 25 years...or more...or less...

By Steve and Pat Addler, Cedar Rapids Lodge



*Steve and Pat Addler, the early years.*

Vacationing at a Minnesota resort can provide a variety of choices. You can choose to fish, swim, golf, bike, bird watch... all of the above, or none of the above. In our 25 years of owning our resort, we have had guests every year who amaze us by creating their own vacation experience... with or without us!

In our first five years of owning our resort, we tried so hard to keep our guests happy at any expense. We bargained, we let them overfill cabins, one family even brought a dog when no pets were allowed. We were too naïve to *take the bull by the horns* and *own* our resort. We let our guests *own* our resort. We had four young children to raise, mouths to feed and bills to pay... we catered to our guests who *owned* our resort and we made the payments! When our guests checked out at the end of the week, we hoped they would re-book their cabin. In fact, we encouraged them to. We thought that resorting was all about having lots of names written down on the schedule for the next year. We proceeded with this concept until we realized that people were reserving their cabin with no intention of coming back.

As we gained experience over the years, we also acquired the confidence we needed to *take back* our resort and create resort policies that enabled us to enjoy this resort life even more! We got smarter in this business and realized that a reservation was only as good as the sincerity of the person making it. We have been blessed with wonderful repeat business for many years, but we are wiser at check-out time. We ask the guests if they are interested in re-booking their cabin, but don't push them to do so. We realize that some resorts collect a deposit when their guests check out. We have not gone that route yet, although it seems like a good idea.

We struggled to fill the cabins in the spring & fall in our early years. We offered fishing packages and had very few takers. We have a food license, so we started offering *quilt retreats* with all the meals and lodging included in the packaged price. Those retreats served us well for the next ten years as we continued to try and fill the slower season. Lots of good memories were made and we got more exposure for the resort by catering to groups of ladies on a weekend getaway. During those ten years, we slowly started filling the cabins in September with retired couples and young couples with no children. We also advertised in a home schooling newsletter and had families reserve in the *off-season* who were able to come when the rates were at their lowest. We eventually phased out the quilt retreats when the cooking and sewing started to get in the way of all the guests now coming in the fall. We had

worked so hard for several years to build up the fall business and now it was paying off. We continue to have a good fall business today, booking some weeks at almost full occupancy and other weeks with only half the cabins filled.

How do we advertise our resort? Word-of-mouth has been our best advertising tool since the first year. If you treat your guests well and ensure that they have a good time, they will go home and tell their friends and family about the place where they vacation. In recent years, the Internet has worked well for us, including our website, facebook page and our resort blog, all avenues for letting our readers know what's going on, what openings we have and how to contact us. Fish pictures and/or vacation photographs can tell the story of what's going on at our resort. We have benefited immensely from the CMR website. When tracking activity to our website, a lot of our potential guests have found our resort through our page on the CMR website.



*Steve and Pat Addler.*

In our 25 years at our resort, we have seen so many changes in the way we get a reservation. I remember when we first started our website, I said I would NEVER book a cabin without talking to the guest on the phone. Well, I've been proven wrong several times in the past few years. In this day and age of busy lives, prospective guests are looking at possible vacation spots during their workday and want to book without the hassle of conversation. And, we oblige! So far, this has worked for us.

How progressive are we with our rates? We have raised our rates every year except one and still regret not raising them that year! Cal Moe, former owner of Two Inlets Resort and a very wise resorter, shared with us several years ago that you need to raise your rates and continue to improve the resort to be successful. He was and is such a wise man!

We were crazy enough in our first few years to think that one day in the future we would have all the projects done and we could sit back and watch the guests come... and relax! WRONG! You have to look at your resort all the time from the point of view of your guest and make improvements every single year. If you are raising the rates, you have to show those guests where their money is being spent!

We have been blessed for 25 years with the best job in the world! Our guests ask us all the time how long we intend to stay. We tell them we love our job and don't have plans to leave. Do we talk about it? Yes, we do! We have dreams to build a *retirement* house on the lake and quit, but we are very content so far and hope to continue this *job* for several more years!

# EDUCATION

## New water toy!

### Importing hand paddlers from China

By Mark Novotny, Hyde-A-Way Bay Resort



*Hand paddlers are well-loved at Hyde-A-Way Bay Resort!*

At Hyde-A-Way Bay Resort, we had purchased hand paddlers about eight years ago. They were getting old and starting to leak but have proven the test of our guests and they loved them throughout the years.

After having one of our hand paddlers disappear last summer, I checked on getting more this during the winter months and found that the company that I previously purchased them through is out of business. So, Internet, here we come. After doing extensive research, I found a company that made them, in China! So, I emailed them and was going to order two for myself until I found out what it was going to cost to have them shipped. The shipping costs were more than twice the amount of the purchase price.

## SELLING IN TOUGH TIMES

In these crazy times of Real Estate Values, Resorters wanting to Sell, need the best planning available. Experience counts and Tom Ossell has it. Successfully selling resorts since Sept 1, 1973 and operating since 1984. We are all in the "same boat" and the time comes when enjoying the fruits of our labor is better than ringing out the last dime. The absence of continued re-investment into the physical and the mode of operating is: wear, depreciation & lower performance = reduced value.

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I contacted the company in China again and found out that if I ordered ten, the shipping was much less. So, in April, I mentioned it at the CMR Spring Workshop and sent a sign-up sheet around to see if I could get ten orders for hand paddlers from other resorters. I did. Actually, I got 50 orders for hand paddlers! Everyone was kind enough to prepay their order so that I did not have to front the cost.

So, I embarked on a mission to *import* from China! I contacted the company and ordered the hand paddlers with shipping on a *sloooow boat from China* to New York. The hand paddler would then be shipped to Minneapolis, MN. I found out that it would take about 40 days by boat.

To place an order, I was required to put half the money down which included the shipping. When they were loaded on the boat and left the harbor in Shanghai, China, I had to send the other half of the money upon receiving the bill of lading. All of the financial transactions were completed by bank transfers and my personal banker was very concerned about sending money to China. Rightly so! But I had done my research and was comfortable with what I was doing.

While the hand paddlers were enroute, I found out that I needed to have some forms filled out for customs. This was the ISF Form and an ISF POA Form. Once I dug into these forms I found out that I needed a Forwarder to represent me at customs. The boat was going to unload in New York City and then customs was going to go through everything.

So, my search began for a Forwarder, which I found in Minneapolis, MN. After finding the Forwarder on the Internet, I called them and found out that not only did I have to fill out these forms, I needed to be bonded, pay duties, and pay them fees and insurance on the shipment in case of disaster.

The only thing left to do was wait to pick up the hand paddlers. I started communicating with the hand paddler company in China on April 4<sup>th</sup> and by June 21<sup>st</sup>, I was picking up my new water toys. It took longer to get the hand paddlers because I was a first-time importer and everything had to be inspected by doing an x-ray exam during the customs check.



*Mark Novotny stands with some of the hand paddlers he ordered.*

I spent the next couple of days communicating with all the resorts that had ordered them and arranging for hand paddlers to be picked up. What an adventure! But it was well worth it as the resort guests are loving the hand paddlers.

I ended up really enjoying this new venture and challenge and would be interested in ordering them again now that I have the process all figured out. Placing another hand paddlers order will be brought up at the CMR Fall Conference. I will have one of my hand paddlers there for you to see. If there is enough interest for a sizable order I will gladly order another shipment for next spring (*starting earlier this time!*).

