

May 2007



RESORTER REPORTER

Message from the CMR President, Jennifer Bateman

Spring is finally here and we're all thinking the same thing -- "Let's get this place ready!" I'm excited for another season and hope that you are, too!

I don't have much to report in regards to CMR activity over the last six weeks. We had another very successful Spring Workshop on April 10th that was well attended. The guest speakers covered a wide variety of topics, and best of all, the resorters in the group were very open with sharing advice and experiences. That is one trait of CMR members that surely helps strengthen our organization.

As the busy season approaches, your CMR board usually slows down a bit to concentrate on running their resort businesses, however, they are always open to new ideas and suggestions, feedback and information. The door is always open! Feel free to contact me or any board member with your comments.

Wishing you all a productive summer with lots of reservations and very little "surprise" maintenance!

CMR Members Only

Information regarding www.Minnesota-Resorts.com

Submitted by Tim Aarsvold, Website Chairperson, Geneva Beach Resort

- Please help the CMR website increase traffic by linking from your website to the CMR website. Faster Solutions, Inc., our advertising webmasters, highly recommends more links to the CMR site. This, in return, will also increase traffic your websites. To set up a link, log in as a member and go to "media", and follow the easy directions. The more links to the CMR website, the higher the rank with search engines.
- The new "Legislators" link on the CMR website takes you to the Minnesota Legislative page, which has a wealth of information.
- The CMR website has an updated "Vendors" list. Please check out our supporters.
- The new "Workshops and Conferences" link will give you up to date information on upcoming events. Watch for the Fall Conference information.
- If you have any suggestions for links for the "Activities and Attractions" page, or if you have new photos for the "Photo Gallery, send them to Tim Aarsvold at tja@genevabeachresort.com. Any new suggestions for the CMR website are also welcome.
- Most customers look at "Resort Searches", "Photo Gallery", and "Activities and Attractions". Please update your resort information if necessary.



Congress of Minnesota Resorts

May 3, 2007

The Congress of Minnesota Resorts in the past year has redesigned the website and hired Faster Solutions to Administrate and Market for us. Since its activation, the activity continues to increase (with some seasonal fluctuation). We do not have comparable numbers from the past, but this is what we are seeing now.

	Visits	Page Views
November 2006	1,529	8,176
December 2006	1,930	9,499
January 2007	4,568	27,795
February 2007	3,713	21,584
March 2007	4,770	27,911
April 2007	4,002	24,349

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

December 2006 Cook, Alexandria, Baudette
January 2007 Park Rapids, Brainerd, Alexandria
February 2007 Grand Rapids, Alexandria, Walker
March 2007 Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes
April 2007 Brainerd Lakes, Otter Tail Country, 1,000 Grand Lakes

The report does not give any information as to where visitors go from the Congress of Minnesota Resorts website, I believe that is information you get from your website host statistics. I looked at my own statistics and found that visits to my resort website the Congress of Minnesota Resorts sends the fourth or fifth most leads. First is my local Chamber, second is Explore Minnesota, and third is Google.

My website numbers from the Congress of Minnesota Resorts website referrals are as follows:

November 2006	20
December 2006	31
January 2007	74
February 2007	69
March 2007	89
April 2007	83

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

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.

Tim Aarsvold, Treasurer/Website

Congress of Minnesota Resorts

105 Linden Avenue

Alexandria, MN 56308

TJA@GenevaBeachResort.com

Plan ahead!

Schedule your post season vacation around the Congress of Minnesota Resorts Fall Conference, October 28-30, Sunday - Tuesday at Breezy Point Resort near Brainerd.

We've lined up entertainment, crackerbarrel topics, vendor show and many speakers already and it's shaping up to be a fantastic conference!!!

You won't want to miss the education and fun - so mark your calendar today!

Congratulations to the 2007 CMR Scholarship Winners!

The Congress of Minnesota Resorts (CMR) was established in 1984, with our theme of "Resorters Helping Resorters." One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999, three \$500 scholarships are awarded each year. The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement

Every year we have top quality applicants, all worthy of the awards. This year was no exception. The CMR Scholarship Committee and Board wish to extend our congratulations to the following recipients of 2007 Scholarship winners.

CMR Scholarships:

Kelley Frost, daughter of Jack & Sherry Frost of Joe's Lodge Resort, Bemidji

Ashley Grewe, daughter of Rick Grewe of Quietwoods Resort, Hackensack

Carol Kirchner Memorial Scholarship:

Alicia Niemi, granddaughter of Warren & Linda Anderson of Anderson's Northland Lodge, Walker

We would like to wish you all the best in your advanced educational pursuits.

www.minnesota-resorts.com

CLICK HERE!

For all of your Congress of Minnesota Resorts "**Members Only**" information

Click on the "**CMR Membership**" tab at the bottom left of the home page.

(Forgot your password? Simply click the "I forgot my login" and it will be sent to you.)

From here you can edit all of your resort listing information, as well as access the following information:

- *Office Staff and Board Member Information
- *CMR Vendors
- *Past editions of the Minnesota Resorter magazine and CMR Newsletter
- *Application Forms
- *Educational Materials
- *Conference & Workshop forms and Schedules
- *Legislative News
- *New information is being added regularly, so refer to it often.

Have fun exploring the site and be sure to BOOKMARK it!

NEW MEMBERS

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

Resort Members:

Chris Anderson, Anderson's Cove Resort, 11246 Portside Court NW, Walker, MN 56484 218-547-3762 email: acr@eot.com

Bonnie Tweed, Breezy Point Resort, 9252 Breezy Point Dr, Breezy Point, MN 56472, 218-562-7189 email: btweed@breezypointresort.com

Joe & Carol Campbell, Campbell's Lodge, 49092 Empty Bar Loop, Deer River, MN 56636, 218-659-2862 email: Fun@campbellslodge.com

Tim & Karen Senger, Cedar Point Resort, 38268 Cedar Point Road, Marcell, MN 56657, 218-832-3808 email: cedarpoint@bigfork.net

John & Lisa Matthews, Island View Resort, 4685 Hitchcock Road, Orr, MN 55771, 218-757-3469 email: yourvacation@islandviewresort.com

Rick & Diana Dodge, Shady Hollow Resort, P.O. Box 207, Brainerd, MN 56401, 218-928-9308 email: cmr@shadyhollowresort.com

Associate Member:

Septic Check, Inc, 6549 Keystone Road, Milaca, MN 56353, 320-983-2447
email: info@septic-check.com website: www.septic-check.com

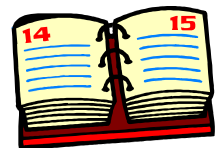
*WELCOME
&
GOOD LUCK!*

Resorter/s of the Year Nomination Forms!

Our "new and improved" website, 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 Resorter of the Year Award nomination form is now available on-line. Don't forget that now is the time to be filling out the nomination form, with the June 1st, deadline fast approaching. Be sure to bookmark this new Members Only section of the website and refer to it often for CMR related information.

CMR CALENDAR OF EVENTS

- | | |
|---------------------|---|
| 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. |
| June 7, 2007 | CMR Board Meeting |
| August 9, 2007 | CMR Board Meeting |
| October 28-30, 2007 | 2007 CMR Fall Conference, Breezy Point Resort in Breezy Point |



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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
email: vacation@baileysresort.com

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

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

EDUCATION:

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email: vacation@pineterrace.com

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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:

Co-Chairpersons:

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

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