



January/February 2009

RESORTER REPORTER

Message from the CMR President

Hello CMR Members,

It's only mid-January and it seems like winter has been here for six months already. Hard to get much done around the resort when it's this cold, but it is a perfect time to get involved in resort activities that don't require fur hats and long underwear. Looking for a way to get involved in your industry? The opportunities are out there and all of us have at least some time to commit to it.

First, there are many areas in our organization that are in need of volunteers. You could assist on a committee in planning our spring workshop or fall conference, help set up a School of Resorting class in your area or simply write an article for the MN Resorter magazine. The magazine is always looking for an interesting article from a fellow resorter – and you don't need to be a best-selling author – just put some words together and the magazine staff will do the editing on it.

Another opportunity is to attend the EMT Tourism Conference on January 27-29 - it's not too late to sign up. There are two benefits to this. You will learn valuable information to make you a more successful resorter and having a strong showing of CMR members at this conference has long-term benefits for our organization.

Perhaps the biggest opportunity for you to get involved in this industry is by attending the CMR's Day on the Hill event on February 25-26. It's easy to do – just show up and catch the bus to St. Paul. You don't need to testify or be a leader and you can get as involved in the process as you feel comfortable with. Just showing up helps tremendously as there is strength in numbers when dealing with our legislators. PLEASE make it a priority to attend this year. It's fun and you'll be glad you came.

Take a thorough look at this newsletter for information on the many areas where the CMR is actively working. This timely information will keep you up-to-date on the activities of your organization.

I hope you are all having either a relaxing off-season or a busy winter season. Whatever the case may be, make the most of it.

Dana Pitt, CMR President

**Do Not Miss the CMR Day on the Hill
February 25 & 26, 2009**

Day on the Hill February 25th & 26th

Mark your calendars for this very important event and plan to attend. Each year we as resorters make this trip to educate new and old legislators about issues that are important to us and our businesses. This year will be no different than others perhaps with the current climate, even more important as money is harder for them to find, and likely they will look at such things as repealing the tax break we received few years ago and again last year. We need to let them know how important these things are to us and so forth.

This year's main topics will be.

Preservation of Post Labor Day school start - there is a bill introduced to repeal post Labor Day school start, we oppose this.

Private Home Rental Study - educating legislators of the inequities, and possible solutions.

Shoreland Rules for Resorts - educating legislators about resort shoreland rewrite and set the stage for a possible Min/Max version.

Restricted Plumbing Licenses - this will allow resort owners to do their own plumbing without requiring a plumber's license to do so.

Please make every possible effort to join us in St. Paul and have our Minnesota resort vacation industry have as loud of a voice as possible so they know we are still alive and well, and need their help to stay that way. It is really fun and educational. The CMR will again have a bus that will pick up in Brainerd and St. Cloud and then on to St. Paul so it is very easy to do.

A block of rooms has been reserved at the Holiday Inn Bandana Square for the CMR for **FEBRUARY 25, 2009** for the Day on the Hill. Please call **651-647-1637** to make your room reservation and mention the CMR block of room to receive the block room rate of \$84.99. Please let me know if you can join us, send an email to vacation@inwegoresort.com or you may call (218) 652-3536 to get you registered.

Ed Becker, CMR Legislative Chair, In-We-Go Resort

CMR 2009 Spring Workshop & School of Resorting Classes

It's that time of year again. Everyone is tired of the cold weather and thinking forward to next year's summer season. What better way to get the season started right by attending the CMR's 2009 Spring Workshop! The Workshop will be held on April 7th at Chase on the Lake in Walker, MN. There will be many great topics and cracker barrels, as well as an update on the Shoreland Rules revision. The cost of the conference will be \$49 for members and \$59 for non members. The School of Resorting will be holding classes on April 6th as well. You will be receiving a registration form in the mail in the next month. If you plan on attending the School of Resorting classes on the 6th and would like to stay the night, Chase on the Lake has a block of rooms reserved for the CMR at a discounted rate of \$79.

What a great way to get geared up for the summer. Give yourself time for one last vacation and get some valuable "resorting" information at the same time.

Conference Committee



Chase on the Lake
has a block of rooms reserved for the
CMR at a discounted rate of \$79.

www.chaseonthelake.com

To make room reservations call:

218-547-7777

CMR Marketing Update

The CMR marketing committee continues its effort to explore and choose advertising medias that market member resorts through responsible advertising.

Here are a few ad campaigns currently in the works:

TV Advertising: Previewed at the fall conference, this 30 second spot featuring our website will air for 13 alternating weeks from Jan 4th to June 1st during Midwest Outdoors, shown on Saturday & Sunday mornings in the upper Midwest.