## 2012 Congress of Minnesota Resorts Scholarships

The Congress of Minnesota Resorts (CMR) was established in 1984, with our theme of Resorters Helping Resorters. One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1,000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and in 2012 with the addition of the Pine Insurance Scholarship, four \$500 scholarships are awarded each year.

The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement. Every year we have top quality applicants, all worthy of the awards. This year was no exception. The CMR Scholarship Committee and Board wish to extend our congratulations to the following recipients of 2012 Scholarship winners.

### CMR Scholarships:



**Kelsea Ingebretsen**

Daughter of Ray & Vanessa Ingebretsen  
 Aspen Resort & Campground, Orr, MN



**Joe Schimerowski**

Son of Bob & Chris Schimerowski  
 Minnesota's Sunset Shores Resort, New London, MN

### Carol Kirchner Memorial Scholarship:



**Holly Senger**

Daughter of Tim & Karen Senger  
 Cedar Point Resort, Marcell, MN

### Pine Insurance Scholarship (first year given):



**Jacob Anderson**

Son of Gayle Anderson  
 Sunset Point Resort, Cohasset, MN

*The Congress of Minnesota Resorts wish to congratulate and wish you the best in your advanced educational pursuits.*

**For More on scholarships and to read the essays submitted by each winner, please turn to pages 8 & 9.**

**Proud CMR Event Sponsor.**  
**RESORTS - THAT'S OUR BUSINESS!**



CALL DAN, JUDY, (MAGGIE) OR BETH TODAY!

**We look forward to visiting with you at  
 Thumper Pond for the Annual  
 CMR Fall Conference and Vendor Show  
 October 28, 29 & 30, 2012.**

THIS YEARS MARKS OUR  
**1ST ANNUAL PINE INSURANCE  
 AGENCY CMR SCHOLARSHIP.**

THIS YEARS RECIPIENT IS  
**JACOB N. ANDERSON**  
 FROM COHASSET, MN.

ALL OF US AT PINE INSURANCE  
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 THROUGHOUT HIS COLLEGE CAREER.



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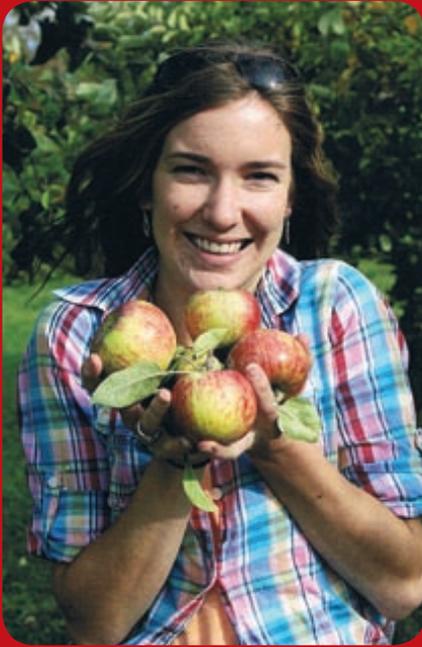
# EDUCATION

## Congratulations to the 2012 CMR Scholarships Recipients

The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years and is currently a member in good standing. Students applying must be a junior or senior in high school who is planning to attend a four year college, a community college, or a vocational/technical college or a current undergraduate/technical school student.

*Each scholarship applicant must write an essay answering the following question: How has living and working at your family's resort shaped your present character and your future plans?*

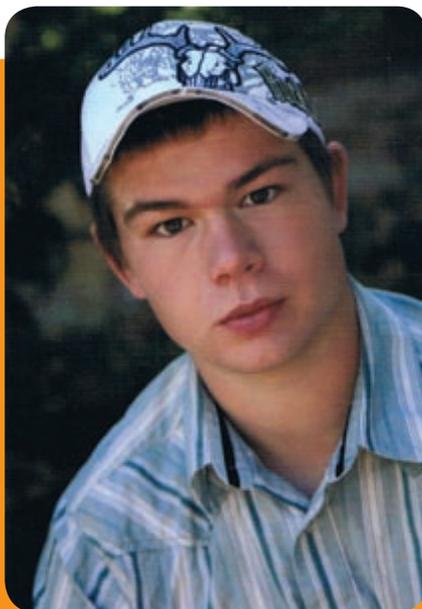
### CMR Scholarships:



**Kelsea Ingebretsen**  
Daughter of Ray & Vanessa Ingebretsen  
Aspen Resort & Campground, Orr, MN

*When I was entering my first year of college at the University of Minnesota-Duluth, I was fortunate to have received the CMR Scholarship. My life has changed greatly since I made that first unsure step into college.*

*The essay I wrote for the CMR scholarship when I first applied talked a lot about how the resort has changed me in a way that has made me more responsible by instilling a work ethic in me. This is probably what I appreciated the most about living on a resort as I was beginning my venture out on my own to begin college. Now, I have come to realize that what I value the most about being a resorter's daughter is not what I learned personally but rather the friendships and connections I have made with the guests. The guests are my family. The love and support that they give me has encouraged me to follow my heart. This is why I no longer want to be a pharmacist but rather an occupational therapist. With their support, I was finally able to stop chasing the higher wages and listen to what my heart was calling me to do. The guest (my family) are what make resorting so special to me.*



**Joe Schimerowski,**  
Son of Bob & Chris Schimerowski  
Minnesota's Sunset Shores Resort, New London, MN

*When we moved to our family's resort, I had been mowing lawns for my parents and several neighbors for a few years already, working hard all summer. The past few years here at the resort have taught me much more than I had learned from mowing, like working with the public and many hands-on skills from working with summer equipment like boats, docks, lifts to building ice houses and preparing them for winter quests. Living here at my family's resort, I have also learned to get my work done early if possible so I can then go work on my fishing skills.*

*The best skills that I have learned from working at our family's resort are problem solving and diplomacy. Every year there are times that I have had to think of the best way to fix a problem while on my way to help my parents with something else while talking to another guest or two about fishing or something at the same time during the hottest days of summer and coldest of the winter.*

*I am looking forward to using my resort skills in the future studying agriculture and business and in my career.*

*Carol Kirchner Memorial Scholarship:*



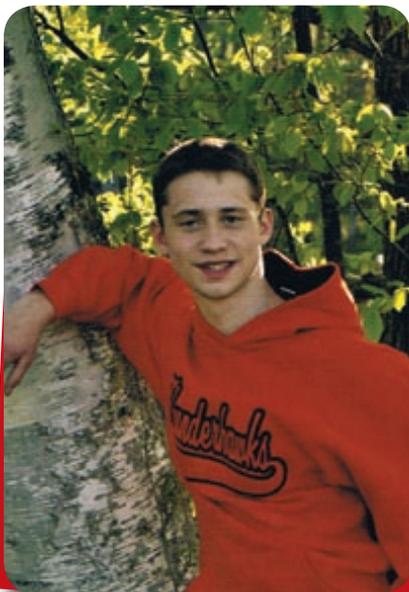
**Holly Senger**  
 Daughter of Tim & Karen Senger  
 Cedar Point Resort, Marcell, MN

*By working at my family's resort I have realized how important being yourself is. I have found out that if you are not yourself then you are nobody. Working here is a professional and personal place. There are times for fun and there are times to be more serious; and if you are too much of one then you lose that balance and thus yourself.*

