



January 2008

RESORTER REPORTER

Message from the CMR President, Dana Pitt

Hello Resorters,

As I'm writing this, the thermometer is well below zero and the summer resort season seems eons away. But as we all know, the off-season goes by rather quickly and before we know it, we will be greeting guests and launching boats in the new season. These winter months are basically the only time many of us have to do non-resort projects and hobbies or take vacations, as the rest of our year is consumed by our resorts. Sometimes it's good to get "resorting" off our minds for awhile, clear our heads and regroup before it all starts again.

While it can be beneficial to periodically purge your mind of resort thoughts, I also want to suggest that you do take some time to think about resorting in another way - the bigger picture. Though we all tend to put the needs of our own resorts first, we also need to make an effort to get involved in our resort industry in some capacity. Tourism needs our help and without the involvement of individual resorters, our industry wouldn't survive. If tourism as a whole declines - so does our individual properties. By helping tourism thrive in Minnesota, you are also helping your own business thrive.

There are many ways to get involved in tourism outside your resort. Volunteer to serve on your local chamber or tourism bureau boards, take an active role in DNR issues or, here's a great one, volunteer to help on one of the many CMR committees!

One easy way you can get involved and help our industry in a big way is to attend the CMR's Day on the Hill in St. Paul. You will read more about this event elsewhere in this issue, but I wanted to put in my own personal plug for it. There is no better way to get our message across to those making the rules than to show up on their doorstep in numbers. It's vital to our industry, easy to do, educational and lots of fun! See you there.

Dana Pitt

Congress of Minnesota Resorts

Day on the Hill

Feb. 26-27, 2008

Come join us for 2 fun filled days at Day on the Hill. You can ride the bus for FREE!! Just get on the bus at Brainerd or St. Cloud and you will be able to enjoy the ride and visit with other resorters. This is a great time to ask questions and give your opinion!!

Meet your Senator and Representative (they are people just like you!) or just go with the group and support our industry. The Senators and Representatives like to see people that are the backbone of the industry, not just someone that represents the industry; AND numbers count!! Everything is lined up for you to meet Senators and Representatives.

Make reservations at the Bandana Square Best Western at 651-647-1637. The room rate is \$79.00!! This rate is guaranteed until Feb. 12!! Make your reservation for Feb. 26th. If you are single and would like to share a room with another resorter, please let Mark Novotny know and I will be glad to help you try to find someone that is willing to share a room. The bus will take us to the motel and everywhere around the Capitol!!

Your only cost for the two days are 3 meals and a room. The 3 meals are noon and evening meal on the 26th and evening meal on the 27th. The CMR will be picking up the cost of the bus trip and snacks on the bus, the breakfast is included in your motel rate, and a box lunch at the capitol on the 27th..

We will be talking with our Senators and Representatives about many issues for our industry including keeping post labor day school start and property tax relief. There will be more issues as we get closer to Day on the Hill!!

Please come and join us for a fun filled 2 days. If you are coming to Day on the Hill, please contact Mark Novotny at 218-675-6683 or e-mail him at

hydeawaybay@tds.net so that we can plan meals and snacks.

CMR Spring Workshop

Hiawatha Beach Resort on Leech Lake, Tuesday April 8, 8:30 am - 5:00 p.m.

Join your colleagues for some learnin' and laughin' in Walker, MN in April, just in time to re-charge your seasonal health batteries and get you jump started into spring "resort mode"!

Topics will include

- Marketing: Fun with Resort Packages
- Business: Protect your resort (an actual insurance adjuster will be chatting about eliminating liability risks on property)
- Legislative: Update from "Day on the Hill"
- Natural Resources: Learning about the 2nd most popular recreational hobby in America: birdwatching (and what we can do to create our own feeding stations, promote guest education and marketing)
- Wild Card Topic: Yet to be decided!!!!

Three Crackerbarrels are scheduled along with some Pre-Workshop bonus classes (PEX Certification Class, Reservation Master One-on-One Class, and possibly a How-to-Create-Your-Own-Guest-Survey Class.)

Brochure and e-mail blasts to follow soon, but **MARK YOUR CALENDAR NOW!!!**

CMR Members: \$49/person (includes lunch & breaks)

Non-Members: \$59/person (includes lunch & breaks)

Pre-register by mailing your registration check, Resort name & names of attendees to :

Congress of Minnesota Resorts

21403 52nd Street NE

New London, MN 56273

Minnesota-Resorts.com

“MEMBERS ONLY” WEBSITE INFORMATION

Resort Members:

- PLEASE login and update your resort information. Follow the instructions and add a photo to your listing. Remember to Click “SAVE PROFILE” before you exit.
- Look at our new Vendor page. It has a new look & new features. Associates now offer deals/specials to our members.
- Go to the Media page and link the CMR to your website. This will help with search engine positioning. Your customers are looking, so be up to date.

