



RESORTER REPORTER

Message from the CMR President, Jennifer Bateman

Greetings to everyone! I'm always amazed at the end of the summer how very little I have actually enjoyed the lake that I live on. That may also be the case for you, too? As the season begins to slow down, I hope you can take some time to enjoy the water that you live on. Maybe go canoeing, fishing, swimming, or just sit on the end of the dock.

As an outcome of the 2007 Legislative Session, Explore Minnesota Tourism (EMT) has been directed to study the feasibility of a voluntary travel green certification program and potential marketing for Minnesota. The beginning part of the actual bill states, "The director of EMT shall develop a Minnesota travel green program to recognize tourism businesses that have made a commitment to reduce their environmental impact. A Minnesota travel green program must be a voluntary program designed to promote the Explore Minnesota brand and give the state and hospitality business participants a marketing edge, promote smart business practices, reduce costs, educate travelers, promote Minnesota travel, and protect the environment." The Congress of Minnesota Resorts has been asked by EMT to participate in the process, and our volunteer is Tom Ossell from Northern Lights Resort and Outfitting. The committee plans to have a report ready for legislators by December 2007. I will keep you posted on this as it develops.

I look forward to visiting with many of you at the Fall Resort Tour in September and the Annual Fall Conference in October. Until then.....

“Get on Board”

for the

CMR Fall Conference

Another year of resorting life has just flown by! It is time again for the CMR Fall Conference...the 2 days we resorters get together to learn, network, share ideas and have some fun. This year's conference will be held at the Breezy Point Resort in Breezy Point MN near Brainerd on October 28-30th. It's a great place for the conference with lots of room, a beautiful conference center and numerous activities to do in the area.

Registration will start at 12 noon in the Breezy Point Conference Center on Sunday October 28th. The presentations will begin at 1:15 on the 28th and include great topics on items of interest and concern to resorters, the ever popular Crackerbarrel sessions, and the very important update from the CMR Legislative committee. The Exhibitors Expo will be on Monday October 29th from 1-4pm and promises to offer opportunities to meet with vendors of products that are essential to resort operation. The CMR Board will hold the annual meeting, election of board members and of course the Silent Auction. And of course there is entertainment to help us all relax after our busy season...The Harmony Engineers will perform for us on Sunday evening with comedy and music.

Plan to come a day or two early and enjoy all the opportunities for fun in the Brainerd Lakes area. There are museums, art galleries, The Geritol Frolics, great dining, shopping, and antique shops to enjoy in the area. And if you are planning to bring your family check out the haunted houses, haunted trails and haunted hayrides that are planned for that weekend before Halloween. Contact Breezy Point Resort to reserve your room today at 1-218-562-7141, www.breezypointresort.com (CMR block of rooms starting at \$75 night).

Don't miss this fall's conference...it's your turn to have some fun, share stories of the season with your fellow resorters, learn together and relax. Watch for the CMR Fall Conference brochure and registration form which will be mailed soon. **See you there!**

Don't miss the:

CMR Fall Resort Tour September 5th

Check page 2 for more details:

ANNUAL CMR FALL RESORT TOUR

Wednesday September 5th, 2007

Akeley & Nevis Area Resorts

Yes it's that time again, time for the annual fall resort tour. This year we will be touring the beautiful area of Akeley. This is an opportunity to view the many unique resorts out there and hopefully gather ideas that you can use in your resort as well. A true sense of

“Resorters Helping Resorters”

The tour begins at 9:00 am at **Big Timber Lodge** with Preston and Penny Turner hosting.

www.bigtimberlodge.com

The tour continues after this stop to **Camp Liberty Resort** where your hosts will be

Todd and Kristin Kittleson

www.camplibertyresort.com

then on to **In-We-Go Resort** with owners Ed and Sara Becker

www.inwegoresort.com

The tour will end close to noon at the last resort **Crow Wing Crest Lodge** where your hosts will be Big John and Kim Bowen

www.crowwing.com

Please bring a bag lunch for the end of the tour where you can enjoy a little down time socializing with all your fellow resorters. The School of Resorting committee will be supplying treats and a beverage. So put it on your calendar and don't miss this exciting event.

