



March 2007

RESORTER REPORTER

Message from the CMR President, Jennifer Bateman

Before you read any further, print out this newsletter. Show it to your business partner and let it litter your counter top or office for a while. That will increase the chances of it being read and the information it provides absorbed and used. Thanks!

Hurray! It's finally snowed! I was beginning to worry that I wasn't going to get any cross country skiing in this winter, but now it looks like I will. I hope all of you are enjoying the snow in some way other than plowing and shoveling!

Our Day on the Hill was February 20-21, and the group of 27 that went did a very good job of representing all resorts in the state, on the issues and bills that the CMR legislative committee and members at large have determined to be important to us this year. If you are subscribed to the CMR Resorters Yahoo chat group (which you should be if you're not), you know that several testimonials about the Day on the Hill have been posted, saying what a good experience it was. These postings also mention that legislators are ready to listen to us as a whole, but are even MORE interested when a resorter from their district is present. One of the first things they ask is, "Is anyone here from my district?" They are often more attentive when one of their constituents is present and expressing their concerns.

This year the following resort areas were either under represented or not represented at all -- Grand Rapids/Deer River/Cohasset, Ely, Ottertail, Detroit Lakes/Perham, Fergus Falls, southern Minnesota, the North Shore, areas north of Bemidji, the Nisswa/Cross Lake/Pequot Lakes area and the Orr/Cook/Tower area. That seems like a lot, doesn't it? It is! The CMR could sure use your help at our annual Day on the Hill if your resort is in any of these areas. I don't mean to be pessimistic, but I believe that part of my obligation as your president is to motivate you as a member. You are needed and your involvement makes a difference! If there is any way we can make it easier for you to attend next year, please let me know! My phone number is 218-732-5434 and my email is vacation@twinlets.com. We can be flexible and want to accommodate your needs if it will help get you involved!

One of the easiest ways to start getting involved in the CMR is to attend the Fall Conference. I have talked to several members who have wanted to go for years, but haven't made it for some reason. I think for many, the dates just sneak up on them and the conference gets preempted by something else. The date for the conference this year is October 28-30. I encourage you to mark your calendar NOW, and then PLAN AROUND IT! Make it a priority for new things to experience in 2007!

School of Resorting - QuickBooks Class

Fellow Resorters,

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.

Here are two classes 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 laptop or a PC will be provided for you. If you are interested you will need to 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

Another Successful Day on the Hill

Thanks to the efforts of Joel Carlson and the Legislative committee, 2007 Day on the Hill was a success. With 27 attendees they were able to visit with many legislators. Please read the following testimonials from two of this years attendee's.

We just returned from enjoying another successful CMR Day at the Hill and I wanted to share the excitement with all of you who were not able to come. Please consider it for next year. In two very busy days, we were doing the resort work that no one else can do as well as we can. By meeting with legislatures and explaining our issues to them, we are making connections that benefit our whole membership. They recognize us now coming thru their doors and know we are serious about promoting and preserving Minnesota resorts. This year after the election, there were 59 new legislatures who needed to be educated about Minnesota resorts and introduced to the CMR. It was so fun and such a kick to be running around the Capital being a part of grass roots politics. We even had 3 members who testified at hearings. My thanks to Joel Carlson and his staff for setting up the meetings and formulating our game plans. I am always proud of the way all the legislators speak so highly of Joel and his dedication to his job. We are very lucky to call him a friend to the resorting industry. So, next year I challenge you to "GET ON THE BUS" and come down to the Day at the Hill. We have worked so hard to establish the CMR as a presence at the Capital each year, maybe that's why the new Speaker of the House, the Majority Leader and the House Minority Leader took some time to visit with us. This year there were 27 of us, how about 50 resorters next year and we can really shake the place up!! My gratitude to all the resorters who went, David and I enjoyed every minute we spent in your company, well, maybe not the long wait we had before the Education hearing on Wed, but everything else was great. See you at the Spring Workshop on April 10th.

Mary Jane Keller

Brookside Resort 30 yrs

Park Rapids, MN

For those of you, who are wondering if you should go to Day on the Hill? 2008, please attend!

Your Legislators Want to see YOU!

Joel Carlson, our lobbyist and his assistant Tammy are well known and respected at the Capitol, BUT when Tammy calls to make appointments for us to see our legislators, the first question they ask is who from their area will be at the meeting? Well, I think because of the respect they have for Joel, we are able to make appointments with many legislators without specifics. (We met with about 60 this year!) Then those of us, who attend, manage to represent all of Minnesota as best we can and the legislators we have appointments with see us regardless of our "area." BUT they want to see live bodies from their area; their voters. To make the trip to see them impresses them a lot and shows you really want these bills passed. I have heard them say they like to see us; the real folks and how we deliver our message isn't important. Our presence is. Joel & Tammy make packets for us to deliver and help educate us ahead of time.

Again, our legislators see people well versed all the time who are "hired" to do their job. But the "real folks" you and I, make up the majority of their area and carry more votes! That carries a lot of weight.

