



## RESORTER REPORTER

### Message from the CMR President, Jennifer Bateman

Hello Fellow Members! I'd like to use this space to update you on some current activities of the CMR Board of Directors. On January 4th we gathered at Weslake Resort in Ottertail for our board retreat. This is something the board participates in every two to three years to do some strategic planning for the organization. It was facilitated by Dave Bergman from Explore Minnesota Tourism.

We spent the day identifying the organization's strengths and weaknesses, then discussed our opportunities and threats. From this information we then developed action items to begin working on, with responsibilities and timelines spelled out. The action item making the top of the list was to "Improve the effectiveness of the CMR Board by having the board work smarter, not harder." This is a complex issue, and one we will begin to work on to make the CMR leadership as effective as possible. Part of the plan will involve using the skills and gifts of more members at large.

Our session also brought to the surface the need to conduct educational efforts designed to enhance business success, and that we need to continue to improve and promote the CMR website [www.minnesota-resorts.com](http://www.minnesota-resorts.com) for our members. I will try to keep you up to date as we develop these plans.

I just returned from the Explore Minnesota Tourism conference at Cragun's Resort, and it was an excellent educational experience. Twenty CMR members were present for all or part of the conference! That is a HUGE turnout compared to just six last year. I'm proud to be associated with such a progressive group of business owners!

And one last item before I sign off -- Explore Minnesota Tourism unveiled it's new website and marketing plan that will be released on March 1st. Let me just say that it is REALLY cool and cutting edge, and you will definitely want to surf the site the day it comes out, so mark your calendar!

### CMR School of Resorting

#### Reservation Master Seminar

When: March 1, 2007, 10 am to 2 pm

Where: continuing Education Center, Central Square Mall, Grand Rapids, MN

Cost: \$35 for 1 or 2 attendees from same resort

The session will be "hands on" and appropriate for new, inexperienced or current users. Each attendee will experience Reservation Master on a computer.

Please call Tom Pingel at 218-566-3824 or email [tom@tcpms.com](mailto:tom@tcpms.com) to reserve your space.

#### QuickBooks

There have been many requests from our members to offer a QuickBooks Class. Rather than recreate the wheel and keeping with the tradition of "Resorters Helping Resorters", the CMR has tracked down a QuickBooks class offering that should interest most of you. This QuickBooks class is offered through Northwest Minnesota Foundation and is open to anyone that wants to learn more about QuickBooks.

You have two classes, all in different locations, to choose from:

March 13-14, 2007 Location: Beltrami Electric Office in Bemidji, MN

March 15-16, 2007 Location: Community Center in Roseau, MN

Class Cost: \$150 per participant for the two day class. You are welcome to bring your own lap-top or a PC will be provided for you. If you are interested, contact Northwest Minnesota Foundation directly at 1-800-659-7859. Class space is limited and enrollment is on a first call first serve basis.

This is a great opportunity for you to get some extensive training on QuickBooks and get answers to the tough questions you have.

Best of Luck,

Congress of Minnesota Resorts - School of Resorting

# 2007 Congress of Minnesota Resorts Day on the Hill

## February 20 & 21

A block of rooms have been reserved for February 20th for the Day on the Hill at the Bandana Square Best Western located on Energy Park Drive near the Capitol. Please call the hotel @ 651-647-1637 to confirm your room reservation. Make sure to tell them you're with the CMR group to get the group rate of \$79.00.

These are the items that we will be working on and have a very good chance to get passed.

- A. Sales Tax Exemption for Resort Capital Improvements
- B. Property Tax changes to protect alternative resort ownership
- C. Shoreline Rules statewide and Zoning protections for small resorts --
  - 1. Ability to rebuild in the shore impact zone.
  - 2. Expand minimally backwards in the shore impact zone to meet code compliance.
  - 3. Make certain that a change of ownership / alternative ownership can not be treated as conversion of the property.
- D. School Calendar - this does not seem to be an issue at this point, but we will be watching to be sure that it does not change.