*By working at the resort I have found out that I want to go in the field of education. I found this out because one of the regulars that come to the resort is a secondary science teacher and he told me how fun and interesting and just plain amazing it can be to be a teacher, plus the fact you get the summers off. He showed me how students need good teachers that can be unique and not just squares; to be one's self. By these stories he told I found my calling and myself.*

*That is how my present character and future plans have been shaped by living and working at the resort; by finding my future.*

*First Time Scholarship  
 Pine Insurance Scholarship:*



**Jacob Anderson**  
 Son of Gayle Anderson  
 Sunset Point Resort, Cohasset, MN

*Working at our family resort has undoubtedly contributed to my development as a person in many ways. However, the one lesson that I was taught, and I hope will stick with me, is responsibility for my work.*

*I was given several tasks to do to help keep the resort running. If I were to slack off when cleaning a boat, the customer would not enjoy his time on the lake as much. When I mowed or cleaned the grounds, if I did not do a thorough job the beauty was diminished. Any of this would reflect poorly on Sunset Point. I learned that when a task is entrusted to me, then to do any less than my best is to let down the people that gave us their vacation time.*

*This lesson, I believe, will serve me well as I go into the workforce proper. The knowledge that whatever I put into a job is directly related to how the customer or guest perceives their stay is something that I can put to use in most any career there is.*

*This, then, is how I believe working at Sunset Point Resort has most helped shape me as a person.*

*Thank you Pine Insurance!*

*The Congress of Minnesota Resorts  
 congratulates you and wishes you the best in your  
 advanced educational pursuits.*

# Join us for the 2012 Congress of Minnesota Resorts Fall Conference October 28th - 30th (Sun.-Tues.)

Thumper Pond Lodge in Ottertail, Minnesota

Conference Pricing: **\$120 person** (CMR member)

**\$150 person** (Non-CMR member)

(join today and get immediate discount on conference!)

Price includes all meals (2 dinners, 2 breakfasts, 2 lunches, all snacks and breaks)

Rooms starting at \$84.95/night

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Visit **[www.thumperpond.com](http://www.thumperpond.com)** for more information.

## Conference Highlights

- 3 days of seminars pertinent to resorts
- Speakers & presentations to make us all better resorters
- Legislative Update
- Silent Auction - Fundraiser for the legislative agenda
- Vendor Expo - Meet & greet & place orders ahead of the 2013 season!
- Informative crackerbarrels
- Interaction with your fellow resorters
- Entertainment - The Resorter Game Show is back!  
(You won't want to miss the fun this year!)
- Celebrate the end of the summer season
- **Bonus School of Resorting Class: DNR Lake Service Provider Training** (Take the class. Get a permit. It is a 'gray area' about resorters being required to have permit at this time, however the CMR board agrees this may be a mandate for us all in the near future, and the subject was quite the buzz at Spring Workshop.)

For full Conference Schedule - go to **[www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com)**

**Here's what other resorters are saying about their experiences at previous Congress of Minnesota Resorts Fall Conferences**

*"Crackerbarrels are the most helpful to me, I can never get enough info from others!"*

*"Good conference!! Very organized and well run - great job!"*

*"Thank you to all of the volunteers who donated their time to put the conference on. It is great to gather with peers in the resort industry."*

*"Thanks for a great conference, committee! We appreciate the board's dedication and desire to make the CMR a great organization!"*

*"We love getting together with fellow resorters and look forward to it each year."*

# Fall Conference 2012

## Congress of Minnesota Resorts Fall Conference Registration Form

Name \_\_\_\_\_

Resort Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Amount of check enclosed \_\_\_\_\_



Send to: Congress of Minnesota Resorts  
PO Box 358  
New London, MN 56273-0358

Questions? Contact Vicky at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

# THANK YOU, THANK YOU, THANK YOU!!!

## Resorters Helping Resorters - Since 1985

*Thank you to all who were on board for the website's Last Minute Openings (LMO) web enhancement. I have been able to fill the openings I had for the last four weeks. We were concerned a month and a half ago. In this last week I have spoken to two people who were looking for openings. At that time I had just filled the vacancy for the week they were looking. I had to tell them I was full, and when I tried to explain about CMR's LMO, they told me they were already on CMR's LMO map page. That is how they had called us!*

*Jim, Kohl's Resort*

*To Jennifer Bateman, Two Inlets Resort, regarding the CMR's 2012 Day on the Hill Event*

*We wanted to thank you and the other CMR members for making this a great experience for us. We felt very welcomed by all and really appreciated everyone's kindness and help getting us through yesterday. Please pass this on to the others that did such a great job setting this up.*

*Shaun & John Karakash, Retreat Lodge, Lake Vermilion*

## JOIN THE CMR - YOUR MEMBERSHIP COUNTS

Your membership in the Congress of Minnesota Resorts (CMR) is a good investment for both you and your resort business. Join in the organization's philosophy of "Resorters Helping Resorters." So many benefits await you! Fill out the membership application today and become a member of a unique association of resorters, run by resorters, for resorters. Our focus is very clear!

Resort Name \_\_\_\_\_ Lake \_\_\_\_\_

Owner/Manager \_\_\_\_\_ Years in resorting \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (9 digit) \_\_\_\_\_

Township \_\_\_\_\_ County \_\_\_\_\_

Phone \_\_\_\_\_ No. of rental units \_\_\_\_\_ No. of bedrooms \_\_\_\_\_

Resort E-mail Address \_\_\_\_\_ Resort Website Address \_\_\_\_\_

Membership investment is only \$16.50 per bedroom (Min. \$165.00 for 10 bedrooms or fewer, max. \$858 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2013.

Associate Memberships - Dues \$165 For vendors and for those with an interest in resorting but not owning a resort.

Amount of check enclosed \_\_\_\_\_ Please Circle.....New.....Renewal



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New London, MN 56273-0358

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Contact Vicky at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

# THE CONGRESS OF MINNESOTA RESORTS



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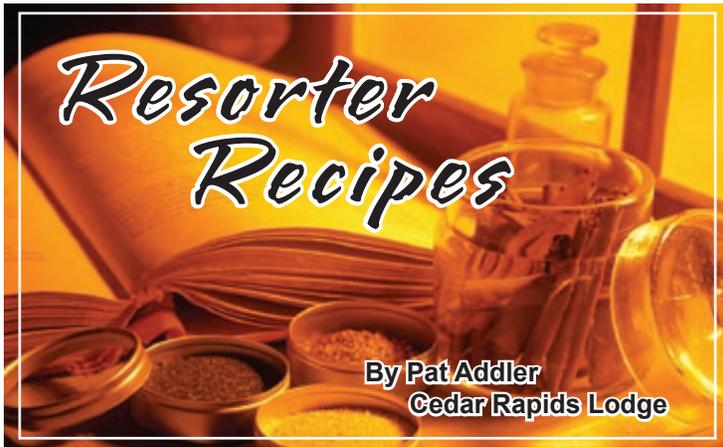


Yahoo Groups - online resort chat room.



Members only online resources on our website.

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## KRESGE'S STRAWBERRY PIE

- Halved strawberries to line pie shell
- 1 cup mashed strawberries
- 1 cup sugar
- ½ cup water
- 3 Tbsp cornstarch
- 1 tsp lemon juice
- Baked pie shell

Cook mashed berries, sugar, water, cornstarch and lemon juice until thickened. You can add red food coloring if desired. Pour mixture over halved berries in baked pie shell. Cool. Frost with cool whip and garnish with berries.