Associate Members:

- PLEASE login, as new access is available to you.
- You can update your company information, display your products, add a photo, link the CMR to your website, and offer specials to the members.

All Members:

- Check in frequently

Day on the Hill, Spring Workshop, Fall Resort Tour, and Fall Conference information will be updated as it is available.

If you need help, please contact Tim Aarsvold at 320-763-3200 or TJA@GenevaBeachResort.com

Fishing Survey Results

The legislative committee would like to thank everyone that answered our e-mail about the early fishing opener and the walleye limit.

The results of the survey were very interesting. Moving the fishing opener to one week earlier was split, 12 for moving it and 13 against with 4 not feeling that it would make any difference. We also found that the further that you go north of the Minneapolis/St. Paul area, the more votes that were against moving the fishing opener. In fact, some suggested that we move it back one week so the walleye population can finish spawning.

The results of the walleye limit was 2-1 for moving the limit from 6 to 4 walleye in possession. Some even suggested that we have the limit include 1 walleye in the slot (in effect on some lakes).

We felt that since you responded to our survey, that you should know the outcome.

If you have any questions, please contact Mark Novotny at 218-675-6683 or e-mail at hydeawaybay@tds.net.

Thanks for your input!!

Mark Novotny, Legislative Chairman

Congress of Minnesota Resorts

Hyde-A-Way Bay Resort

Hackensack, MN

Stepping Up to Sustainability

Stepping Up to Sustainability is the theme for the 3rd conference on Sustainable Tourism. The conference is April 15, 2008 at the DECC in Duluth and is hosted by the University of Minnesota Tourism Center.

This one day conference focuses on action by providing practical resources and “how to” steps for businesses and communities. Be inspired by speakers who are both practitioners and experts. Keynote speaker Joel Makower, called “the guru of green business practices” by the associated press, helps companies align environmental goals with business strategy. Learn ways to benefit your bottom line and meet growing consumer demands with sustainable tourism practices.

Conference features include:

- all day resource fair
- learning stations with “how to” strategies
- local and organic foods

Register on-line at www.tourism.umn.edu

Tom Ossell, U of M Tourism Center Advisory Board Rep

Congress of Minnesota Resorts

Northern Lights Resort & Outfitting

Kabetogama, MN

Instructions for Joining the Resorters Group on Yahoo! Groups

Did you know there are 252 members in the Resorters Group on Yahoo! Groups? Did you know the Group has been chatting since March 2000? And, did you know that every one of the nearly 10,000 Resorters Group messages is saved in the Archives? Want to be a part of the conversation? It's easy to get involved, and fun to share stories and advice. All you need is an email address to join the Group, although you must have a free Yahoo! ID to access the Archives on the Web Site. Don't worry – no spam will result from joining the Group or registering for a Yahoo! ID. There are different ways to join the Resorters Group – pick the one that is right for you.

To Join the Mailing List Version (No access to Web Site Archives) by Sending an Email Message to the Group

Send a BLANK (no subject, no text in the body) e-mail message to: resorters-subscribe@yahoogroups.com. You will get an email message back from Yahoo! Groups asking you to confirm your request to join the Resorters Group. Follow the instructions in Option 1 to go to the Yahoo! Groups website. If you only want to join the mailing list and not have access to the Archives, do NOT click on "Join the Group" – INSTEAD, click on the phrase "Join the Mailing List Instead." You should get an approval message in your email box in 1-2 days.

To Join the Web Site Access Version by Sending an Email Message to the Group

Follow the instructions above and DO click on "Join the Group." You will be led through a series of steps to either enter your current Yahoo! ID or register for a new one. You should get an approval message in your email box in 1-2 days. View the Resorters Group Web Site Archives at <http://groups.yahoo.com/group/resorters>.

To Join the Web Site Access Version by Using the Membership Wizard

Go to the Yahoo! Groups Membership Wizard at <http://groups.yahoo.com/memwiz>. You will be led through a series of steps to either enter your current Yahoo! ID or register for a new one. Once signed in, make sure the email address where you are receiving messages from the Resorters Group appears in the Membership Wizard dialog box. If it does not appear, add it via the link provided. You will be sent a verification email to that address to assure that you own it. Once you have a verified email address, continue with the steps in the Wizard. You should get an approval message in your email box in 1-2 days. View the Resorters Group Web Site Archives at <http://groups.yahoo.com/group/resorters>.

If you have any trouble with the steps, just send an email message directly to me at pinedale@att.net and I will be happy to help you. Chat on!