Put these dates on your calendar!! We have a very good opportunity here!!

I will be getting more information to you as the time approaches about transportation. We will have bus pick-up in Brainerd and St. Cloud. Times and locations have not been set.

If you have any questions, please contact me via e-mail. I will get back to you when I know more!!

Hyde-A-Way Bay Resort  
Mark & Beth Novotny  
3489 Ford Dr. NW  
Hackensack, MN 56452  
[info@hydeawaybay.com](mailto:info@hydeawaybay.com)  
[www.hydeawaybay.com](http://www.hydeawaybay.com)

**Want to check on a bill as it  
Relates to your business  
Visit the Minnesota Legislative website**

**[www.leg.state.mn.us](http://www.leg.state.mn.us)**

### **Advertising Salesperson Wanted for the Minnesota Resorter**

The education committee of the Congress of Minnesota Resorts is currently seeking an Advertising Salesperson for its quarterly publication, *The Minnesota Resorter*. Candidate will sell display, special section, and service directory advertising to businesses related to or currently serving the resort industry. Previous sales experience preferred. Some knowledge of ad printing desirable but not necessary. Some travel required. This is a commission weighted position. Candidate will be responsible to perform the billing and collection function for ad sales.

Please send your qualifications (cover letter and resume) to Susan Ferguson, Education Chairperson, 35101 Pine Terrace Road, Crosslake MN 56442, by February 15, 2007. If you have any questions about the position, please contact Susan Ferguson at 218-543-4606 or [susan@pineterrace.com](mailto:susan@pineterrace.com)

# Begeebers Why I Attend "Day on the Hill"

Submitted by: Kim Bowen, Crow Wing Crest Lodge

Resorters!!! It's time to sign up for our annual "Day on the Hill", February 20-21. If you've never hopped on the bus with us before, you gotta seriously consider coming this year --- it's a blast! Not only is it incredibly educational, but one really feels part of a bigger picture when we're meeting the people we elected in our state. Okay, and yah, even if you didn't elect some of 'em, you can still make a difference in getting your voice heard (they don't know how you voted!). Just simply being a part of our group wearing a gaudy orange life vest or carrying around a bulky red & white cooler that looks like a fishing bobber can really get attention and make our legislators notice us and what we have to say. And when I say "we", it does NOT mean you have to talk to anyone at all. Just your presence would be most helpful! Yep, we need you to just walk around with us at the capital. Our very own CMR lobbyist, Joel Carlson, will be coaching us on where we have to go. Experienced resorters will take us "newbie's" with them and do the talking - we just need to be present and lend strength with our numbers. I have to let you know, however, that you will likely want to pipe up and talk at some point, believe me. In the past 6 seasons since I've been a resorter, the following items that the CMR and our lobbyist have worked on, have directly affected me and my resort:

- Helping to pass a law requiring MN schools to open after Labor Day -- several of our own CMR members testified at the capital in a public hearing to make this happen! (This new law helped my resort get more than TWICE the number of bookings for Labor Day week in 2006 compared to 2005 - from 8 cabins full to 17 cabins, wow!)
- The CMR was instrumental in helping to pass a law four years ago that enables a L.L.C. resort to "homestead" (-- this saves my own resort over \$3,000 every year in property taxes, hot dang!)
- The CMR and our well respected lobbyist helped get a Mom & Pop resort property tax break law passed last year which should have shown up on your property tax bill this year -- I hope you noticed!!!! (Our resort saved over \$2,000 this year in property taxes even though our property value went up as usual!) All Minnesota resorts got this benefit if I'm not mistaken (something to do with a break on a certain tier of taxable property??) Okay, so I'm not articulate on this kind of stuff which is why I'm so grateful for our experienced resorter colleagues and lobbyist to assist us in organization and implementation. Bless you guys!!!