As you can probably tell from the content of my message, I am no legislative expert but both my Senator & Representative are always very attentive. Yours are too! Come & see them!

Sue Paradeis

Shing Wako Resort

Merrifield, MN

Day on the Hill attendee for 6 years

CMR CALENDAR OF EVENTS

March 15, 2007

Scholarship Applications due at CMR Office. Application form can be printed from members only section of www.minnesota-resorts.com website

April 9, 2007

Reservation Master Seminar, Sawmill Inn in Grand Rapids, 10am-2pm Contact Tom Pingel 218-566-2378 or CMR@thunderlakeridge.com

April 9, 2007

CPR class Sawmill Inn in Grand Rapids, 3pm - 7pm \$45 per person

April 10, 2007

2007 CMR Spring Workshop, Sawmill Inn in Grand Rapids

April 10, 2007

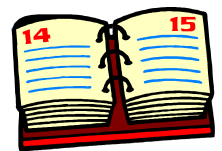
CMR Board Meeting, Sawmill Inn in Grand Rapids, 5:30pm-7:30pm

June 1, 2007

Nominations for "CMR Resorters of Year" due at CMR Office. Nomination forms can be printed from the members only section of www.minnesota-resorts.com website.

October 28-30, 2007

2007 CMR Fall Conference, Breezy Point Resort in Breezy Point



Stop dreamin' about snow and THINK SPRING!

Join us at the Congress of Minnesota Resorts Spring Workshop Tuesday, April 10 at The Sawmill Inn in Grand Rapids.

Two Pre-Workshop bonus classes on Monday, April 9th! Check out Reservation Master software, or get CPR certified, then hang out with other resorters over supper, enjoy the facilities, stay overnight and wake up refreshed for the all-day Spring Workshop.

Pre-Workshop Bonus classes, Monday, April 9

10:00 - 2:00 **Reservation Master Seminar** (You do not have to attend Workshop in order to enjoy this class. \$25 for non-Workshop attendees.

Non-attendees can bring additional people from the same resort for \$10 each. If you also attend Workshop, class is FREE.)**

**Contact Tom Pingel to pre-register for Reservation Master Seminar (218) 566-2378 or CMR@thunderlakelodge.com

3:00 - 7:00 **First Aid & CPR Course Get certified!** (You do not have to attend Workshop in order to enjoy this class. \$45 to get certified for everyone.)***

***Contact Kerri Ball to pre-register for CPR class at (218) 335-6658 or clodge@paulbunyan.net (\$45 person to get certified)

2007 CMR Spring Workshop, Tuesday, April 10, 2007

Sawmill Inn - Grand Rapids, MN (800) 235-6455 (Make room reservations by March 26 to guarantee group rate of \$59-\$69/night. Free breakfast in dining room with room rental.

Workshop Schedule

7:30 - 8:30 **Registration**

8:30 - 9:15 **Welcome & Introductions** (*Jennifer Bateman, CMR President*)

9:15 - 10:15 **Help! My Plate's Too Full!** (*Lisa Randall, Life Coach*)

10:15 - 10:30 **Break**

10:30 - 11:15 **Legislative Update** (*Joel Carson, CMR lobbyist*)

11:15 - 11:45 **Crackerbarrel** (*moderated by Jeanne Pingel*)

11:45 - 12:45 **Lunch**

12:45 - 1:45 **Health Savings Accounts** (*Dan Borseth and Judy Larson of Security State Agency, Stephen Collins of Blue Cross/Blue Shield*)

1:45 - 2:15 **Crackerbarrel** (*moderated by Tom Pingel*)

2:15 - 2:30 **Break**

2:30 - 3:30 **Sure-Fire Resort Marketing Strategies** (*Eric Eisland of E3 Consulting Services*)

3:30 - 4:00 **Crackerbarrel** (*moderated by Mark Novotny*)

4:00 - 4:45 **Native Plants for Your Shoreline** (*Andy Arens - Forestry/Shoreland Specialist in Soil & Water Conservation Department*)

4:45 - 5:15 **Closing & Grand Prize Drawing**

5:30 - 7:30 Board Meeting (*Open meeting, members welcome!*)

Cost of Workshop: CMR Members: \$49/person (*includes lunch & breaks*); Non-Members: \$59/person (*includes lunch & breaks*) If you've never been a member of the CMR in the past, come see what we're all about! Join the CMR as a new member at the door and receive a 50% discount from your annual dues (membership year 9/1/2006 to 8/31/2007)

Registration forms have been sent out to all CMR Members on March 3, 2007. If you have not received your form, please contact the CMR Office at cmr@minnesota-resorts.com or 888-761-4245.

**COMPLETED SCHOLARSHIP APPLICATIONS ARE DUE AT THE
CONGRESS OF MINNESOTA RESORTS OFFICE BY MARCH 15TH**

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

Secretary: Mark Novotny, Hyde-A-Way Bay Resort, 218-675-6683
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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:

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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:

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