Printed Ads: A Classified ad in 126 newspapers throughout the northern half of Iowa that will run for 29 weeks. A 16 week run in the classified section of Minnesota papers that promote travel within the state and linking to our website through www.MNStaycation.com. Also an ad in *North American Fishermen's* card deck with a circulation of 300,000.

Web: CMR links and enhancements on the Explore Minnesota website. Addition of several MNStaycation domain names.

All of these venues are sure to bring added traffic to our websites! This is a great opportunity to draw customers to your resort by updating your listing with current information. Add or freshen up your text, and if you don't have a photo, now is the time to add it.

New features to the website are coming soon, but in the meantime check in frequently for updates on Day on the Hill, Spring Workshop, vendor specials, and much more!

Members FYI: The CMR By-Laws is now posted on the website; find it in the member's section under *Staff & Board Members*.

Su Ugstad. Balsam Bay Resort, Vice Chair Website

Shoreland Rules Update

Thanks to everyone that took the time to attend the Shoreland meetings that were held around the state asking for resorters input on the resort portion of the Shoreland Rules. There were about 250 people that attended, these people had a huge impact on the DNR's understanding of what resorters need and a lot of good information came from these meetings. It was encouraging to see Resorters make the effort and it definitely made a difference in how these rules were written. Hopefully we can continue to count on each other to influence outcomes that will affect how we can operate and run our businesses. The DNR has a Draft of the Resort portion of the Shoreland Rules available. You are encouraged to look it over. It can be found on the CMR's website at www.Minnesota-Resorts.com. Scroll down and click on "membership" and follow the links. Please send your comments or questions to fussys@mnresortvacation.com. Please provide a phone number in case anything needs to be clarified.

Thanks,

Ed Fussy, Pimushe Resort

NEW MEMBERS

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

Resorts:

Dyre Family, Evergreen Lodge, 17838 Goldeneye Lane, Park Rapids, MN 56470 phone: 218-732-4766

John Metsa & Carol Carlson, Grey Wolf Lodge, 4411 Pelican Rd, Orr, Mn 55771 phone: 218-757-3421 email: johnandcarol@greywolflodge.com website: www.greywolflodge.com

Associate Members:

Joel Halvorson & Linda Bosma, PO Box 76, Rake, IA 50465 phone: 641-566-3513 email: linda@bosmaconsulting.com

*WELCOME
&
GOOD LUCK!*

Minnesota Resorter Magazine Articles

The Minnesota Resorter Magazine is always looking for articles. They can be long or short, funny or serious, educational or for human interest. The best articles are written by resorters. That's what makes the magazine so good! Anything that you think would interest another resort owner is considered good material! We would like to receive material from as many different people from across the state as we can. And don't worry about feeling you need to be a fabulous writer -- we have editors and proofreaders who can make your article "ship shape" for print.

The deadline for articles for the spring issue is February 26th. Please send them directly to Sue Paradeis at vacation@shingwako.com

Nancy Loren, Little Boy Resort, Longville

NEED \$500 FOR SCHOOL?

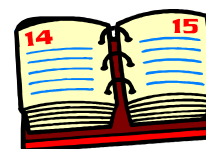
Each year the Congress of Minnesota Resorts offers three \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15th is the deadline for the scholarship application to be returned to the Congress of Minnesota Resorts office. A scholarship application can be printed out by going to the CMR website www.Minnesota-Resorts.Com Scroll to the bottom of the home page and click on CMR Member (left corner), then by using your Login and Password you will be able to go to Applications and click, then click on Scholarship Application and print a copy. If you need further assistance please contact Vicky by emailing: cmr@minnesota-resorts.com or call 888-761-4245.

Nominating Resorters for the 2009 Resorter of the Year Award

A Resorter of the Year Nomination form can be printed out by going to the CMR website www.Minnesota-Resorts.com Scroll to the bottom of the home page and click on CMR Member (left corner), then by using your Login and Password you will be able to go to Applications and click, then click on Resorter of the Year Nomination and print a copy. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 888-761-4245.

CMR CALENDAR OF EVENTS

January 27-29, 2009	EMT Tourism Conference, Northland Inn, Minneapolis
February 10, 2009	CMR Board Retreat and Board Meeting
February 25-26, 2009	CMR Day on the Hill, St. Paul, more details to follow
March 17, 2009	CMR Board Meeting, Little Boy Resort
April 6, 2009	School of Resorting Classes, Chase on the Lake, Walker more details to follow
April 7, 2009	CMR Spring Workshop, Chase on the Lake, Walker more details to follow



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Keep your listing
current on the CMR

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 2008-2009 BOARD OF DIRECTORS & COMMITTEE'S

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