



RESORTER REPORTER

CMR Spring Workshop

Spring is almost here and it's time to get back to work. A great way to start your season is meeting with fellow resorters that share your goals and problems. Please plan to attend the CMR Spring Workshop on Tuesday, March 30, at Timberlake Lodge in Grand Rapids. The workshop will begin with registration at 8:00AM and will end about 4:30PM. The cost is \$39 per person and includes lunch and all materials. You should receive a brochure in the mail and email on the subjects being discussed. There will also be School of Resorting classes offered the day before the conference. If you need overnight lodging, please contact Timberlake Lodge at 1-866-800-2200 or go to www.timberlakelodgehotel.com for reservations and directions. They are holding some discounted rooms for CMR attendees. For more information, contact Steve Addler at vacation@crlodge.com. You will have a great day and just might learn something that will make your 2010 season the best ever.

CMR Pre Spring Workshop School of Resorting Classes

Take advantage of these School of Resorting classes Pay-Per-Click Advertising and two sessions of Reservation Master that will be held on March 29th at Timberlake Lodge, Grand Rapids, MN. Check the description of each class in this newsletter. If you need further information or to reserve space contact Timberly Christiansen at finnfeather@hotmail.com or call (218) 335-6598

Pay-Per-Click Advertising

Do you want to get qualified traffic to your website today? Join Internet Marketing Strategist, Karen Smith from Midwest Captions to provide basic Google Adwords training and to help you achieve long-term Pay Per Click success.

- Class Title:** Pay-Per-Click Advertising Class
- Date and Time:** March 29th, 10:00 – 2:00pm
- Food:** Bring a bag lunch, or enjoy lunch in Grand Rapids
- Where:** Timberlake Lodge, Grand Rapids, MN
- Instructors:** Karen Smith, Midwest Captions
- Facilitator:** Timberly Christiansen finnfeather@hotmail.com (218) 335-6598
- Registration Deadline:** March 22nd, 2010
- Number of Students:** Minimum of 20 needed, sign up early!
- Cost:** \$25 per person

Class Summary: Do you want to get qualified traffic to your website today? Internet Marketing Strategist, Karen Smith from Midwest Captions will provide basic Google Adwords training to help you achieve long-term Pay Per Click success. Training will include proper keyword research techniques, how to build an Adwords account, getting to know your account, and how to add basic Google analytics tracking code to your site.

To fully participate, you will need a laptop computer with an internet connection, and your credit card. You can set up a basic account for as little as \$20.00 per month. Once an account is set up you may pause your campaign at any time and your ads will stop showing until you resume your account. If you don't have a laptop you can still join in the training, but will not be able to set up your account.

CMR Pre Spring Workshop School of Resorting Classes Continued:

Reservation Master Class

Class Title:	Reservation Master
Date and Time:	March 29 th , 9:00 – 11:30am, 1:30 – 4:00pm
Food:	Bring your own lunch, or enjoy lunch in Grand Rapids
Where:	Timberlake Lodge, Grand Rapids, MN
Instructors:	Tom Pingel, Reservation Master
Facilitator:	Timberly Christiansen finnfeather@hotmail.com (218) 335-6598
Registration Deadline:	March 22 nd , 2010
Number of Students:	No minimum
Cost:	\$20 for one session, \$35 for both

Class Summary: The morning session will be targeted to newer or prospective users of Reservation Master and will address the basics of making and managing reservations. It will also cover communication with prospects and guests, and a general overview of how the system is organized and what its capabilities are.

The afternoon session will provide discussion and demonstration of some of the advanced features of the system and how they can benefit resort operations. The more than 50 new features that have been introduced in the last year will be reviewed. It will address special features available to properties with seasonal units and multiple lodging opportunities (camping, cabins, etc.). There will be 'how to' discussions initiated by attendees and It will provide users the chance to provide input for the future direction of the system.

Attendees should bring a laptop if possible. Please register in advance so that you can download materials to your computer ahead of time.

Email: Timberly at finnfeather@hotmail.com for questions or to reserve your space.

Announcing, Announcing, Announcing!!!

Upcoming School of Resorting Classes.

Mark your Calendars for these classes and get ready for some fun!

March 18th – 8:30a.m. Small Engine Repair Class- Back by popular demand, come with your equipment for hands on instructions on how to repair and perform basic maintenance on your equipment. Cost of \$15 per person. Registration deadline March 12th. Maximum of 10

March 26th – 9:00a.m. Welding Expo & Training – Come and learn some of the basic techniques of welding and equipment needed along with demonstrations from Bemidji Welder's Supply. Great chance to learn the ins and outs of welding! Cost of \$10 per person. Registration deadline March 20th. Maximum of 20

Location for both classes: Christiansen Industrial Developers, Bemidji

Lunch will be provided for both classes.

Email: Timberly at finnfeather@hotmail.com for questions or to reserve your space.

Minnesota Resorter Magazine Articles

Anyone with a good story or some educational information that you would like to share with everyone in the Minnesota Resorter please write and send to Nancy Loren littleboyresort@arvig.net or Sue Paradeis at vacation@shingwako.com

Membership Committee Update

The Membership committee has been working on sorting through the list of names who are participating on our e-groups chat line. Our goal is to identify the members and non-members and to make a concentrated effort to encourage the non-members to join the CMR and take full advantage of all the member benefits we offer.

We also have plans to contact our current membership with a reminder of how important it is for them to fully update their complete resort listing on the CMR web site. Each member has the opportunity to add or update four different areas on their individual listing: a picture, a short and long description describing their resort and the amenities page. By keeping the listing current, it will help to bring more interest and traffic to both the individual resort's site and the CMR's web site.

NEW MEMBERS

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

Resort Members:

Roger B Reynolds, Rainbow Bay Resort, 8071 Cty 78, Lake Shore, MN 56486 Phone: 218-963-7313 Email: rbayresort@yahoo.com

Steve & Nancy Roth, Loon Point Resort, 51898 Cty Rd 310, Bigfork, MN 56628 Phone: 218-245-1470 Email: info@loonpointresortmn.com

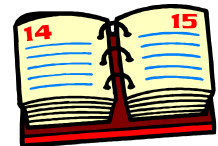
Website: www.loonpointresortmn.com

Scott & Sue Springer, Pike Point Resort, 10393 S Gull Lake Rd NE, Tenstrike, MN

56683 Phone: 218-586-2810 Email: pikepointresort@gmail.com Website: www.pikepointresort-lodge.com

*WELCOME
&
GOOD LUCK!*

CMR CALENDAR OF EVENTS



March 15, 2010	CMR Scholarship Applications due in CMR Office
March 18, 2010	CMR Small Engine Repair Class see details on page 2
March 26, 2010	CMR Welding Expo & Training see details on page 2
March 29, 2010	CMR School of Resorting, TimberLake Lodge, Grand Rapids Pay-Per-Click Advertising Class 10-2 details on page 1 Reservations Master, 2 sessions 9-11:30 & 1:30-4 details on page 2
March 30, 2010	CMR Board Meeting at TimberLake Lodge, Grand Rapids
August 1, 2010	CMR Resorter of the Year Nominations due to CMR Office
Sept 2010	CMR Fall Resort Tour, date and location to be announced later
Oct 31 & Nov 1 & 2, 2010	CMR Fall Conference, Cragun's Resort, Brainerd

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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 2009-2010 BOARD OF DIRECTORS

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