This begs the question: do you appreciate these kinds of benefits? The money I have saved in my own resort business from the efforts of a few dedicated resorter colleagues and our highly respected lobbyist at the legislative level has justified a lifetime commitment to being a CMR member in my eyes. (Not to mention the educational benefits of conferences, classes, resort tours, marketing links to the new website, etc. etc. etc.!!) Much of my CMR membership dues pay for "Day on the Hill" expenses and our lobbyist's salary, but they can always use more support in volunteer time, in funding, in creative ideas, etc. Here are three suggestions of how you can support future legislative benefits affecting your resort directly:

1. Commit to coming with us for "Day on the Hill" whether you know a thing about the legislative process or not. It costs about \$80 in a hotel fare and two days of your time. Not only do we crackerbarrel in the bus down there and back, but you get a chance to be part of an articulate, organized bunch of colleagues who can make a difference in helping to pass laws that directly affect the viability of your business!
2. Consider volunteering to become a board member to serve the group, or at least saying "yes" and stepping forward to do a small task that your group could use help with (i.e. volunteering to write an article for the magazine, teaching a class, using the chat line to invite other resorters over to your resort when you're installing an on-demand water heater or in-floor heating in a cabin, etc.) We are resorters helping resorters!!!
3. As a CMR member, if you feel you have benefited from some of these recent efforts of our group, you could donate money directly to the CMR Legislative Fund. Send checks to Congress of Minnesota Resort, Legislative Fund, 21403 52nd Street NE, New London, MN 56273

Thank you for supporting the CMR! Hope to see you on the bus February 20!

## NEW MEMBERS

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

Sheldon & Mary Schiebe, Knotty Pines Resort, Park Rapids, MN 56470 Contact info: PO Office Box 127, Cannon Falls, MN 55009 email: stay@knottypinesresort.com

*WELCOME  
&  
GOOD LUCK!*

### CMR Spring Workshop

The Congress of Minnesota Resorts Spring Workshop will be held April 10, 2007 at The Sawmill Inn of Grand Rapids, 2301 South Highway 169, Grand Rapids MN 55744. When contacting the motel for reservations, at 218-326-8501 or 800-235-6455, be sure to mention you are coming for the Congress of Minnesota Resorts Spring Workshop. The rooms are \$59-\$69/night and upgrades are available. A free breakfast is offered in the dining room at the Sawmill with room rental.

Mark you calendars and make your room reservations. More information about the workshop and registration forms will be in the weeks to come.

### Need a CMR form or application?

Our "new and improved" website, [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), is making it easier for you to get forms when you need them. Just go to the site and log on to the CMR Membership page (the link is found at the bottom of the home page). The Scholarship application form and the Resorter of the Year Award nomination form are now available on-line. Don't forget that now is the time to be filling out your applications for scholarships, with the March 15<sup>th</sup> deadline fast approaching. Also, it's never too early to start thinking about nominating a deserving resorter for the Resorter of the Year Award. Be sure to bookmark this new Members Only section of the website and refer to it often for CMR related information.

### Check our new layout of the CMR Website:

[www.Minnesota-resorts.com](http://www.Minnesota-resorts.com) New is the application forms for Scholarships and Resorter of the Year. Coming shortly is a link to our Senators and Legislators contact information. Members please take some time to update your listings, the new layout is very easy to make changes to, add a picture, add a special, and add the CMR Logo with link on your website. If you need some assistance please feel free to contact me. Your board is also asking for your suggestions for additional info to add to the website either for members only or for our customers. If you have pictures to add to the Photo Gallery on the website, send the picture and a permission form (We can not have recognizable faces of people in the photo without their permission. Please shrink the files if possible). Email to: [TJA@GenevaBeachResort.com](mailto:TJA@GenevaBeachResort.com) If sending a disk mail to: Tim Aarsvold, Geneva Beach Resort, 105 Linden Ave, Alexandria, MN 56308 Phone: 320-763-3200

### Correction: CMR Board of Directors

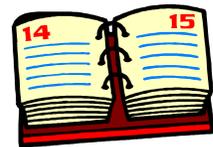
In our last newsletter we accidentally forgot to include Ed and Sara Becker from In-We-Go Resort in the list of outgoing board members! They were active on the board for three years, with Ed serving as President for the 2004-2005 membership year, and serving in a leadership role on the legislative committee from 2005-2006. Thank you Ed and Sara!