## HOMEMADE HOT FUDGE SAUCE

- 12 oz bag semisweet chocolate chips
- 12 oz can evaporated milk
- 1 ½ cups light corn syrup
- 2 sticks butter
- 2 tsp vanilla extract

Combine chocolate chips, milk & corn syrup in saucepan and cook over low heat until chips are melted and mixture is smooth. Stir in butter until melted. Cook and stir five minutes longer. Remove from heat. Stir in vanilla. Yields almost four cups hot fudge sauce. Can be put in jars while hot and it will seal. Reheat for 30 seconds in microwave to serve.



## KOOL-AID POPCORN

- 2 cups sugar
- 1 cup light corn syrup
- ¾ cup butter or margarine
- 6 quarts plain popped popcorn
- 2 pkgs Kool-Aid (any flavor you want)
- 1 tsp baking soda

Preheat oven to 225°F. Boil sugar, syrup and butter or margarine together for three minutes. On a large shallow

ungreased baking dish, spread out popped popcorn. In a separate bowl, combine the Kool-Aid with the baking soda. Remove sugar syrup from the stove and carefully stir in the Kool-Aid mixture. (Note: This will make the sugar mixture puff up. Be careful to not get burned.) Now take sugar mixture and pour it over the popped popcorn. Carefully mix it till combined. Place it in the oven and stir every ten minutes. Repeat this three more times. Take popcorn out of the oven and when it starts to cool, break it apart into pieces.



## SNICKERDOODLE BREAD

- 2 ½ cups flour
- 1 tsp baking powder
- ½ tsp salt
- 2 tsp cinnamon
- 1 cup butter
- 2 cups sugar
- 3 eggs
- 1 tsp vanilla
- ¾ cup sour cream
- 1 pkg Hershey's cinnamon chips
- 3 Tbsp sugar
- 3 tsp cinnamon

Cream butter, sugar, salt and cinnamon until fluffy. Add eggs and mix well. Add vanilla and sour cream and mix well. Mix flour and baking powder in a separate bowl. Add to wet ingredients and mix until all combined. Add cinnamon chips and stir into batter. Set aside. Spoon batter into four mini loaf pans until about 2/3 full. Mix 3 Tbsp sugar and 3 tsp cinnamon in a bowl and sprinkle over the batter in each loaf pan. Bake at 350° F for 35-38 minutes. Let cool before removing from pan.



## PEA CASSEROLE

- 2 bags frozen peas
- ½ cup chopped celery
- ½ cup finely chopped onion
- 1 stick butter
- 1 can bean sprouts
- 1 can sliced water chestnuts
- 4 tsp soy sauce
- 8 oz mushrooms, sliced
- 1 can cream of mushroom soup
- Topping**
- 4 oz grated sharp cheddar cheese
- 1 can French fried onion rings

Blanch peas 1 minute. Saute´ onions, celery and mushrooms in butter; mix gently into the peas. Stir together the bean sprouts and water chestnuts; combine the soy sauce and soup and mix with above ingredients. Grease 9" X 13" pan and pour mixture in. Top with cheese and onion rings. Bake at 350° F for 25-30 minutes or until bubbly (bake uncovered).



## Preparing for Fall and Winter Guests

By Janet Janssen, Travel Guard



*Every fall or winter vacation has memorable moments like hiking trails at sunrise, cross country skiing over crisp, white snow, snowshoeing on open fields and watching a sunset over brilliantly colored fall leaves at*

*dusk. But sometimes, it's the little things that just "get" a guest – things like sipping hot cocoa by the fireplace while the wind gently howls against the window, a steaming cup of flavored coffee and snuggling up with a good book before anyone else is up and the day starts.*

*Before the mornings become cool and leave a crisp frost as a token of things to come, here are a few things you can do to prepare your cabins before Old Man Winter (and your cool-weather guests) come knocking.*

### First impressions

It may not seem like it, but the end of summer is the perfect time to plan how your cabins can look the part of the cozy winter getaway of your guests' dreams. That means it's time to start thinking about putting away summer décor and light bedding and bring out all the extras that add to the cool-weather ambiance of a colorful fall or festive winter. Here are a few things to consider:

- Fill your cabin with fall/winter artwork and wall decorations.
- Stock the cupboards in your cabins with hot cocoa, flavored coffee and other small cool-weather treats.



- Replace light bedding with heavy, warm blankets and stock a few spare warm comforters in the closet.

- Create a reading nook that is perfect for diving into a good book or newspaper while waking up with that warm cup of coffee.

Stock complimentary wood by the fireplace.

- If it's close to the holiday season, don't be afraid to add a little festive flare to the front door, hearth over the fireplace, or stair banister.

### A warm welcome says it all

Leave a lasting impression on guests as soon as they arrive, and they will not only be more likely to enjoy their stay, but to be repeat guests in the future and spread the word to friends. In the hours before your guests are scheduled to arrive at your cabin, consider these little *extras* that will be sure to please:

- If your cabin has a fireplace or wood stove, make sure that its warm glow welcomes guests to the property by starting the fire just before their arrival.

- Prepare a welcome basket. Things to consider in a fall/winter welcome basket include a bottle of wine, sausage and cheese with crackers or seasonal treats.
- Place seasonal-smelling bath salts in the bathroom or hot tub area and light festive candles (warm cinnamon, vanilla, deep spicy smells) in open spaces in the main part of the cabin.
- Consider putting soft, tasteful music on the stereo so guests are greeted by a warm, relaxing sound.
- Be sure any outdoor lighting is on for guests who arrive in the evening.
- Leave a list of area activities that your guests may want to enjoy during their stay. This list can also include highly recommended restaurants and local hot spots.



### Insure to ensure their return

So that's it, right? You've prepped your cabin for cool weather guests and you've impressed them – what more is there to do? Well, how about encouraging them to purchase a travel insurance plan to help ensure that their decision to stay at your resort brings repeat business? By including a travel insurance plan with 24/7 travel assistance services each time you book your resort, you can help make sure your guests are prepared if they:

- Encounter a medical emergency or illness and unexpected medical expenses.
- Need to cancel or interrupt their stay due to unexpected illness, injury or death to them or a family member.
- Inclement weather or storm damage causes interruption or cancellation of a trip.
- Their baggage or sportsman equipment becomes lost or damaged.
- Accidentally damage your cabin during their stay.



Cool weather is coming soon. Don't forget to prep your cabins to appeal to your guests and to insure them to help ensure their repeat business. To learn more about offering travel insurance plans to your guests you can contact Travel Guard at [vacationrental@travelguard.com](mailto:vacationrental@travelguard.com), or visit us at [www.travelguard.com/vacationrentals](http://www.travelguard.com/vacationrentals).

*This is only a brief description of the coverage(s) available. The policy will contain reductions, limitations, exclusions and termination provisions. Insurance underwritten by National Union Fire Insurance Company of Pittsburgh, Pa., a Pennsylvania insurance company, with its principal place of business at 175 Water Street, New York, NY 10038. It is currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445. Coverage may not be available in all states. Travel assistance services provided by Travel Guard.*

## Septic System Fall Checklist for Resorters

By Eric Larson, Septic Check



*Insulating tanks at a Northern MN Camp*

Winter will soon be upon us. Do you need to take any special action regarding your septic system? Maybe, maybe not.