Thanks to all the Resorts on the tour!

CMR Members Only

Information regarding www.Minnesota-Resorts.com

- PLEASE HELP the CMR website increase traffic by linking from your website to the CMR www.Minnesota-Resorts.com website. Faster Solutions, Inc., our advertising webmasters, highly recommends more links to the CMR site. Currently ONLY 16 of YOU are LINKED. This, in return, will also increase traffic to your websites. To set up a link, log in as a member and go to “media”, and follow the easy directions. The more links to the CMR website, the higher the rank with search engines.
- “Photo Gallery” is now a “Slide Show” also, check it out.
- The new “Legislators” link on the CMR website takes you to the Minnesota Legislative page, which has a wealth of information.
- The CMR website has an updated “Vendors” list. Please check out our supporters.
- The new “Workshops and Conferences” link will give you up to date information on upcoming events. Watch for the Fall Conference information.
- If you have any suggestions for links for the “Activities and Attractions” page, or if you have new photos for the “Photo Gallery, send them to Tim Aarsvold at TJA@GenevaBeachResort.com. Any new suggestions for the CMR website are also welcome.
- Most customers look at “Resort Searches and Details”, “Photo Gallery/Slide Show”, and “Activities and Attractions”. Please update your resort information if necessary. Customers are looking at your information.

WWW.Minnesota-Resorts.Com

The Congress of Minnesota Resorts in the past year has redesigned the website and hired Faster Solutions to Administrate and Market for us. Since its activation, the activity continues to increase (with some seasonal fluctuation). We do not have comparable numbers from the past, but this is what we are seeing now.

		Visits	Page Views
January	2007	4,568	27,795
February	2007	3,713	21,584
March	2007	4,770	27,911
April	2007	4,002	24,349
May	2007	4,434	28,159
June	2007	5,464	34,156
July	2007	6,003	38,734

With this report we are also told that the three leading areas searched for the month are as follows:

January	2007	Park Rapids, Brainerd, Alexandria
February	2007	Grand Rapids, Alexandria, Walker
March	2007	Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes
April	2007	Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes
May	2007	Brainerd Lakes, Otter Tail Country, Central Lakes
June	2007	Brainerd Lakes, 1,000 Grand Lakes, Otter Tail Country
July	2007	Brainerd Lakes, Otter Tail Country, Alexandria

This report does not give further information as to where the visitors link to after selecting an area. You can get that information from your website host statistics. In looking at my own website statistics, I found that the Congress of Minnesota Resorts ranks fourth in referrals. The first three include my local Chamber of Commerce, Explore Minnesota, and Google. The following table shows my website's referrals from the CMR verses those from another state resort association.

		CMR Referrals	Other Association
January	2007	74	2
February	2007	69	2
March	2007	89	1
April	2007	83	1
May	2007	113	3
June	2007	102	3
July	2007	119	4

Congress of Minnesota Resorts has committed to increasing traffic to it's website thru additional advertising dollars being spent on Google, Yahoo, and MSN. Show your commitment to CMR by adding a LINK to www.Minnesota-Resorts.com on your website, by going to "Members Only"/ "Media" and follow the easy instructions.

We are also adding to and changing the website as needed to keep it up to date and interesting. We will accept suggestions and help from any member that has an idea, expertise, and/or time.

Tim Aarsvold, Treasurer/Website

Congress of Minnesota Resorts

TJA@GenevaBeachResort.com

Statewide Shoreline Rules For Resorts

Submitted by Mark Novotny, Legislative Committee, Hyde-A-Way Bay Resort

As of Aug. 1, 2007, we now have statewide shoreline rules for resorts. It was passed by the House of Representatives and Senate then signed by the governor during the 2007 Legislative Session.