### Did You Know?

In December, the nearly 2000 visitors to the CMR web site ([www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com)) viewed 9500 pages and spent an average of 6.5 minutes on the site - which is very high for this type of travel site. Also, banner ads are now running on ExploreMinnesota.com, Omaha.com and ChicagoTribune.com. Traffic is increasing on our site, which is great news for CMR member resorts.

### CMR CALENDAR OF EVENTS

- |                        |  |
|------------------------|--|
| February 8, 2007       | Board of Director Meeting, contact office for location and time.   |
| February 20 & 21, 2007 | Day on the Hill, St. Paul, MN  |
| March 15, 2007         | Scholarship Applications due at CMR Office. Application form can be printed from members only section of <a href="http://www.minnesota-resorts.com">www.minnesota-resorts.com</a> website                |
| April 10, 2007         | 2007 CMR Spring Workshop, Sawmill Inn in Grand Rapids  |
| June 1, 2007<br>from   | Nominations for "CMR Resorters of Year" due at CMR Office. Nomination forms can be printed the members only section of <a href="http://www.minnesota-resorts.com">www.minnesota-resorts.com</a> website. |
| October 28-30, 2007    | 2007 CMR Fall Conference, Breezy Point Resort in Breezy Point  |



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

Phone: 888-761-4245

Email: [cmr@minnesota-resorts.com](mailto: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](mailto:vacation@twoinlets.com)

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

Treasurer: Tim Aarsvold, Geneva Beach Resort, 320-763-3200 email: [TJA@GenevaBeachResort.com](mailto:TJA@GenevaBeachResort.com)

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

### EDUCATION:

Chairperson: Susan Ferguson, Pine Terrace Resort, 218-543-4606  
email: [vacation@pineterrace.com](mailto:vacation@pineterrace.com)

### Education Committee Members:

Tom & Brenda Masloski, Weslake Resort, 218-826-6523 email: [weslake@prtcl.com](mailto:weslake@prtcl.com)

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

Tam Mahaffey, Lost Acres Resort, 218-835-6414 email: [lostacre@blackduck.net](mailto:lostacre@blackduck.net)

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Kim Bowen, Crow Wing Crest Lodge, 218-652-3111,  
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Jeanne Pingel, Thunder Lake Lodge, 218-566-2378, email: [japingel@juno.com](mailto:japingel@juno.com)

### LEGISLATIVE:

Co-Chairpersons:

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Tom Pingel, Thunder Lake Lodge, 218-566-2378, email: [CMR@thunderlakelodge.com](mailto:CMR@thunderlakelodge.com)

### MARKETING:

Chairperson: Dana Pitt, Bailey's Resort, 218-547-1464  
email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

### Marketing Committee Members:

Cindy Pitt, Bailey's Resort, 218-547-1464 email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

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Harlan Schauer, Northern Lights Resort & Outfitting, 218-875-3074 email: [hhschauer@frontiernet.net](mailto:hhschauer@frontiernet.net)

### CMR Lobbyist:

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Tom Masloski, Weslake Resort, 218-826-6523 email: [weslake@prtcl.com](mailto:weslake@prtcl.com)

### U of M Tourism Center Advisory Board:

Tom Ossell, Northern Lights Resort & Outfitting, 651-351-9666 email: [tossell@earthlink.net](mailto:tossell@earthlink.net)

### CMR Publicity:

Sheila Niemeyer, Niemeyer's Rugged River Resort 218-829-4587 email: [relax@ruggedriverresort.com](mailto:relax@ruggedriverresort.com)

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