

February 2011



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President; Ed Fussy

I hope you are enjoying some down time. There are a few things I would like to make you aware of.

The Resorters e-group has been talked about at board meetings for several years. After careful consideration and much discussion, the Board of Directors has decided to make the resorters e-groups a "CMR members only" benefit. In addition to the continued use of this forum as a chatline for resorters, we will now also be using it as a means of CMR communication with our membership. We plan to also use this avenue as a way of openly discussing issues, with our members that are sometimes controversial with other entities, such as the lake home rental issue, shoreland rules and others. Resorters were not the only people that were listening in and the Board felt that there were issues we would like to discuss with our membership without having non-affiliated people being involved. We still feel that we are "Resorters Helping Resorters" and encourage you to continue to use this chatline for your questions and sharing of information, and as before, the *Minnesota Resorter Magazine* will continue to go out to every resort in Minnesota. If you are not currently signed up to the Resorters e-groups, you are missing out on a lot of good shared information and as well as communication within the organization. There are instructions for signing up in the *Minnesota Resorter Magazine* and on the CMR website. If you have any problems let me know.

I had a chance to meet with Governor Dayton and other tourism related people, on January 22 in Nisswa before the Fishing Derby. I felt the meeting went very well and that he listened to our concerns regarding school start dates, lake home rental and other tourism related issues. He did say that we should contact him when some of these issues get close to his desk. I commend him on the taking the time to meet with the Tourism industry. We will keep you informed through e-groups if we need you to contact him on any issues.

I attended the Explore Minnesota Tourism Conference on January 25-26. It is always worth the time and money spent to attend this conference and I came home with some new insights.

I hope you have your calendars marked for February 23-24. These are the dates for the CMR's Legislative Day on the Hill. There are many new faces at the capital that we need to educate on the resort industry and create a good first impression. At the Board retreat, held the middle of January, it was discussed that our best legislative efforts have stemmed from energy that was put forth through our Day on the Hill, versus issues that arose after the Day on the Hill. We do make an impact when we go there. We have experienced people that can lead the discussion with the legislators, but we need to have a good size group tagging along. We have multiple meetings scheduled at the same time so we need more people; there **is** power in numbers! If you have a son or daughter; like I have, that would like to attend with you; bring them with! It will let the legislators see that the resort industry is a family run business. I'm looking forward to seeing some new faces so **GET ON THE BUS!!** (Yes, that means YOU!)

Spring Workshop

The CMR 2011 Spring Workshop will be held on Monday, March 28, at the Hampton Inn in Bemidji. The committee is planning speakers and topics to benefit all of us winter-weary resorters. Watch your mail the first week of March for the registration information...and mark March 28th on your calendar **NOW!**

CMR Workshop & Conference Committee

URGENT! PHONE NUMBER CHANGE

320-212-5107

The Congress of Minnesota Resorts phone number has changed. CMR's previous number provider was DTI and due to their bankruptcy and unable to reorganize DTI will be ceasing operations. We have changed our number to 320-212-5107. Please make this change in your contact lists.

We hope this change will not interrupt our service to our members. If you have made a call to the office recently that has not been answered please try again or send an email to CMR@Minnesota-Resorts.com

C'MON RESORTERS GET ON THE BUS !!!



TO CMR DAY ON THE HILL & RESORT SHOW

FEBRUARY 23 & 24, 2011

**Details to follow from CMR
Contact Ed Becker or Joel Carlson with any questions.**

Please consider attending the Resorters Day at the Capital with us this year to help educate Legislators about our Resort concerns and issues. You can contact Ed Becker at vacation@inwegoresort.com or call 218-652-3536 or Joel Carlson at jdcresearch@aol.com or call 651-223-2868

A block of 25 rooms has been reserved at the Bandana Square for the evening of Feb 23. The room rate will be \$72 per room and reservations should be made by February 12th. Call Bandana Square at 651-647-1637. More details about transportation and agenda to be announced.

Another reason to join your fellow resorters at the Capitol

We have reserved the North Corridor (just north of the rotunda) at the Capitol for our CMR display. The display will be set up all day on Thursday. We plan to include old and new resort pictures, a computer slide show, motors, skies, fishing equipment, water sport toys, etc., and we will also have a campfire with “s ‘mores”. Anything that will trigger thoughts of fishing, family, fun, and the concept of the treasured Minnesota Resort Vacation can be included. We feel that this display will be yet another way to bring positive attention to the tourism industry.

We will want to have resorters present as often as possible, as many of the Legislators will be passing by on their way to committee meetings.

Please let me know if you can spend some time at the display. I also need help gathering the many display items, including photos for the computer slide show. You can email me at tja@genevabeachresort.com to send photos and to let me know what you can lend to make the display as eye catching as possible.

Thanks,

Tim Aarsvold, Legislative Committee

Geneva Beach Resort

GET ON THE BUS !!!

Social Media Classes

The CMR School of Resorting recently had a completely filled Social Media Class, at Design Angler, in Bemidji. Fifteen participants lugged in their laptops to open up their horizons to the capability of Facebook. With many resorts just scratching the surface of the Social Media Craze, this class was geared to getting everyone’s business up and running with its own Facebook account and learning a few of the ins and outs to uploading pictures, getting fans to your page and linking with different sites. By the end of the 2 hours, everyone was still asking lots of questions, which prompted us to start planning another class. So if you missed the first one, you will get a second chance. On Tuesday, February 15th, Design Angler will hold another Social Media Class. This class will be a beginners class geared toward getting your Resort up and running with its own Facebook page. You will also get a chance to learn some of the basics of having a Facebook account.