Just to give you some background on how it came about, in about 2003, Governor Pawlenty signed the clean water act. This set into motion a review of shoreline rules by the DNR. During the years of 2004 and 2005, the DNR had public input hearings on shoreline rules and set up a committee of organizations, lake associations, county environmental departments and individuals that impact the shoreline. Setting on the committee was Dana Pitt from Bailey's Resort and Ed Fussy from Pimushe Resort. This was set up to set standards for shorelines on a voluntary basis in a 5 county area with the most lakes. These rules were called the Alternative Shoreland Management Rules. These included all shoreline for residential and commercial.

Then in 2006, CMR introduced the Alternative Shoreland Management Rules to the House of Representatives and the Senate. This was to get them to consider the shoreline rules as a whole and adopt them on a statewide basis. It was only an introduction to the shoreline rules and included all residential and commercial.

Then in 2007, CMR introduced the Statewide Shoreline Rules for Resorts to the House of Representatives and the Senate. These rules were presented to the Local Units of Government committee in the House, Taxation committee in the House and Local Units of Government committee in the Senate. Testifying at these committees was Ed Becker from In-We-Go Resort, Tom Osell from Northern Lights Resort Outfitting & Youth Quest, and Mark Novotny from Hyde-A-Way Bay Resort. We also lobbied during Day on the Hill with many resorts participating.

You can find these bills by the House of Representatives and Senate by looking at the files HF 849/SF 961. These bills gave resort the following rules:

1. Resort definition so that not anyone could qualify as a resort.
2. Maintenance and replacement of a cabin within the shore impact zone. This means that you can maintain or replace a cabin within the same footprint without keeping walls.
3. Minimally expand a cabin to meet building codes, health codes, ADA codes, etc. Expansion cannot take place going forward to the lake.
4. Change of ownership means that the tax assessors can not reclassify a resort as long as it is a licensed resort. It can only be classified as a 1C or 4C resort.

The CMR feels that this is a huge accomplishment as this puts the resort all on the same rules. This overrides all townships, cities, counties and any other zoning authorities from stopping a resort from maintaining or improving their property.

Thanks to Joel Carlson, Dana Pitt, Ed Fussy, resort attending Day on the Hill, everyone testifying in front of committee hearings, and everyone that contacted their Senator or Representative. This was a BIG victory for resorts in the state of Minnesota.

“Get on Board” for the CMR Fall Conference

October 28—30, 2007

Breezy Point Resort, Breezy Point, MN

Information on page 1

NEW MEMBERS

New members/owners since the June newsletter. Please give them a call or email of encouragement and welcome them to the Congress of Minnesota Resorts.

Chuck & Patty Hodge, Blue Moon Resort & Motel, 68584 Hwy 169, Hill City, MN 55748, 218-697-8155 email: BlueMoon@BluemoonResort.com

Marc & Lisa Thiery, Birch Forest Lodge, 4442 Birch Forest Road, Orr, MN 55771, 218-757-3479 email: info@birchforestlodge.com

Michael & Maureen O'Phelan, Cascade Lodge & Restaurant, 3719 West Highway 61, Lutsen, MN 55612, 218-387-1112 email: cascade@cascadelodgemn.com

Gene & Jane Ott, Packsack Canoe Trips & Log Cabins, P.O. Box 780, Ely, MN 55731, 218-365-3788 email: genejane@packsackcanoetrips.com

Darryl & Terry Enerson, Red Lantern Resort, 37804 Eldorado Beach Road, Battle Lake, MN 56515, 218-495-2930 email: redlantn@prtel.com

Michael & Maureen O'Phelan, Solbakken Resort, 4874 West Highway 61, Lutsen, MN 55612, 218-663-7566 email: Solbakken@boreal.org

Terry & Susan Liem, Tamarac Bay Resort, 40728 County Road 126, Rochert, MN 56578, 218-847-7096

Jim & Lois Willert, Val Halla Villa Resort, 1301 S Darling Dr NW, Alexandria, MN 56308, 320-763-5869, email: Valhalla@rea-alp.com

NEW OWNERS:

Mike & Deb Trachta, Oak Haven Resort, 14333 Roosevelt Rd SE, Bemidji, MN 56601, 218-335-2092 email: oakhaven@bemidjiresort.com

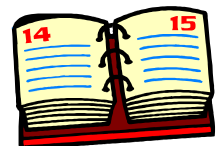
*WELCOME
&
GOOD LUCK!*

Membership Renewal

The 2007-2008 Congress of Minnesota Resorts membership renewal forms were mailed on July 30th. If you have not received your renewal form you can download and print a form from the Congress of Minnesota Resorts website www.minnesota-resorts.com. After accessing the website go to the lower left hand corner and click on *CMR Membership*. You will now be at the Membership page, about two-thirds of the way down on this page you will see "Join the Congress of Minnesota Resorts Today" just below that you can click on the download and print button to receive an application form. Complete the form and mail your dues into the CMR office by September 1, 2007. If you have any further question please contact the CMR office by emailing: cmr@minnesota-resorts.com or call our toll free number 888-761-4245. Thank you, Vicky Krattenmaker, Office Manager.

CMR CALENDAR OF EVENTS

September 5, 2007	2007 CMR Fall Resort Tour Starts at 9 a.m.
September 13, 2007	CMR Board Meeting
October 28-30, 2007	2007 CMR Fall Conference, Breezy Point Resort in Breezy Point Registration starts at noon
October 29, 2007	CMR Exhibitors Expo 1:00 p.m. to 4:00 p.m.
January 22-24, 2008	Explore Minnesota 2008 Tourism Conference, Alltel Civic Center, Mankato



Congress of Minnesota Resorts
21403 52nd Street NE
New London, MN 56273

Phone: 888-761-4245

Email: cmr@minnesota-resorts.com

**WWW.MINNESOTA-
RESORTS.COM**

Keep your listing current
on the CMR website.



CMR MISSION STATEMENT

The Congress of Minnesota Resorts exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry

CMR MOTTO

The Congress of Minnesota Resort's motto is "Resorters Helping Resorters" We believe that none of us is as smart as all of us.

CMR'S 2006-2007 BOARD OF DIRECTORS & COMMITTEE'S

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

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

Treasurer: Tim Aarsvold, Geneva Beach Resort, 320-763-3200 email:
TJA@GenevaBeachResort.com

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

EDUCATION:

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

Education Committee Members:

Jason & Timberly Christiansen, Finn-N-Feather Resort, 218-335-6598, email:
tfallis@paulbunyan.net

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

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

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

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

Jeanne Pingel, Thunder Lake Lodge, 218-566-2378, email: japingel@juno.com

LEGISLATIVE:

Co-Chairpersons:

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

Tom Pingel, Thunder Lake Lodge, 218-566-2378, email:
CMR@thunderlakelodge.com

MARKETING:

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

Marketing Committee Members:

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

Tim Aarsvold, Geneva Beach Resort, 320-763-3200 email:
TJA@GenevaBeachResort.com

Jeanne Pingel, Thunder Lake Lodge, 218-566-2378, email: japingel@juno.com

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

CMR Lobbyist:

Joel Carlson, Legal Research - Government Affairs, 6 West Fifth Street Suite 700, St. Paul, MN 55102 651-223-2868, 651-223-2869 (Fax)

Email: jdcresearch@aol.com

Minnesota Resorter Editor:

Sue Paradeis, Shing Wako Resort, 218-765-3226
email: vacation@shingwako.com

Minnesota Resorter Advertiser

Linda Gronholz, 218-543-5245
email: lmgronholz@hotmail.com

EMT Advisory Council Rep:

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

U of M Tourism Center Advisory Board:

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

CMR Publicity:

Sheila Niemeyer, Niemeyer's Rugged River Resort 218-829-4587 email:
relax@ruggedriverresort.com

CMR Office:

Congress of Minnesota Resorts, 21403 52nd Street NE, New London, MN 56273 888-761-4245

email: cmr@minnesota-resorts.com