**Planning:** Winter can be a great time for planning and working on facility changes. Building permits may require septic design, update, or compliance. All these involve soil examination, which should be done prior to freezing, especially when multiple soil borings are necessary to sort out the best value for you. Design and permit preparation can be completed over the winter if the soil investigation is complete.

**Freezing:** What can cause a system to freeze? There are a number of issues that can contribute to freezing. Some we can control, such as proper depth and slope of pipes, others we cannot, such as lack of snow. Here are some thoughts to consider:

- Lack of snow is the most common cause. In some recent years snow has come late in the year after frost has set deep. Mild winters can still lead to freezing if there is little snow cover.

### Action Steps:

- **Eliminate cold air leaks** into the system. Replace all cracked/broken caps, lids, and inspection pipes.
- **Let the grass grow tall** over the drainfield in the fall. Tall grass provides insulation and catches more snow than short grass.
- **Avoid compacting snow!** Snowmobiles, ATVs and regular foot traffic compact snow! So do animals in kennels and pastures.
- Insulate. 8-12" mulch or frost blankets over supply pipes, tanks and drain field can help dramatically.
- Extremely light or irregular use. One method of addressing light use is to empty tanks in advance. In some cases there is enough tank capacity to eliminate any discharge to the drain field over the winter. Another choice is to run enough water through the system to avoid freezing. Cold water works, but

warm water will require less water. Some of our customers have a neighbor cycle their dishwasher daily while on vacation in extreme years.

- Eliminate ponding in drain fields. Systems without pre-treatment will pond over time as drain field capacity diminishes. A saturated drain field is extremely susceptible to freezing.
- Eliminate trickling water. Trickling water can easily freeze in the pipe between a building and tank. Repair plumbing leaks and re-route high efficiency furnace discharge.
- Replace sagging pipes. Eliminate dips/sags in pipes. This is especially common in pipes between a pump and a mound where settling has occurred.
- Insulate tanks. Tanks less than 2 feet deep are all insulated now in new construction. Existing uninsulated tanks can be excavated, insulated with direct bury foam, and re-covered.
- Insulate lids. Insulated lids are available. Insulation placed over the top of the lids is also effective and can be temporary for winter only.
- Assure adequate soil over the rock bed. Mound construction now calls for 18 inches of soil over top dead center of the rock bed. Proper soil depth and well-established vegetation provide excellent insulation.
- Install an auxiliary heater in the system.

If freezing occurs in pipes or tanks, your maintainer can usually open it up for you. Drain field thawing is more difficult and expensive and often results in pumping and hauling until spring. Septic systems tend to be shallower now than in the past to assure proper sewage treatment. In addition, tank manholes and inspection pipes are more numerous and all are brought to the surface. This provides more possibility of cold air infiltration.

The good news is that simple maintenance you do now can save headaches and expense over the winter. If you have any questions about the condition of your septic system(s) contact your septic professional. Information is also available from the University of MN: <http://septic.umn.edu/owners/index.htm>.

**Join us for the CMR  
Day on the Hill 2013!  
Feb. 26-27**

For more information contact Ed Becker at  
[vacation@inwegoresort.com](mailto:vacation@inwegoresort.com)

**See Page 20 for details on  
why you should attend the  
2013 Day on the Hill.**

## Wildlife and Sport Fish Restoration Program Celebrates 75 Year Milestone

By Jim Hodgson, US Fish & Wildlife Service, and CB Bylander, MN Department of Natural Resources



The U.S. Fish and Wildlife Service (USFWS), in what promises to be a historic year, joins partners in celebration of the 75<sup>th</sup> anniversary of its Wildlife and Sport Fish Restoration Program. The mainstay program, based on a user - pay - user - benefit conservation principle, connects outdoor enthusiasts to stewardship of the land.

The aptly named “*WSFR 75—It’s Your Nature*”

celebration was kicked off by the Service and its partners on January 17 at the 2012 Shot Show in Las Vegas, Nev. There were a series of events throughout the year to commemorate the program, which began with the passing of the Pittman Robertson Act in 1937.

By using a consumer business life cycle model that integrates environmental stewardship, the Wildlife and Sport Fish Restoration (WSFR) program has made huge strides over the years.

“I’m so proud of the success that this remarkable partnership with the community has achieved,” said USFWS Midwest Regional Director Tom Melius. “I would like to thank our partners for helping to facilitate outdoor recreation for this and generations to come.”

Last year alone the Service granted a total of \$749 million dollars in funding nationwide.

WSFR revenue is an important component of many state conservation agency budgets. In 2011, the Minnesota Department of Natural Resources received \$11.5 million from the Pittman-Robertson Federal Wildlife Restoration program. These funds were used to acquire and improve habitat, maintain wildlife management areas, manage wildlife populations, conduct research and surveys, and deliver hunter education programs.

Similarly, the agency received \$13.6 million from the Dingell-Johnson Federal Sport Fish Restoration program. These funds were used to acquire habitat, produce and stock fish, conduct research and surveys, provide aquatic education to youth and acquire and develop boat accesses.

Together, these dollar amounts represent about one-fourth of the annual revenue of Minnesota’s Game and Fish Fund.

“The Wildlife and Sport Fish Restoration programs are critical to the foundation of our state’s fish and wildlife management programs and represent an enduring example of the support that anglers and hunters have provided to conservation over the last 75 years,” said Ed Boggess, director of the Minnesota DNR’s fish and wildlife division. “We have used wildlife and sport fish restoration dollars to acquire more than 393,000 acres of permanent habitat open to hunting and wildlife related recreation. We have also used these dollars to create and maintain some of the best fishing in the nation.”

More information on the Wildlife and Sport Fish Restoration Program in the Midwest is available at: <http://www.fws.gov/midwest/wsfr/> and <http://wsfr75.com/>.

*The mission of the U.S. Fish and Wildlife Service is working with others to conserve, protect and enhance fish, wildlife, plants and their habitats for the continuing benefit of the American people. They are both a leader and trusted partner in fish and wildlife conservation, known for their scientific excellence, stewardship of lands and natural resources, dedicated professionals and commitment to public service. For more information, visit [www.fws.gov](http://www.fws.gov). Connect with them on Facebook page at [facebook.com/usfwsmidwest](https://www.facebook.com/usfwsmidwest), follow their tweets at [twitter.com/usfwsmidwest](https://twitter.com/usfwsmidwest), watch their YouTube Channel at [youtube.com/usfws](https://www.youtube.com/usfws) and download photos from their Flickr page at [flickr.com/photos/usfwsmidwest](https://www.flickr.com/photos/usfwsmidwest).*

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# MARKETING

This is part four of a four-part series, Easy Sustainability - Resorting to Best Practices, on easy, proven, and low-cost or no-cost ways to improve the efficiency of your operations and cut your fixed costs without changing the experience of your guests and clients. To see past articles, visit: <http://lodging.mncerts.org>

## Partnering with Your Guests: Tips to Nurture our Greener Nature

By Lissa Pawlisch, Clean Energy Resource Team

*As an industry, resorts don't just use energy on their own...guests use the amenities that make up the resort's energy and water bills. Resorts know better than anyone that guests want to get away on a vacation – away from home and work, from day-to-day habits and routines. Just like that diet may go on vacation when away from home, so might some of those other savings habits – like recycling and turning off the lights.*

Resorts can do a lot to save energy, as this series has illustrated, with cost-effective upgrades to lighting, heating and cooling, and water conservation. Maximum savings, however, require the help of guests. In this final installment in this series we walk through three simple strategies you can employ to help your guests help you run a more efficient business and bring those energy savings habits with them: towel reuse, turning off the lights, and recycling.