Then if you have had a Facebook account, but don’t know all the capabilities, you may want to join us on Wednesday, February 16th at Design Angler, for a more advanced Facebook class. This class will be geared toward really working on getting you familiarized with exactly how to promote your resort, getting more “Fans” and how to better track where they are coming from.

The CMR is constantly working to find ways to help you promote your resort and better the entire Minnesota Resort Industry, and this is one way to help you get on the Social Band Wagon. Also in the future are plans for another Small Engine Class, scheduled to be held on March 18th, at Christiansen Industrial Developers, Bemidji. More information will be coming on this and many other School of Resorting classes.

Timberly Christiansen, School of Resorting Chair Person

NEED \$500 FOR SCHOOL?

It is not too early for your child or grandchild to get the application started!

Application needs to be at the CMR Office March 15th!

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 15, 2011 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 Membership, then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

NEW MEMBERS

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

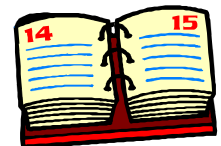
Resort Members:

Ron & Jacque Danielson, Chapel Hill Resort, 52702 Chapel Rd, Spring Lake MN 56680 Phone 218-659-2829 Email: Chapel@paulbunyan.net Website: www.Chapel-Hill-Resort.com (mailing address: 7303 185th Ave, Anoka, MN 55303)

John Metsa & Carol Carlson, Grey Wolf Lodge, 4411 Pelican RD, Orr, MN 55771 Phone: 800-840-9653 Email: joh-nandcarol@greywolfodge.com Website: www.greywolfodge.com

CMR CALENDAR OF EVENTS

- | | |
|-------------------|--|
| Feb 15, 2011 | Social Media class, Design Angler, Bemidji. 2:30pm to 4:30pm This class will be designed for beginners getting you resort up and running on Facebook. |
| Feb 16, 2011 | Social Media class, Design Angler, Bemidji. 2:30pm to 4:30pm This class will be designed for more advanced users of Facebook |
| Feb 23 & 24, 2011 | CMR Day on the Hill, St Paul. A block of 25 rooms has been reserved at the Bandana Square for the evening of Feb 23. The room rate will be \$72 per room and reservations should be made between Dec 15, 2010 to Feb 1, 2011. Bandana Square phone number 651-647-1637. Other details to follow. |
| March 15, 2011 | CMR Scholarship Applications due at CMR Office |
| March 18, 2011 | School of Resorting, Small Engine class, Christiansen Industrial Developers, Bemidji Other details to follow. |
| March 28, 2011 | Spring Workshop, Hampton Inn, Bemidji |
| March 29, 2011 | School of Resorting Post Workshop Classes, Hampton Inn, Bemidji |



Congress of Minnesota Resorts
21403 52nd Street NE
New London, MN 56273
Phone: 320-212-5107
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 2010-2011 BOARD OF DIRECTORS

President:

Ed Fussy, Pimushe Resort
218-586-2094
Fussys@MNResortvacation.com

Vice President:

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

Secretary:

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

Treasurer:

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

Education:

Chairperson: Timberly Christianson,
Finn-N-Feather Resort, 218-335-6598
finnfeather@hotmail.com

Education Committee Members:

Nancy Loren, Little Boy Resort 218-363-
2188 littleboyresort@arvig.net

Steve & Pat Addler, Cedar Rapids Lodge
218-243-2487 vacation@crlodge.com

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

Mary Jane Keller, Brookside Resort 218-
732-4093 kellersbrookside@yahoo.com

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

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

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

Legislative Chairperson:

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

Legislative Vice Chairperson:

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

Legislative Committee Members:

David Keller, Brookside Resort 218-732-
4093 kellersbrookside@yahoo.com

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

Peter Nelson, Edgewild Resort 218-763-
6000 Edgewild@emily.net

Dave Thompson, Fisherman's Village
Resort 218-495-3326 fisrvilg@prtcl.com
Member at large committee member

Marketing Chairperson:

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

Marketing Committee Members:

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

Peter Nelson, Edgewild Resort 218-763-
6000 Edgewild@emily.net

Mary Jane Keller, Brookside Resort 218-
732-4093 kellersbrookside@yahoo.com

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

David & Cammie Steffen, Isle O'Dreams
Lodge Resort 218-732-4961
isleodreams@hughes.net

David Keller, Brookside Resort 218-732-
4093 kellersbrookside@yahoo.com

Lobbyist:

Joel Carlson
Legal Research/Government Affairs
6 West Fifth Street, Suite 700
St. Paul, MN 55102
651-223-2868 jdcresearch@aol.com

Office Manager

Vicky Krattenmaker
21403 52nd Street NE
New London, MN 56273
320-212-5107
CMR@Minnesota-Resorts.com

Minnesota Resorter Contact Persons:

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

MN Resorter Advertising:

Linda Gronholz
218-839-0257; 218-543-5245
lmgronholz@hotmail.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

CMR Publicity:

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