Your Moderator, Karen Kaehler, Pinedale Resort (8)

Invasive Species Guest Letter

There is a growing concern over the threat of invasive species (aquatic and other pests) invading our waters and forests. This is of particular importance for resorters or anyone wishing to protect our fragile environment.

It is therefore imperative that we help to educate our guests about this important issue. One way is to inform them of things they should 'do' or 'not do' to deter the spread of these harmful pests. Many of you may already have procedures in place at your resort for arriving guests, but here's a helpful tool that can be useful to guests before they even leave home!

This Invasive Species Guest Letter was handed out by Heidi Wolf from the DNR during the fall conference. You just have to personalize it to fit your resort, then send it along with reservation confirmations, your resort newsletter, or as a general customer mailing. You could also insert into your welcome book or post it on a bulletin board.

This letter template can also be accessed from the CMR website. Just go to www.minnesota-resorts.com click on CMR Membership and put in your login information. The Invasive Species Guest Letter is posted under "Education Materials" on our member's page

Congress of Minnesota Resorts Website Stats

2006	Visits	Page Views	Time Spent on Site
November	1,529	8,176	
December	1,930	9,499	6.50 Minutes
2007			
January	4,568	27,795	9.36
February	3,713	21,584	8.53
March	4,770	27,911	8.59
April	4,002	24,349	8.59
May	4,434	28,159	8.30
June	5,464	34,156	8.25
July	6,003	38,734	8.27
August	3,942	24,042	7.56
September	3,359	13,253	4.56
October	1,900	10,625	4.52
November	1,506	8,018	4.55
December	1,912	10,891	5.17

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

January	Park Rapids, Brainerd, Alexandria
February	Grand Rapids, Alexandria, Walker
March	Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes
April	Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes
May	Brainerd Lakes, Otter Tail Country, Central Lakes
June	Brainerd Lakes, 1,000 Grand Lakes, Otter Tail Country
July	Brainerd Lakes, Otter Tail Country, Alexandria
August	Not Available, change in report
September	Brainerd Lakes, 1,000 Grand Lakes
October	Walker/Bemidji, Cook/Ely
November	Cass Lake
December	Walker

Congress of Minnesota Resorts has committed to increasing traffic to it's website thru additional advertising dollars being spent on Google, Yahoo, MSN, and Explore MN. 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.

Website suggestions, photos for the website, and advertising suggestions are always welcome.

Tim Aarsvold, Treasurer

Congress of Minnesota Resorts

TJA@GenevaBeachResort.com

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.

New Members:

Roy Winjum, Winjum's Shady Acres Resort of Faribault, 17759 W 177th ST, Faribault, MN 55021 phone: 507-334-6661 email: shadyacr@means.net website: www.winjumsshadyacres.com

Joe Scharber & Ellen Scharber, Sleeping Fawn Resort & Campground, 20097 County 24, Park Rapids, MN 56470 phone: 218-732-5356 email: relax@sleepingfawnresort.com website: www.sleepingfawnresort.com (Son & Mother team)

New Owners:

Steve & Jayne Routledge, Pine Terrace Resort, 35101 Pine Terrace Road, Cross Lake, MN 56442 phone: 218-543-4606 email: vacation@pineterrace.com website: www.pineterrace.com

Associate Member not included in the November/December Newsletter:

DAKA Docks & Lifts, Contact: Doug Drakenberg, 955 Industrial Street NE, Pine City, MN 55063 phone: 320-629-677, ext.20 email: ddrakenberg@dakacorp.com website: www.dakacorp.com

*WELCOME
&
GOOD LUCK!*

NEED \$500 FOR SCHOOL?

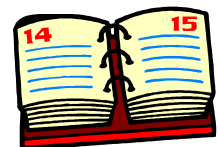
Each year the Congress of Minnesota Resorts offers three \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15th is the deadline for the scholarship application to be returned to the Congress of Minnesota Resorts office. A scholarship 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 2008 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

February 7, 2008	CMR Board Meeting
February 26- 27, 2008	CMR Day on the Hill, Details to follow in Legislative Updates, Resorter Reporter
March 6, 2008	CMR Board Meeting
March 15, 2008	Scholarship Applications due in the CMR Office
April 7, 2008	Pre-Workshop Bonus Classes more details to follow
April 8, 2008	Spring Workshop, Hiawatha Beach Resort on Leech Lake, Walker 8:30 a.m. - 5:00 p.m.
April 8, 2008	CMR Board Meeting to follow Spring Workshop
April 15, 2008	Stepping Up to Sustainability Conference, Duluth, Register on-line at www.tourism.umn.edu
June 1, 2008	Nominations for "Resorter of the Year" due in the CMR Office
October 26-28, 2008	CMR Fall Conference location to be announced



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21403 52nd Street NE
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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 2007-2008 BOARD OF DIRECTORS & COMMITTEE'S

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