### Reduce by towel reuse

Guests are perhaps most familiar with hotels' efforts to conserve water via towel reuse programs. Many facilities have the common signage to reuse towels to *benefit the environment*. This approach allows resorts to communicate their values to guests – the importance of protecting the environment – and also seeks to engage guests in helping control energy and water costs. This message, however, has not produced the robust level of participation that lodging business would like to see.

As one of the more familiar strategies to partner with guests, psychology researchers have taken a keen look at behavior around towel reuse programs to discern what the most effective message is to actually get guests to act. Research has found that the message most likely to encourage participation is not one about protecting the environment or helping the lodge conserve (for which 36 percent of guests reused their towels), but

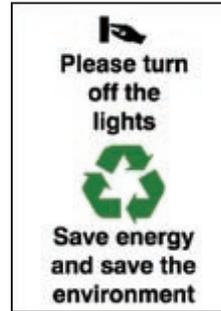
overwhelmingly the most effective message is one that states that reusing towels is the norm for guests (48 percent of guests reused their towels).

### What you can do:

*Include a placard that reads, for example, "75 percent\* of the guests who stayed in this room reuse their towels for a second day. Please hang your towels if you also want to reuse your towels tomorrow." \*Or pick another number that positively reflects the actions of your guests.*



### Flipping the switch on energy costs



We all need reminders. At home, guests are likely very good at turning off the lights when they leave a room or leave home for the day. When guests stay in an unfamiliar place, however, it is easy to forget to turn off bedside lamps and entry lights. Guests may also leave the bathroom lights on at night and crack the door to serve as a nightlight. This wasted energy costs money; money that can really add up if it happens in each and every room. Helping guests to remember

to turn off the lights can help lower energy use, and in turn keep your energy bills under control.

	Recycling Program	Towel Laundry Reduction	"Turn off the Lights" Sign
<b>Description</b>	Allow guests to maintain their recycling habits with baskets and signage that show you are waste-wise.	Use research-proven social marketing messaging to cut towel laundry and reap hot water savings.	Affix a prompt or reminder at the light switch/by the door to remind guests to turn off the lights before leaving.
<b>Savings &amp; Benefits</b>	Waste reduction	\$140/year**	\$6-29/year*
<b>Costs</b>	\$3-8/signage and baskets per room	\$1-3 for design and printing per sign	\$1-3 for signage design and printing per sign
<b>Resources</b>	Clean the World ( <a href="http://cleantheworld.org">cleantheworld.org</a> ), Your local recycling services	Community Based Social Marketing ( <a href="http://cbsm.org">cbsm.org</a> ), CERTs ( <a href="http://mncerts.org">mncerts.org</a> )	CERTs ( <a href="http://mncerts.org">mncerts.org</a> )

\* Price discrepancy indicates whether lighting is by CFL or incandescent bulbs.

\*\*These savings are solely related to energy savings by cutting one laundry washing and drying with natural gas per day. Calculation does not include laundry supplies, labor, and towel wear and tear savings.

**What you can do:** Use a simple prompt – a reminder close in time and proximity to the action – like a light switch sticker or sign by the door reminding guests to turn off the lights when leaving the room. To avoid having bathroom lights left on throughout the night, provide guests with a night light in the bathroom.

*Extra savings tip!* Prompts are also a great way to ask guests to turn down their air conditioner or heater when they are gone for the day. Give them a set-point (e.g. 78-degrees in the summer and 70-degrees in the winter) so they know exactly how much to turn it down.

### Feed the recycling habit

Reducing waste is another way to keep guests engaged in your – and their – sustainability choices. According to state evaluations, Minnesota’s recycling rate is one of the highest in the nation at 43 percent. This means many guests are already primed to recycle during their stay. The problem is that it needs to be just as easy as it is at home. At home, recycling bins are in a known and obvious place, and they are clearly marked. You can make guests feel right-at-home by providing the same set up.

**What you can do:** Make this choice easier by locating recycling and trash containers side-by-side in an easy-to access part of the guest room, and labeling the containers to make the choice clear and apparent.

### Creating a culture of energy conservation

Energy conservation is seen as many things amongst tourists—green, sustainable, business-smart, and innovative. Engaging guests in these actions sends a strong positive signal about the business they are supporting, and it reinforces practices and habits that ultimately lower costs and boost bottom lines.

The key to helping your guests help you be more efficient is to make the actions as easy as possible: provide reminders, use compelling messages, and find ways to meet guest needs as conveniently and efficiently as possible (e.g., the night light example). Guest engagement will result in the use of less financial and environmental resources, while providing a comfortable stay

### Resources for Resorts

The Clean Energy Resource Teams has compiled a number of articles on messaging for guest behavior change: <http://lodging.mncerts.org>. Information includes details on towel reuse programs, links to research studies on approaches that work, samples of lighting prompt decals, and more.

*The Clean Energy Resource Teams—or CERTs—are a non-partisan, non-advocacy group that works with citizens across the state to strengthen their communities by supporting money-saving energy efficiency projects and building entrepreneurship around Minnesota’s growing renewable energy industries. They have worked with the University of MN Tourism Center and Explore MN Tourism in energy efficiency over the last two years to help hospitality businesses maintain the high quality experience of their business through cost-effective operations upgrades. For more information, visit <http://mncerts.org>.*





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- Construction Management
  - Efficient installation

## CMR Day on the Hill scheduled Feb. 26-27

By Dave Thompson, Fisherman's Village Resort



*Representative Peggy Scott and a young CMR Day on the Hill participant.*

This coming legislative session we, as resort owner/operators, have a lot of issues to work on. This fall's election will bring new legislators to the capitol. The legislative district lines have been re-drawn. This means you may have a new legislator even though that legislator has been re-elected. It is very important that even if they are seasoned legislators they may now be representing resort and tourism business for the first time. The Day on the Hill Event is very important to our industry. Over the years, the CMR has worked hard to develop a relationship at the capitol that reminds

our state's elected government of how important our industry is to all Minnesotans. Sometimes the impact of what other interest groups want can adversely affect our business and the vacationing public. Some examples of this are:

### Post Labor Day School Start

This issue is under constant jeopardy of being changed. School districts have attacked the start date each year. Many of the surrounding states like Iowa, North Dakota, and Wisconsin are trying to move back to post Labor Day starts to enhance tourism, using Minnesota's strong economy and nation-leading tourism business as an example of what this can do. Every resort in Minnesota is open during the summer season between Memorial Day and Labor Day. For some this is the entire season. For year-round resort operators, a consistent school calendar is still the biggest factor in profit and loss.

### Aquatic Invasive Species

With new aquatic invasive species (AIS) laws now at the forefront we must be part of the conversation. New licenses, requirements, inspections and lake access closures can make or break our businesses in the future. Requirements to take online classes to launch water craft in Minnesota can and will affect our non-resident customers that bring their own boats to vacation with. Will this deter some from vacationing in Minnesota? How is AIS paid for? Currently only non-resident anglers are being assessed AIS fees. Should all watercraft share in the cost versus just anglers. From where will research funding come?

### State parks are increasing their direct competition to private resorts

Camper cabins are seeing growth with much nicer units, electricity, heat, and even Wi-Fi. State funds and state employees are being used to build and maintain buildings. Taxpayers are providing almost unlimited funds to build, maintain and promote these accommodations.

State campgrounds are moving to providing seasonal RV camping at a fraction of our rates. Again, state taxpayer funded competition.

### Vacation Home Rentals

This is a growing segment of our competition and they collect no sales taxes, have no health inspections for facilities or drinking water. There have been legislative bills introduced that would remove any and all local controls or regulations on these rentals. They even can use the Explore Minnesota Website to help fill their vacancies.

Every legislative session issues come up we cannot possibly plan for. You need to have a connection with your legislator so when these issues arise, you can call or email them and they know you, know your business and locations. They can put a face to your issue when you contact them.

### How simple and easy is it to participate?

Because of the CMR Silent Auction at the CMR Fall Conference and its generous donors, we can provide all of these things free for attendees.

FREE transportation from out-state to the capitol

FREE snacks and refreshments

FREE Wednesday morning coffee and donuts

FREE box lunch

FREE attendee legislative packets

FREE special legislative CMR badge and neck lanyard

FREE Crappie Year Pins

Free Fun and lots of time to cracker-barrel with fellow Resorters on the bus ride.

The CMR Lobbyist and the CMR Legislative Committee arrange all the details of the two-day event. We set up meetings with over 50 legislators, government officials and staff. All you have to do is join us.

As in the CMR motto *Resorters Helping Resorters*, the CMR provides this opportunity on behalf of all Resorters in the state and all Resorters benefit from our legislative effort. The CMR is open to any and all Minnesota Resorts. Whether you are brand new to the industry or a seasoned veteran, the association needs you and your participation to protect and enhance our tourism businesses. Resorters that are not CMR members please consider becoming a member of the CMR and be a participant with us next year!



*Representative Joe Atkins talks to CMR Lobbyist Joel Carlson while holding one of our fun yearly props.*

## CMR Fall Conference

### Silent Auction to Support Day on the Hill

By Pat Addler, Cedar Rapids Lodge and Dave Thompson, Fisherman's Village Resort

The Annual CMR Fall Conference is quickly approaching and one of the events is the Annual Silent Auction. This auction is not only extremely important to our legislative work each year, but it is also one of the most fun activities during the conference.

Last year's auction raised a record smashing \$5,263. The amount raised consisted of \$4,426 in auction sales along with \$837 in direct Legislative cash donations. There were 75 items donated. What we want our members to understand is, to get this remarkable amount we only had to average \$59 per person. This means that the size and value of the item donated is not what makes the biggest difference, it's that everyone contributed and together we raised a great deal of funds that are priceless when it comes to bringing our issues to St. Paul each year for our Annual Day on the Hill (DOH) Event.

#### If you didn't attend the Day on the Hill you may not know how we use the silent auction proceeds.

##### The funds raised go directly to the cost of the:

- *Luxury Coach Round Trip Transportation.*
- *DOH Name badge, neck lanyard, and year pins.*
- *Coffee, juice, fruit and donuts on the bus trip.*
- *Second morning coffee and donuts at the Capitol.*
- *Second day box lunch.*
- *Legislative packets for each Legislator, Government Administrator, and attendee.*
- *CMR bucket hats, CMR logo fishing vest for each attendee to wear at the Capitol.*
- *Our special attention-grabbing item that each attendee carries and we give to each Legislator to highlight our visit and issues.*

This year we purchased 75 colorful kids fishing rod and reel combos, attached an eight-inch diameter milar bobber with our CMR Logo and website on one side and our eight major issues listed on the other side. Each attendee carried a fishing pole with bobber attached all over the Capitol and to the 52 Legislative meetings scheduled over the two days. This past February we had 36 Resorters attend, with the original plan of 51. The weather threw us a curve with the only snowstorm of the winter that kept a few from joining us.

Aside from this big event, these funds also go to paying for travel expenses for Legislative trips we have to make during the Legislative Session to testify or meet with Legislators.

We want to invite you to join us this fall in the Otter Tail Lakes area at Thumper Pond. It's a great facility and the CMR Conference Committee has another GREAT conference planned.



### Please donate an item for the CMR silent auction.

We have had so many really great items to bid on. The item does not have to be expensive. Some of the most unique items sometimes generate the best bidding wars. Some examples of the wide range of items that have been donated in the past:

- *Wine bottles and baskets*
- *Dock bumpers*
- *Cordless power tools*
- *Artwork*
- *Cabin decorations*
- *Log furniture*
- *Cribbage boards*
- *Guided fishing trips*
- *Golf packages*
- *Quilts*
- *Custom knives*
- *Bird feeders*
- *Towel racks*
- *Picture frames*
- *Secret items that have unknown gift card amounts inside.*

If you would like to donate an item or funds you can contact either Pat or Dave at the addresses and telephone numbers listed below. If you are unable to attend the CMR Fall Conference you can still donate, just mail us your item or check made out to the Silent Auction Legislative Fund.

#### Pat Addler

Cedar Rapids Lodge  
25387 Everts Rd NE, Tenstrike, MN 56683-27621  
218-243-2487

#### Dave Thompson

Fisherman's Village Resort  
County Hwy 83, Battle Lake, MN, 56515  
218-495-3326



# LEGISLATION

## Hot Summer Welcomes Hotter Campaign Season

By Joel Carlson, Congress of Minnesota Resorts Lobbyist

The nation recorded its hottest July ever this summer – with many Minnesota days exceeding 100 degrees and thousands of families seeking relief from the weather by enjoying our refreshing lakes. There is really nothing like jumping in the lake on a hot July day - with the possible exception of catching a five-pound walleye - or water skiing for the first time - or getting dumped off the tube - or that awesome burger from a charcoal grill. . . whatever floats your boat. Minnesota has had a fantastic summer season to enjoy life.

Not everything about the weather was rosy – unbelievable storms, rain and wind wreaked havoc on a large portion of northeastern Minnesota earlier this summer. The estimate of damage to public and private property exceeds \$200 million, causing a substantial loss of income for many tourism related businesses. CMR members were not immune from the damage. Everyone has sympathy for their losses.



And, the nice weather caused a few other problems. Traveling to the lake one weekend I came across a sign that said, “ROAD CONSTRUCTION - NEXT 62,437 MILES.” Honestly, everywhere you went this summer the roads were under construction. The congestion in the Twin Cities was maddening and continues to this day. I really don’t know where all the road money came from – but there are projects all over. Hope they get done soon!

### Campaign Season in Full Swing

Minnesota’s Primary election on August 14th produced a small turnout and few surprises. The big show on November 6th will be a way different story. The battle for control of the legislature is becoming an extremely expensive and bitter battle. To date, DFLers find themselves in the unusual position of having more campaign funds on hand than their Republican counterparts. The State Republican Party, facing over \$1.5 million in previous 2010 campaign debts and significant drop-off of donor support over financial and Capitol scandals, is struggling to provide support to its legislative candidates.

The good news for everyone is that money is not always the deciding factor in local elections. Quality candidates, hard work and previous community service can overcome financial disadvantages in local elections. Good candidates are running across the state, and we should be taking the time to get to know them before the election.

Equally important to these local races are national trends and turnout. The weak economy has made the Presidential election very close

– and a defeat for President Obama would be damaging for many DFLers on the ballot. Likewise, the U.S. Senate race between Sen. Amy Klobuchar and State Rep. Kurt Bills is not viewed as competitive, possibly persuading some Republican voters to stay home on Election Day. The election is still a long way away – so it’s a little hard to predict how Minnesotans will be feeling about the state and nation several months from now.

Complicating matters even more, there are two highly controversial constitutional amendments on the ballot. These two issues, preventing gay marriage and requiring photo identification at the polls, have been sharply partisan and may draw voters to the polls. The Minnesota Supreme Court is currently reviewing both amendments over their working and titles. A decision is expected soon that will define the question for voters in November. Regardless, the costly campaigns for each measure will no doubt drive turnout.

### Senate District 5

I have been grouching about the loss of resort area legislators over the past several years as we’ve seen the state’s population shift toward the major metropolitan area. The newly drawn legislative district maps provide a perfect example of just how problematic the situation is – and Senate District 5 tells the story of our losses the best.

In a normal election, you would find three incumbents running for re-election in a Senate District (One Senator, Two Representative). With the new district maps, Senate District 5 has six – yes six – incumbents running for re-election. Compensating for the loss of population required the district to get geographically much bigger, meaning that two Senators - Tom Saxhaug, DFL, Grand Rapids and John Carlson, Republican, Bemidji - now live in the same district and must compete for just one Senate seat.

On the House races, four incumbents are now living in the district, meaning Rep. Tom Anzels will face Rep. Carol McElpatrick and Rep. Larry Howes will square off with Rep. John Persell. These four House members, that share many of the same views on issues important to us – will be whittled down to two.

All of these incumbents have been supportive of resorters and the CMR – but when the election is over three of them will not be back at the Capitol. We have suffered other similar losses of resort legislators in northwestern Minnesota and the Arrowhead. When you do bump into these legislators – please thank them for their service.

### Fall Conference and Day on the Hill

As you can see from the numbers, we have our hands full at the Capitol with a dwindling pool of legislators that directly promote tourism. That makes it even more important that members attend CMR functions like the Fall Conference and our annual Day on the Hill. These are our chances to educate ourselves and legislators about the importance of tourism and why successful resorts are critical to our local and state economies. All of the issues we face require a broad range of support from legislators and without CMR members to spread our message we will see erosion in our efforts on property taxes, game and fish, school calendars and others.

Please make every effort to attend these functions. The Fall Conference will have legislators and candidates to greet us and we will again feature *Joel’s Election Pool* – it’s your lucky chance to predict the outcome of the November election and win dinner for two at Murray’s Steakhouse on your next visit to the Twin Cities.

# Welcome New Congress of Minnesota Resorts Members!

**WELCOME**

**Frank & Nicole Undovich, Kawishiwi Lodge & Lake One Canoe Rentals, Ely**

**Linda Youngdahl Stadstad, Camp Jack the Horse Resort, Marcell**

**George & Jean Thom, Georgene's Haven, Deer River**

**Vince & Cheryl Prosocki, Northern Lights Resort, Richville**

**Gary & Linda Knox, Minne Teepee Resort, Hackensack**

**Nate & Deana Zieske, Lake Victoria Lodge, Alexandria**

**George & Darlene Robinson, Cedar Bay Resort, Hackensack**

**Eric & Danielle McKeeman, Kitchi Landing Resort, Blackduck, MN**

**LeRoy & Carol Gruhlke, Pincherry Grove Resort, Cohasset, MN**

*The CMR wishes you all luck in your resorting ventures.*

## 2011-2012 CMR BOARD MEMBERS

### ADMINISTRATION

*CMR President*

*Mark Novotny*

Hyde-A-Way Bay Resort  
3489 Ford Dr NW  
Hackensack, MN 56452  
218-675-6683  
hydeawaybay@tds.net

*CMR Vice President*

*Su Ugstad*

Balsam Bay Resort  
6231 72nd Street NE  
Remer, MN 56672  
218-566-2346  
rsugstad@means.net

*Secretary*

*Timberly Christiansen*

Finn-N-Feather Resort  
15150 Finn N Feather Blvd  
Bemidji, MN 56601  
218-335-6598  
finnfeather@hotmail.com

*Treasurer*

*Tim Aarsvold*

Geneva Beach Resort  
105 Linden Avenue  
Alexandria, MN 56308  
320-763-3200  
TJA@GenevaBeachResort.com

*Past President*

*Ed Fussy*

Pimushe Resort  
218-586-2094  
Fussys@MNRResortvacation.com

### EDUCATION

*Timberly Christiansen - Chair*

Finn-n-Feather Resort  
218-335-6598  
finnfeather@hotmail.com

*Bill Byrne*

Lakeview Resort  
507-362-4616  
LakeviewResort@aol.com

*Kim Bowen*

Crow Wing Crest Lodge  
218-652-3111  
relax@crowwing.com

*Steve Addler*

Cedar Rapids Lodge  
218-243-2487  
vacation@crlodge.com

*Karen Senger*

Cedar Point Resort  
218-832-3808  
cedarpoint@bigfork.net

*Dave Thompson*

Fisherman's Village Resort  
218-495-3326  
fisrvilg@prtcl.com

*Debbie Eickhorst*

Kohl's Resort  
218-243-2131  
relax@kohlsresort.com

### MARKETING

*Jim Eickhorst - Chair*

Kohl's Resort  
218-243-2131  
relax@kohlsresort.com

*Su Ugstad*

Balsam Bay Resort  
218-566-2346  
rsugstad@means.net

*Tim Aarsvold*

Geneva Beach Resort  
320-763-3200  
TJA@GenevaBeachResort.com

*Bill Byrne*

Lakeview Resort  
507-362-4616  
LakeviewResort@aol.com

*Tim Senger*

Cedar Point Resort  
218-832-3808  
cedarpoint@bigfork.net

*Timberly Christiansen - Chair*

Finn-N-Feather Resort  
218-335-6598  
finnfeather@hotmail.com

*Mary Jane Keller*

Brookside Resort  
218-732-9458  
dmjkeller@gmail.com

*Kim Osterhoudt*

Pine Beach Resort & Cpgrd  
218-254-3144  
pinebeachresort@yahoo.com

### LEGISLATION

*Ed Becker - Chair*

In-We-Go Resort  
218-652-3536  
vacation@inwegoresort.com

*Peter Nelson*

Edgewild Resort  
218-763-6000  
Edgewild@emily.net

*Dave Thompson*

Fisherman's Village Resort  
218-495-3326  
fisrvilg@prtcl.com

*Dave Keller*

Brookside Resort  
218-732-4093  
kellersbrookside@yahoo.com

### OTHER

*Office Manager*

*Vicky Krattenmaker*  
PO Box 358  
New London, MN 56273-0358  
320-212-5107  
CMR@Minnesota-Resorts.com

*CMR Lobbyist*

*Joel Carlson*

Legal Research/Gov't. Affairs  
6 West Fifth Street, Suite 700  
St. Paul, MN 55102  
651-223-2868  
651-223-2869 (Fax)  
jdcresearch@aol.com

*EMT Advisory Council Rep.*

*Mark Novotny*

Hyde-A-Way Bay Resort  
218-675-6683  
hydeawaybay@tds.net

*U of M Tourism Center Advisory Board:*

*Tom Ossell*

Northern Lights Resort & Outfitting  
651-351-9666  
tom@nlro.com

*Publicity*

*Sheila Niemeyer*

Niemeyer's Rugged River Resort  
218-829-4587  
relax@ruggedriverresort.com

*Ann Warling, Editor*

Minnesota Resorter Magazine  
218-821-1031  
ann.warling@gmail.com

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